

PRODUCT SPOTLIGHT

Christopher O'Donnell | SVP, Product





View saved SafeSearch ▼

motivation

 software™

The GDPR Elephant is in The Room

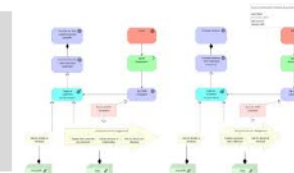


CONSENT

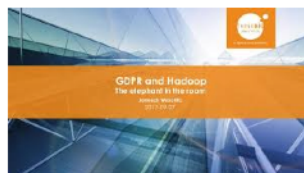
The GDPR elephant in the room



GDPR: the elephant in the room



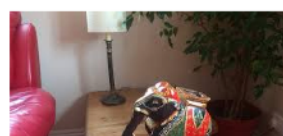
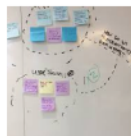
WHAT GDPR MEANS TO SMALL BUSINESS OWNERS:



GDPR



"I SUPPOSE I'LL BE THE ONE TO MENTION THE ELEPHANT IN THE ROOM"



GDPR Compliance Approach



GDPR TOGGLE

- GDPR-compliant default settings

The screenshot shows the HubSpot 'Settings' page, specifically the 'Account Defaults' section. The left sidebar lists various settings categories: Contacts & Companies, Import & Export, Install Code & Tracking, Domains & URLs, Integrations, Marketing, Properties, Sales, and Users & Teams. The main content area has two tabs: 'General info' (selected) and 'Branding'. Under 'General info', there are several settings: 'Account name' (Lara's Account), 'Default language' (English), 'Default date and number format' (United States), 'Currency' (US Dollars \$), and 'Time zone' (US/Eastern (UTC-5)). At the bottom, there are two toggle switches: 'Lead Revisit Notifications' (disabled) and 'EU General Data Protection Regulation (GDPR) Compliance' (enabled). The GDPR toggle is accompanied by links for 'Privacy & consent', 'Cookies & tracking', and 'Learn more'.

Contacts ▾ Conversations ▾ Marketing ▾ Sales ▾ Service ▾ Automation ▾ Reports ▾

Settings

Account Defaults

Contacts & Companies

Import & Export

Install Code & Tracking

Domains & URLs

Integrations ▾

Marketing ▾

Properties

Sales ▾

Users & Teams

General info

Branding

Account name

Lara's Account

Default language

English ▾

Default date and number format

United States ▾

Format: 20/03/2018 and 1 234,56

Currency

US Dollars \$ ▾

Time zone

US/Eastern (UTC-5) ▾

Lead Revisit Notifications ⓘ ☐

EU General Data Protection Regulation (GDPR) Compliance ⓘ ☒

[Privacy & consent](#) | [Cookies & tracking](#) | [Learn more](#) ⓘ

LAWFUL BASIS

- Automatic contact property

The screenshot shows the HubSpot contact properties interface for a contact named 'Winter Snow' from 'HubSpot Support'. The interface is divided into two main sections: 'About' and 'All properties'.

About Section:

- Header: Winter Snow, HubSpot Support (with a profile picture of a woman).
- Text: 'These contact properties will appear on every contact record you view. You can also set your team's default properties in account settings.'
- Button: 'Set default properties'.
- Properties List (each with a vertical icon on the left and an 'x' on the right):
 - First name
 - Last name
 - Company name
 - Job title


All properties Section:

- Header: 'All properties'.
- Filter: 'legal'.
- Section Header: 'Contact Information' (1 of 104 properties).
- Text: 'Legal basis for processing contact's data.'
- Dropdown Menu (highlighted with a blue background):
 - Legitimate interest - prospect/lead
 - Legitimate interest - existing customer
 - Performance of a contract
 - Freely given consent from contact

An orange arrow points from the 'Set default properties' button in the 'About' section to the 'Contact Information' section in the 'All properties' section.

SETTINGS

- Data privacy
- Consent settings



Contacts ▾

Conversations ▾


Marketing ▾


Sales ▾


Service ▾


Automation ▾

Reports ▾







 The Midnight Society ▾

Settings

Account Defaults

Contacts

Import & Export

Install Code & Tracking

Domains & URLs

Integrations ▾

Marketing ▾

Properties

Sales ▾

Users & Teams

Contacts

Companies

Privacy and consent

Calling

Log emails

Data privacy & consent options

These options will appear anywhere you process and store personal data for contacts.

Notice ⓘ
Midnight Society will use the information you provided to us, including your email address and phone number, to send you emails and call you about Midnight Society's products and services. You may unsubscribe from these communications at anytime. For information on how to unsubscribe, as well as our privacy practices and commitment to protecting your privacy, check out our [Privacy Policy](#). [Edit](#)

Consent to market ⓘ
Midnight Society is committed to protecting and respecting your privacy. From time to time, we would like to contact you via email about Acme's products and services, as well as other content that may be of interest to you. [Edit](#)

☐ I agree to receive emails marketing communications from Midnight Society. [Edit](#)

Consent to process data ⓘ

Explicit

Implicit

In order to provide you the content requested, we need to store and process your personal data. [Edit](#)

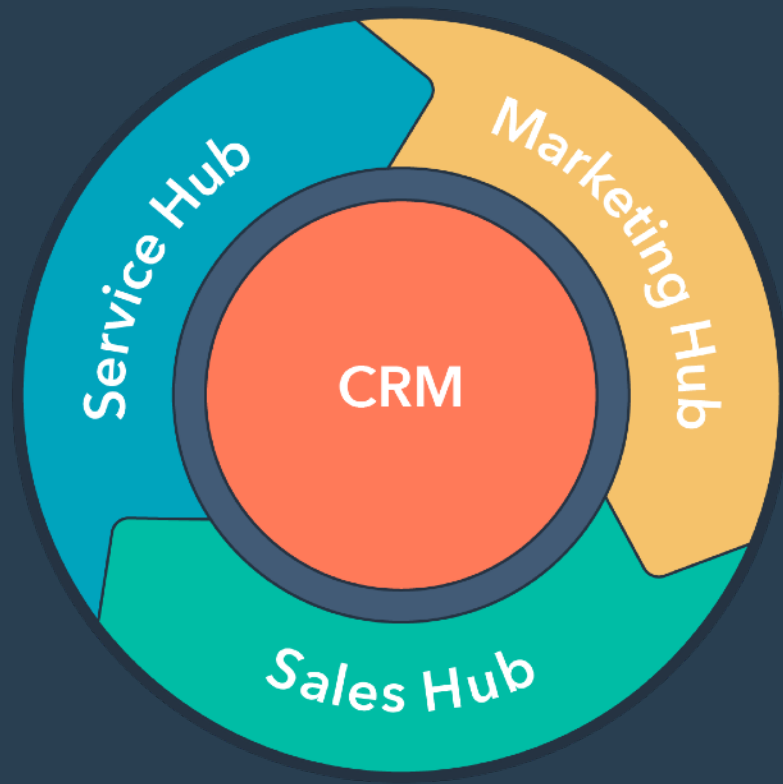
☐ I agree to Midnight Society's storage and processing of my personal data. [Edit](#)

You may unsubscribe from these communications at anytime. For more information on how to unsubscribe, our privacy practices generally, and how we are committed to protecting and respecting your privacy, check out our [Privacy Policy](#). [Edit](#)

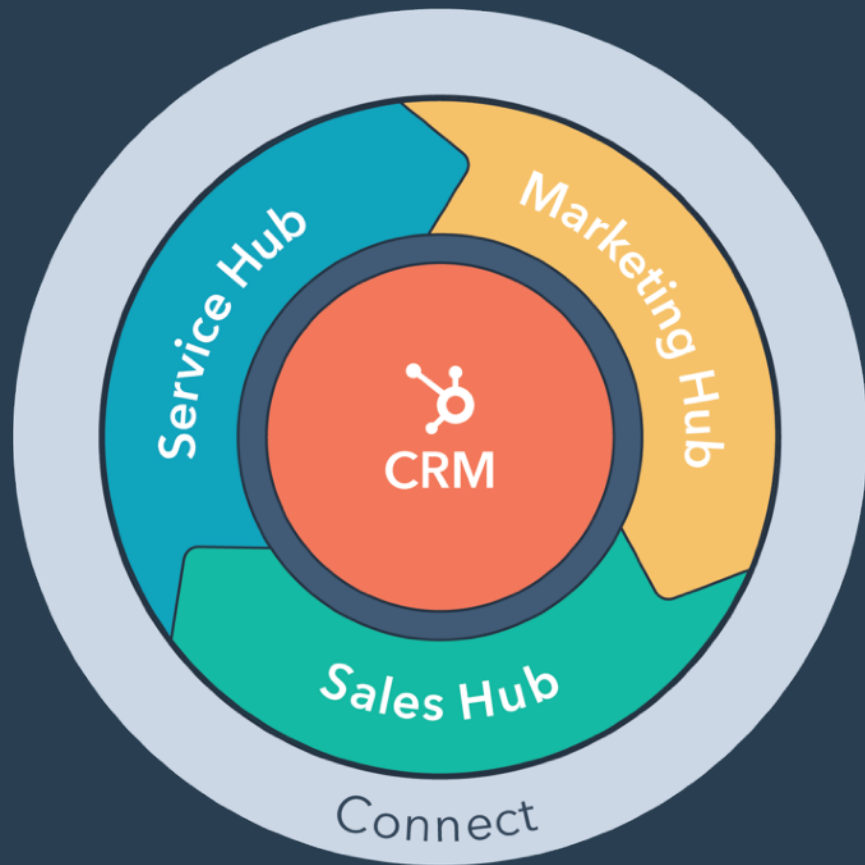
Privacy policy hyperlink ⓘ



THE FUTURE OF
HubSpot



THE FUTURE OF
HubSpot



E C O M M E R C E

+

I N B O U N D



NATIVE INTEGRATION

AVAILABLE NOW

digital^{J2}

for client

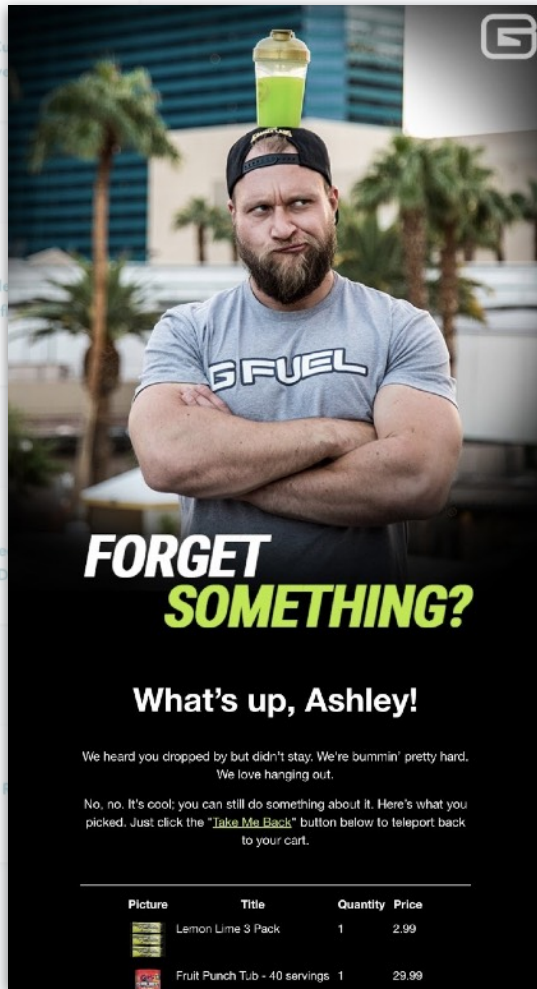
GFUEL

Set a contact property Current
Reengagement Workflow Conversion

Copy contact property Last Order
Customer Reengagement Workflow
Amount

Set a date stamp Customer Re
Workflow Conversion Date

Set a contact property Current
to None





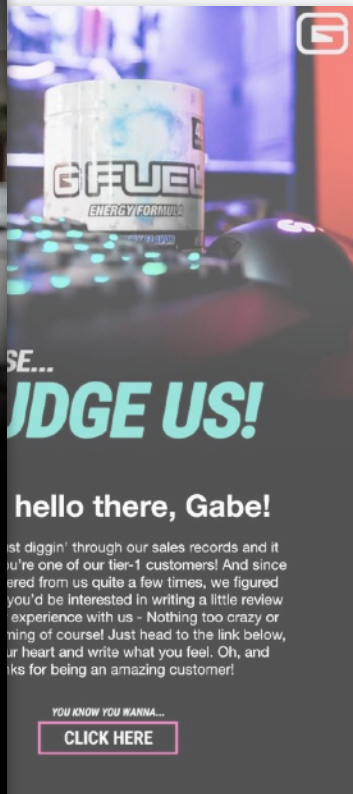
**FORGET
SOMETHING?**

What's up, Ashley!

We heard you dropped by but didn't stay. We're bummin' pretty hard.
We love hanging out.

No, no. It's cool; you can still do something about it. Here's what you
picked. Just click the "[Take Me Back](#)" button below to teleport back
to your cart.

Picture	Title	Quantity	Price
	Lemon Lime 3 Pack	1	2.99
	Fruit Punch Tub - 40 servings	1	29.99



**SE...
JUDGE US!**

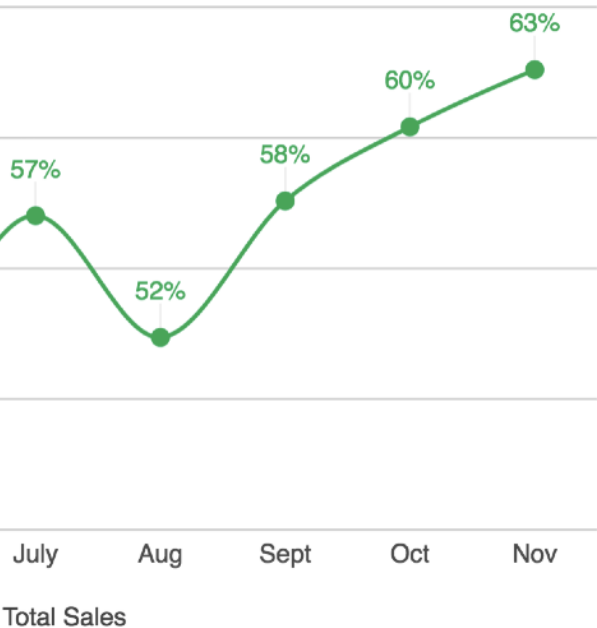
hello there, Gabe!

est diggin' through our sales records and it
u're one of our tier-1 customers! And since
ared from us quite a few times, we figured
you'd be interested in writing a little review
experience with us - Nothing too crazy or
ning of course! Just head to the link below,
ur heart and write what you feel. Oh, and
lks for being an amazing customer!

YOU KNOW YOU WANNA...

[CLICK HERE](#)

Customer Sales Growth



63%

increase in customer sales growth using
Shopify + HubSpot together



NEW APIs



ECOMMERCE BRIDGE



ANALYTICS API



PRODUCTS API

LINE ITEMS API

TICKETS API

CRM OBJECT PROPERTIES API

ASSOCIATIONS API

CHANGELOG API

GROW BETTER WITH
HUBSPOT CONNECT

AVAILABLE NOW

HubSpot
+
Shopify

Ecommerce
Bridge

Analytics API

Additional APIs

Tickets
Products
Line Items
CRM Object Properties
Associations
Changelog

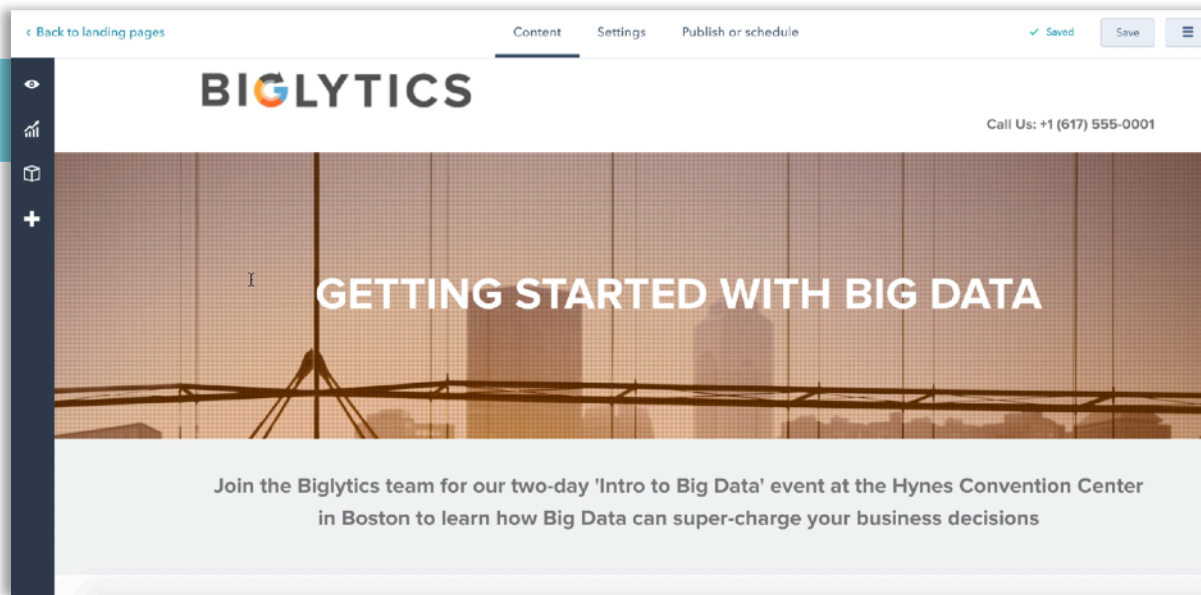




WEBSITE ADD-ON

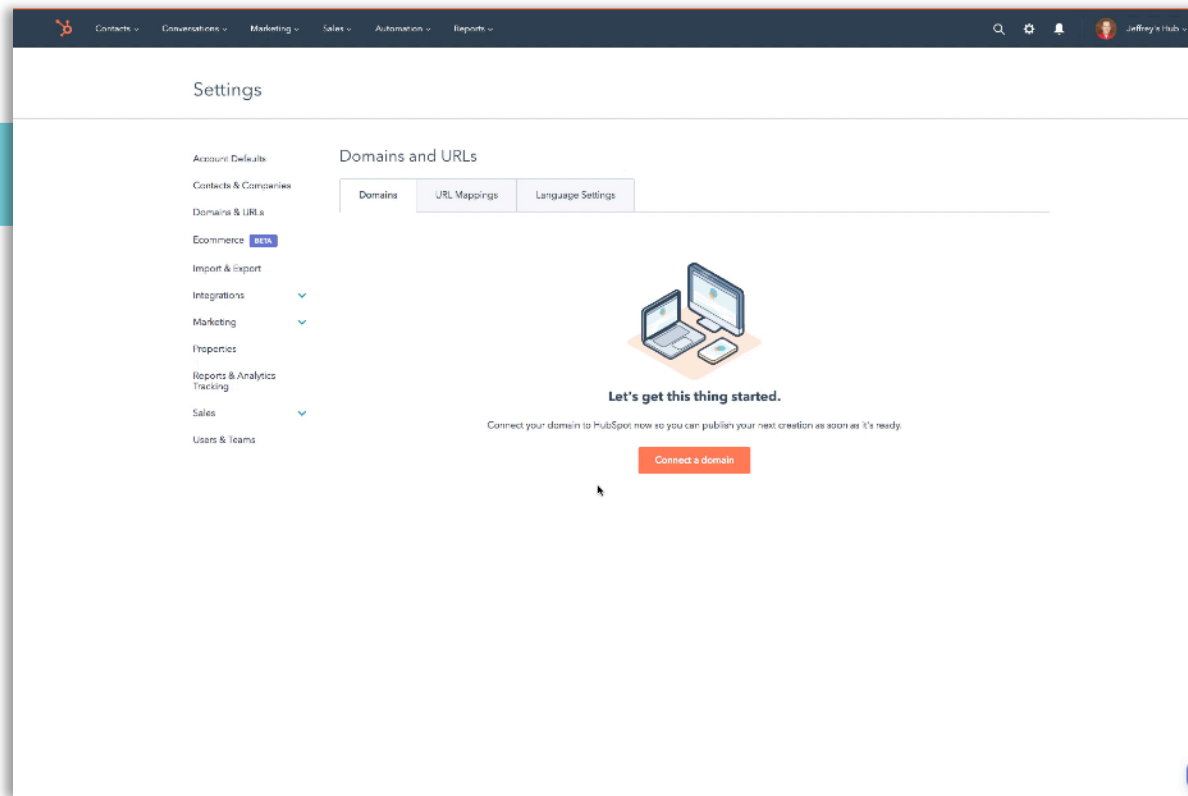
EDITOR ENHANCEMENTS

- Drag & drop images



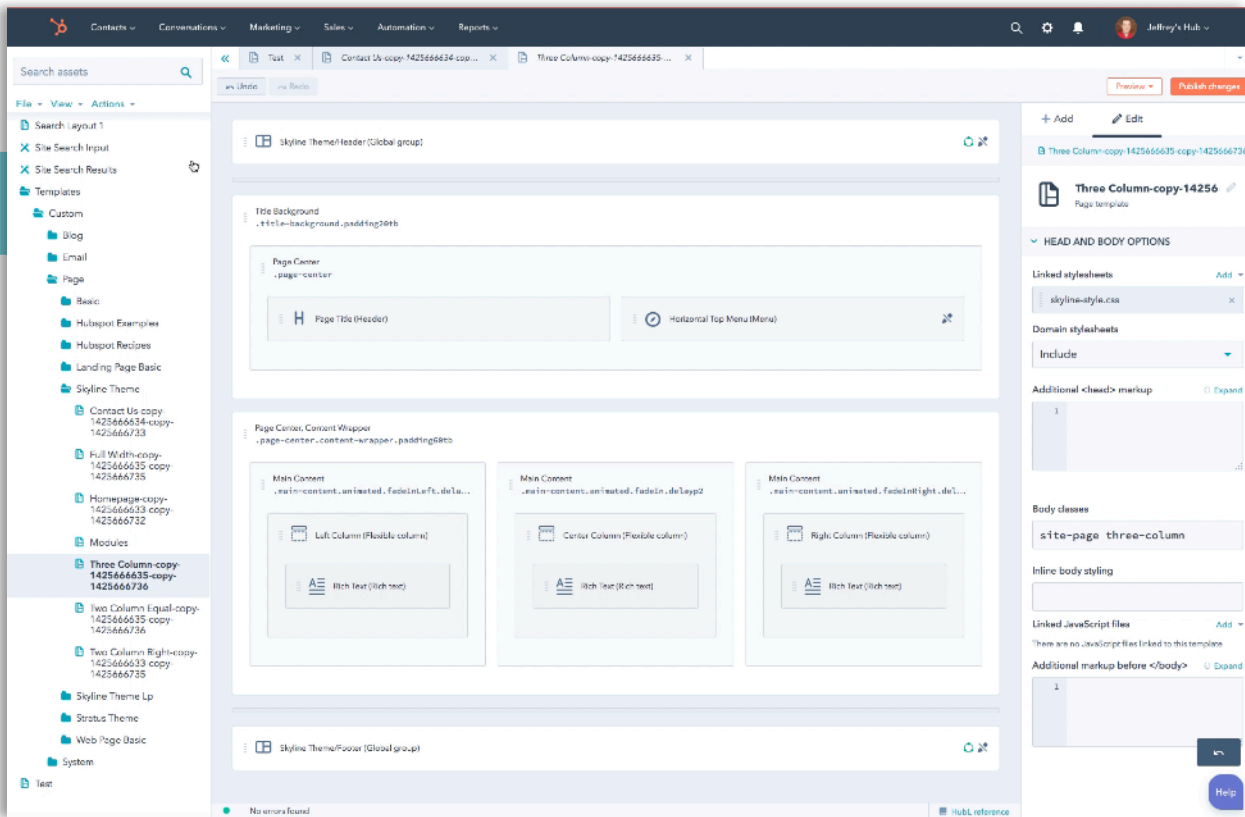
DOMAIN MANAGER

- Step-by-step instructions
- Connect multiple subdomains at once



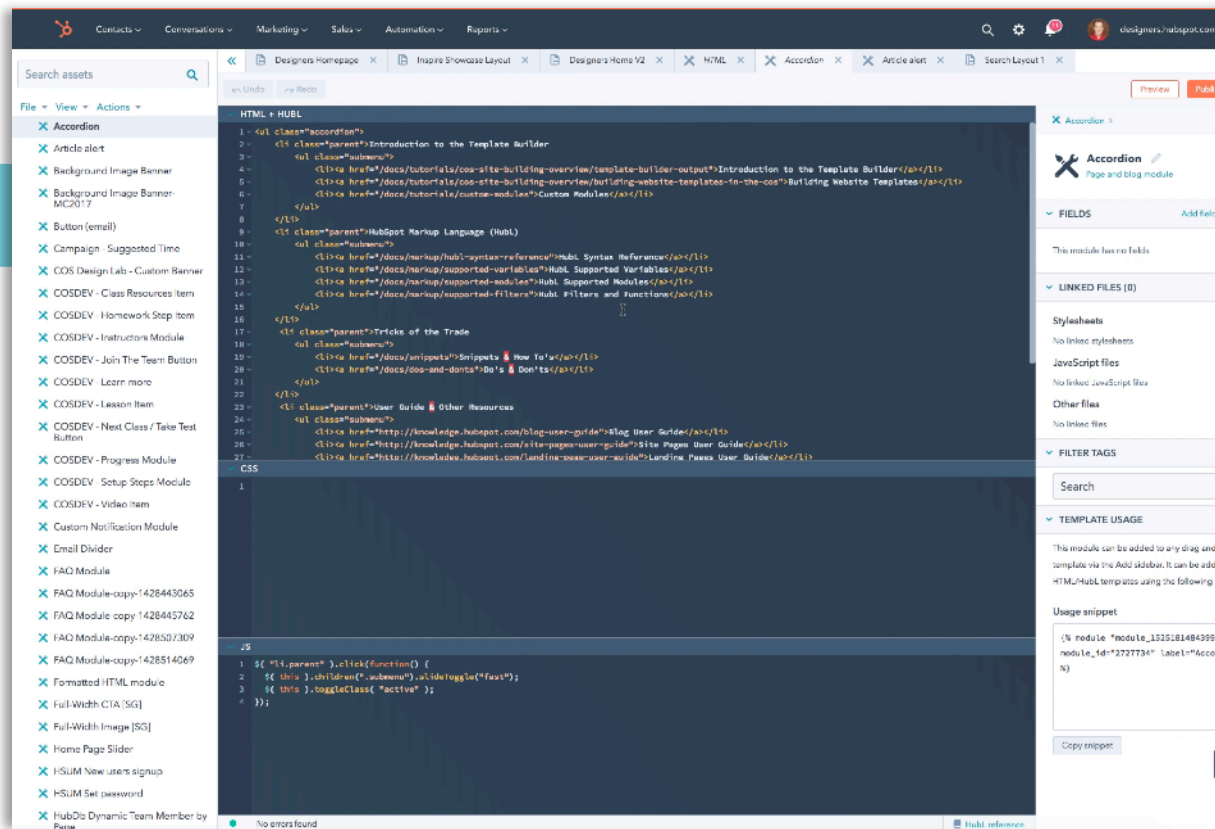
DESIGN MANAGER

- Search & organize files with the new finder
- Drag & drop editor enhancements



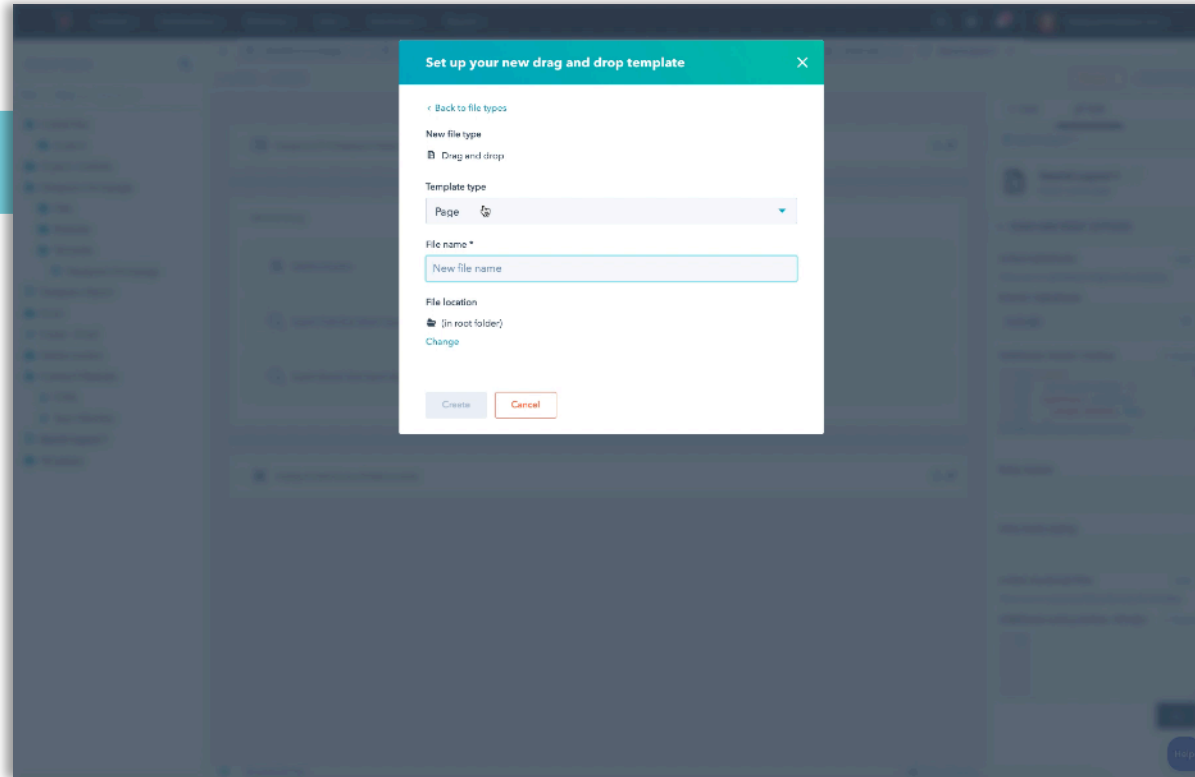
CUSTOM MODULES

- Now incorporates HTML, HubL, CSS, JavaScript
- Modules now available in the Marketplace



SITE SEARCH

- Now available to everyone with the new Design Manager
- Replaces Custom Search
- Included, easy to set up

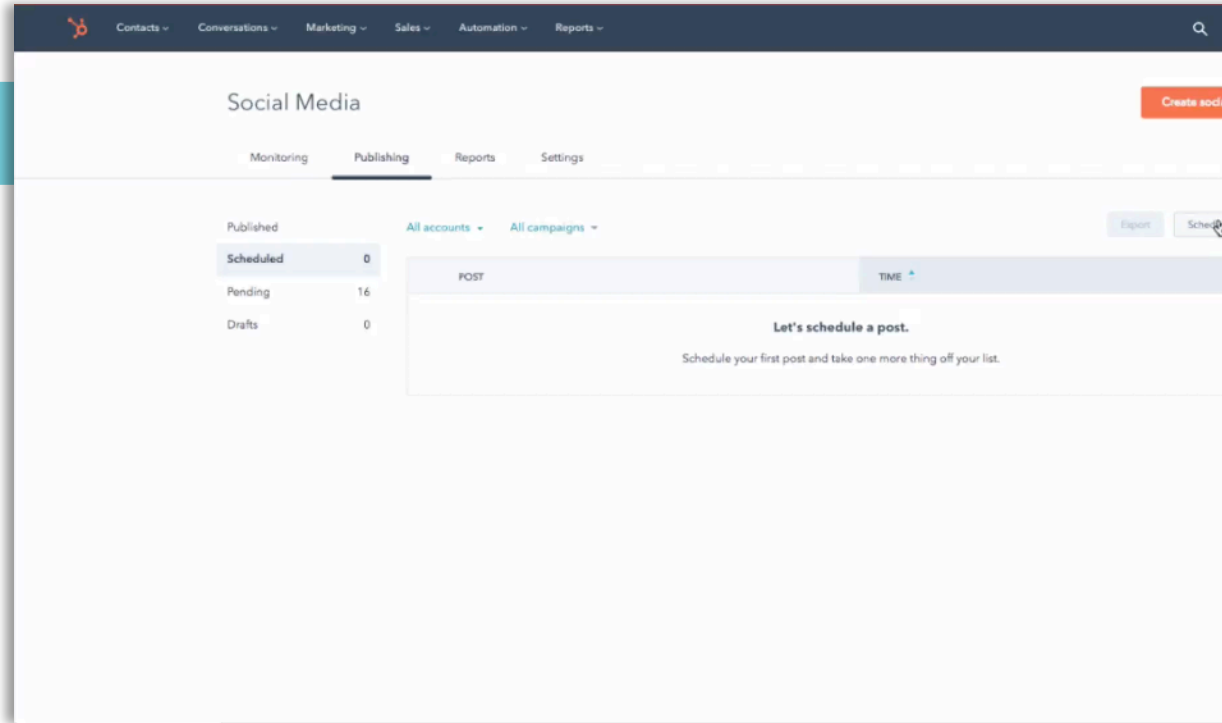




S O C I A L P U B L I S H I N G

SOCIAL PUBLISHING

- Bulk upload for Twitter, LinkedIn & Facebook



SOCIAL PUBLISHING

- Instagram scheduling & publishing

The screenshot displays the HubSpot Social Media Publishing interface. The top navigation bar includes links for Contacts, Conversations, Marketing, Sales, Automation, and Reports. The main header is 'Social Media', with tabs for Monitoring, Publishing (selected), Reports, and Settings. On the right, there is a 'Create social post' button. Below the header, a summary table shows the status of posts:

Status	Count
Published	
Scheduled	22
Pending	16
Drafts	0

Below the summary table, there are filters for 'All accounts' and 'All campaigns'. The main content area shows a list of scheduled posts. Each post entry includes a checkbox, a platform icon (Facebook, LinkedIn, or Twitter), the post content, a link preview, and the scheduled time. The posts are scheduled for May 15, 1:45 pm.

POST

Best voicemail greetings <https://blog.hubspot.com/sales/professional-voicemail-greeti...>
Campaign: Playing Around
Link: <https://blog.hubspot.com/sales/professional-voicemail-greetings>
Link preview

Best voicemail greetings <https://blog.hubspot.com/sales/professional-voicemail-greeti...>
Campaign: Playing Around
Link: <https://blog.hubspot.com/sales/professional-voicemail-greetings>
Link preview

Best voicemail greetings <https://blog.hubspot.com/sales/professional-voicemail-greeti...>
Campaign: Playing Around
Link: <https://blog.hubspot.com/sales/professional-voicemail-greetings>
Link preview

How to search on Google <https://blog.hubspot.com/marketing/google-advanced-search-ti...>
Campaign: Playing Around
Link: <https://blog.hubspot.com/marketing/google-advanced-search-tips>
Link preview

How to search on Google <https://blog.hubspot.com/marketing/google-advanced-search-ti...>
Campaign: Playing Around
Link: <https://blog.hubspot.com/marketing/google-advanced-search-tips>
Link preview

SOCIAL PUBLISHING

- Calendar view with drag & drop editing

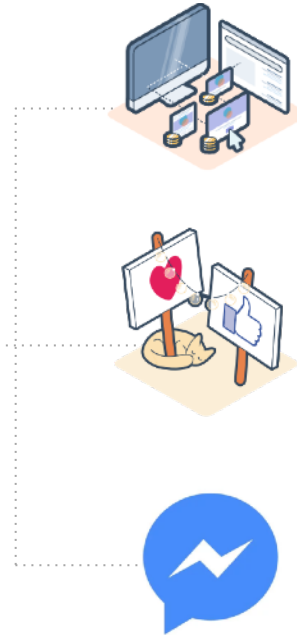
The screenshot displays a social media management dashboard. The top navigation bar includes links for Contacts, Conversations, Marketing, Sales, Automation, and Reports. The main section is titled 'Social Media' and features tabs for Monitoring, Publishing (selected), Reports, Messenger, and Settings. Below the tabs, there are filters for 'All accounts' and 'All campaigns'. A calendar view for May 2018 is shown, with days of the week as columns and dates as rows. The calendar displays scheduled posts for various accounts, including 'sim.developer.hubspot', 'Daria Axlrod Marmer', and 'Canal Beer Garden', with specific times listed for each post. A 'Create social post' button is visible in the top right corner.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6	7	8	9	10	11	12
13	14	15 sim.developer.hubspot - 11:00 Daria Axlrod Marmer - 1:45 Canal Beer Garden - 1:45 4 more	16 Daria Axlrod Marmer - 10:00 Daria Axlrod Marmer - 9:30 Canal Beer Garden - 10:45 3 more	17 Canal Beer Garden - 8:30 Daria Axlrod Marmer - 8:30 Daria Axlrod Marmer - 8:30 3 more	18 Daria Axlrod Marmer - 9:45 Canal Beer Garden - 9:45 Daria Axlrod Marmer - 9:45 3 more	19
20	21	22 Daria Axlrod Marmer - 2:45	23	24	25	26

facebook



HubSpot





AUDIENCE SYNC

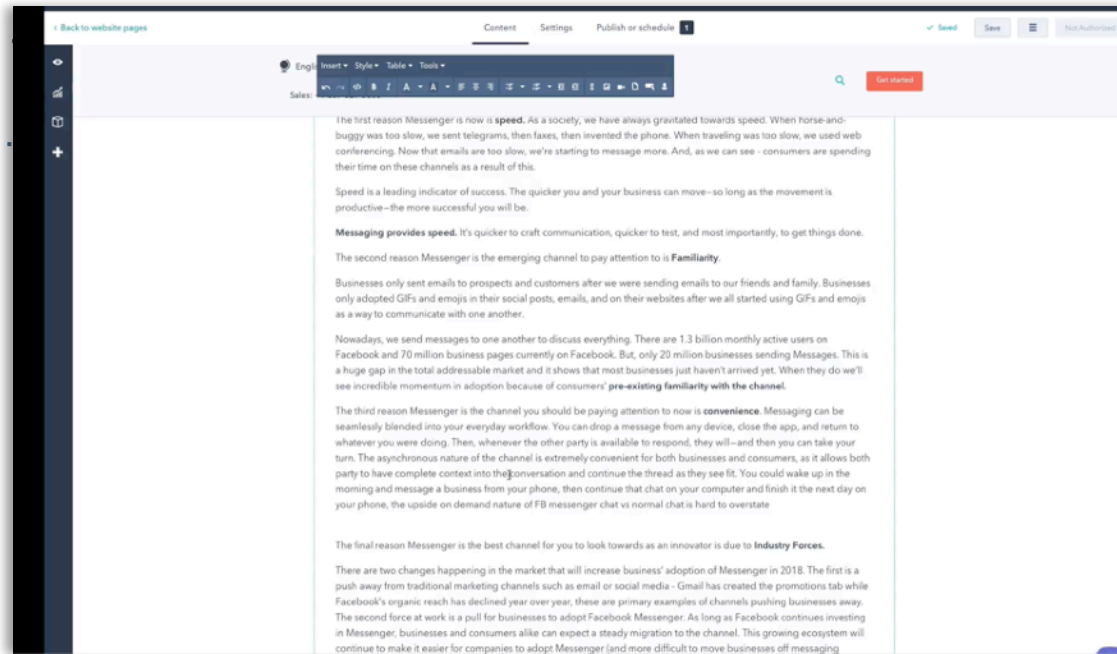
- Run targeted campaigns on Facebook
- Based on HubSpot CRM lists

Campaigns		Audiences	
		Type: All ▾	
NAME		TYPE	
Hubspot - Leads from leads ads - April		Campaign	
● Ready - (80% matched)		Lead	
Website visitors		Website	
● Ready		Website	
Lookalike (CA, MD, MA, 1%) - Website visitors		Lookalike	
● Ready		Lookalike	



MESSANGER INTEGRATION

- Easily add Messenger CTAs to any website page
- Ask questions and deliver content via Messenger
- All details sync directly to the contact record



GROW BETTER WITH
MARKETING
HUB

AVAILABLE NOW

Website Add-On

Design Manager Improvements

Custom Modules

Domain Manager Improvements

Site Search

Editor Enhancements

Social Publishing

Facebook Badged Partner

Facebook Audience Sync

Messenger Integration



SALES HUB REVENUE



16% PARTNERS



Sending better email is key
to making more connections.



RECOMMENDATIONS

RECOMMENDATIONS

- Email grading based on level of personalization
- Provides tailored recommendations

The screenshot shows a web-based interface for configuring an email sequence. At the top, there's a teal header with a close button (X). Below it, a navigation bar includes 'Sequences', 'Start: Email 1', 'Send follow-ups between: 9:00 AM - 11:11 AM', 'GMT-04:00', and a checkbox for 'Enable threading'. On the left, a vertical timeline lists the sequence steps: 'EMAIL 1' (Tue 5/01), 'TASK 1' (Thu 5/03), 'EMAIL 2' (Mon 5/07), 'EMAIL 3' (Tue 5/08), and 'TASK 2' (Wed 5/09). The main area displays the configuration for 'Email 1', which is marked as 'Low personalization'. It features a dropdown menu set to 'Send first email immediately'. The email content is a sales pitch from Scott at Biglytics to Dwayne at Boeing, discussing sales performance tools. At the bottom, there are 'Start sequence' and 'Cancel' buttons, and the recipient email 'To: dwayne.robertson@boeing.com'.

Sequences Start: Email 1 Send follow-ups between: 9:00 AM - 11:11 AM GMT-04:00 ☐ Enable threading

EMAIL 1 Tue 5/01

TASK 1 Thu 5/03

EMAIL 2 Mon 5/07

EMAIL 3 Tue 5/08

TASK 2 Wed 5/09

Email 1 Low personalization

Send first email immediately

Learning more about how The Boeing Company can solve for sales teams and sales performance

Hey Dwayne,

My name is Scott and I work at Biglytics, which helps sellers report on sales performance. I was hoping to chat with you about how you are focused on growing and measuring your sales efforts this year.

Here is [some information](#) on the tools that Biglytics can provide to your team to help them grow.

If you're interested in setting up a time to connect, let me know.

Thanks,
Scott

Start sequence Cancel To: dwayne.robertson@boeing.com

MEETINGS

HubSpot
Sales Hub



Free Big Data Consultation

May						
SUN	MON	TUE	WED	THU	FRI	SAT
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

Book a 60-minute meeting

What time works best?

9:00 am

10:00 am

11:00 am

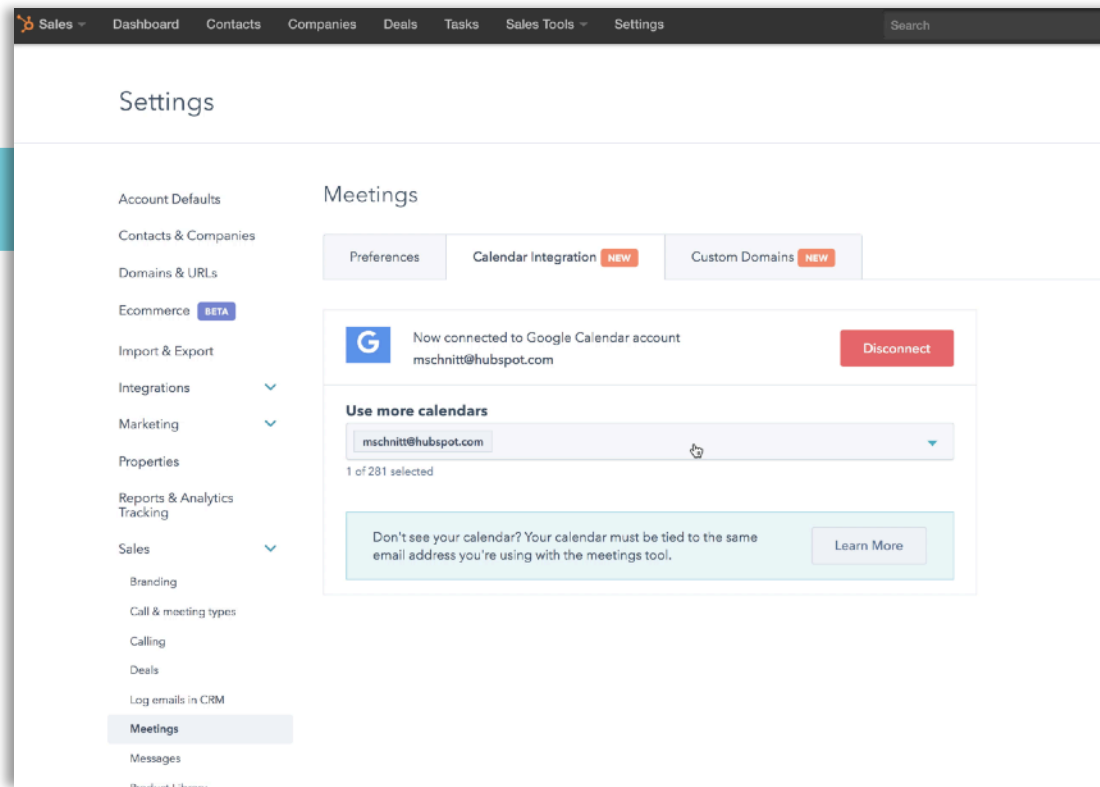
12:00 pm

1:00 pm

#PARTNERDAY18

MEETINGS IMPROVEMENTS

- Deeper customization
- Multiple calendar support



MEETINGS IMPROVEMENTS

- Automatic reminder emails

Create Personal Meetings Link

DETAILS CONFIGURATION AVAILABILITY

Step 2: Configuration

Location ⓘ

Where will this meeting take place

Invite subject ⓘ

Contact token Company token

The subject displayed in the calendar invite

Invite description ⓘ

Enter description

Language ⓘ

Select a language

The language your meeting link is displayed in

Date and number format

Select a locale

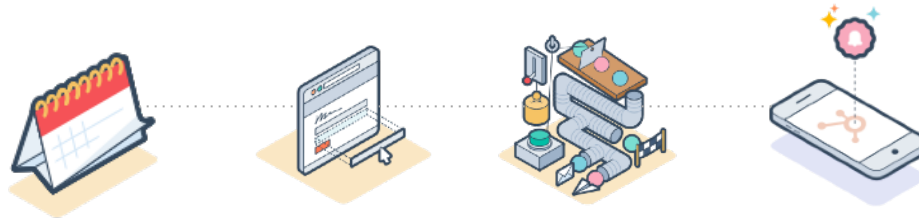
The date and number styling in your meeting link

Reminder emails

☐ > Send reminder emails to prospects who book meetings through this link

[Advanced Settings](#)

[Back](#)



Meetings are now more like form submissions.

Capture Leads | Track Pageviews | Trigger Workflows | Revisit Notifications

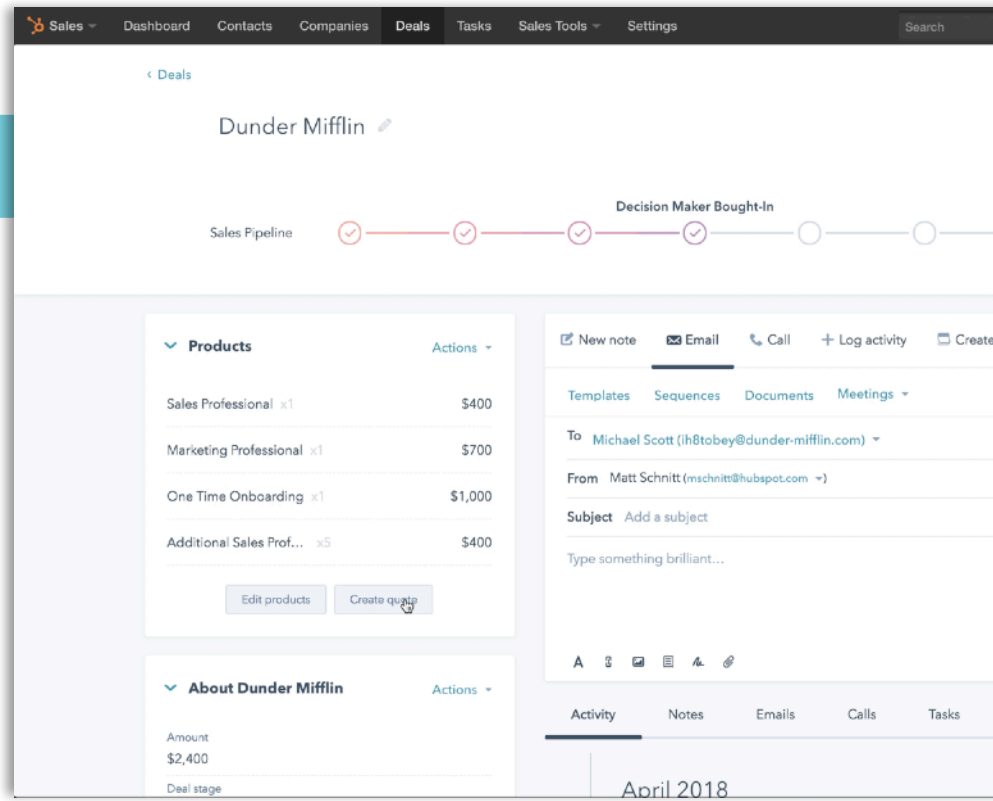




Q U O T E S


QUOTES

- Easily generate quotes
- Seamless user experience



QUOTES

- Stripe Integration




PrintDownload

Quote for Dunder Mifflin

Prepared on April 11, 2018 - #20180411-104730965
For Dunder Mifflin - Michael Scott [Show details](#)

Products & Services

One Time Onboarding	\$1,000.00
30 days with an Inbound Sales Consultant, up to 4 hours of consulting.	
Marketing Professional	\$800.00 / month \$100.00 discount \$700.00 / month
Sales Professional	\$400.00 / month 45% discount \$220.00 / month <i>For 1 year</i>
Sales Starter	\$50.00 / month
<hr/>	
Recurring discount	\$280.00 / month
Recurring subtotal	\$970.00 / month
One-time subtotal	\$1,000.00
Total	\$1,970.00

 Purchase

This price doesn't include any applicable taxes

Q U O T E S

Now available in
Sales Hub Professional

GROW BETTER WITH
SALES HUB

AVAILABLE NOW

Recommendations

Meetings
Improvements

Quotes

Stripe
Integration





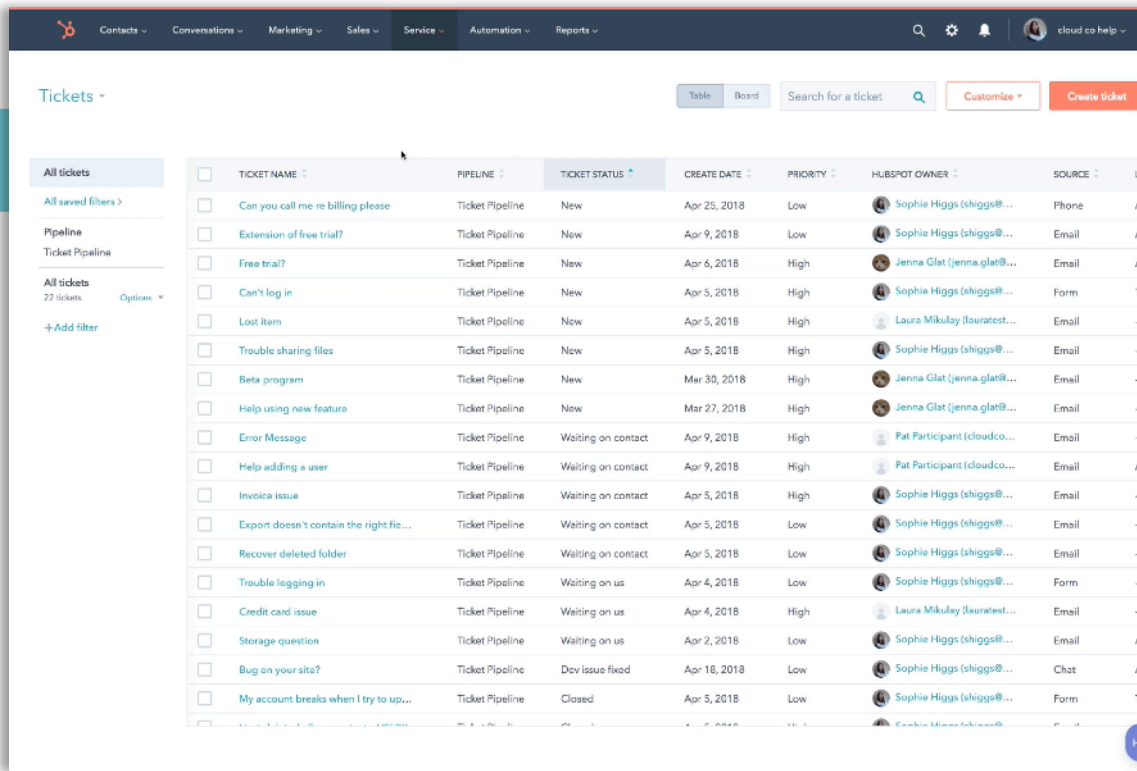
Service Hub Professional

HELPDESK-FEEDBACK-KNOWLEDGEBASE-CONVERSATIONS

AVAILABLE TODAY

HELPDESK : TICKETS

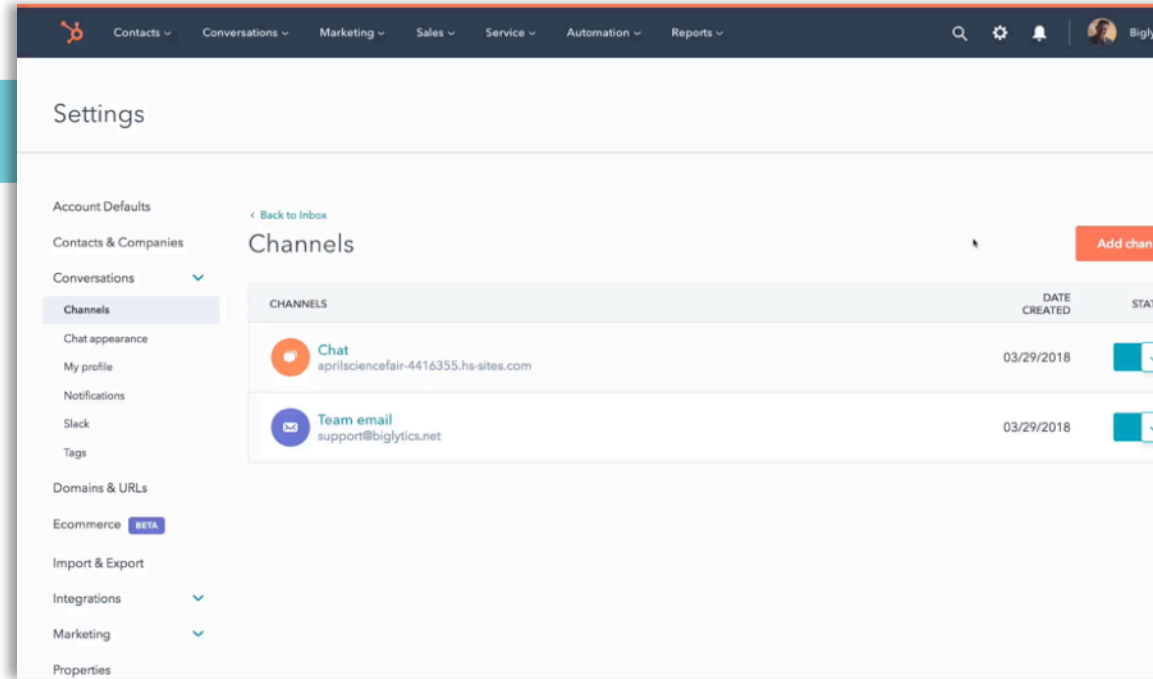
- Easily manage tickets in HubSpot CRM
- Detailed ticket records
- Integrated with contacts, companies, deals & tasks



<input type="checkbox"/>	TICKET NAME	PIPELINE	TICKET STATUS	CREATE DATE	PRIORITY	HUBSPOT OWNER	SOURCE
<input type="checkbox"/>	Can you call me re billing please	Ticket Pipeline	New	Apr 25, 2018	Low	Sophie Higgs (shiggs@...)	Phone
<input type="checkbox"/>	Extension of free trial?	Ticket Pipeline	New	Apr 9, 2018	Low	Sophie Higgs (shiggs@...)	Email
<input type="checkbox"/>	Free trial?	Ticket Pipeline	New	Apr 6, 2018	High	Jenna Glat (jenna.glat@...)	Email
<input type="checkbox"/>	Can't log in	Ticket Pipeline	New	Apr 5, 2018	High	Sophie Higgs (shiggs@...)	Form
<input type="checkbox"/>	Lost item	Ticket Pipeline	New	Apr 5, 2018	High	Laura Mikulay (lauratest...)	Email
<input type="checkbox"/>	Trouble sharing files	Ticket Pipeline	New	Apr 5, 2018	High	Sophie Higgs (shiggs@...)	Email
<input type="checkbox"/>	Beta program	Ticket Pipeline	New	Mar 30, 2018	High	Jenna Glat (jenna.glat@...)	Email
<input type="checkbox"/>	Help using new feature	Ticket Pipeline	New	Mar 27, 2018	High	Jenna Glat (jenna.glat@...)	Email
<input type="checkbox"/>	Error Message	Ticket Pipeline	Waiting on contact	Apr 9, 2018	High	Pat Participant (cloudco...)	Email
<input type="checkbox"/>	Help adding a user	Ticket Pipeline	Waiting on contact	Apr 9, 2018	High	Pat Participant (cloudco...)	Email
<input type="checkbox"/>	Invoice issue	Ticket Pipeline	Waiting on contact	Apr 5, 2018	High	Sophie Higgs (shiggs@...)	Email
<input type="checkbox"/>	Export doesn't contain the right fi...	Ticket Pipeline	Waiting on contact	Apr 5, 2018	Low	Sophie Higgs (shiggs@...)	Email
<input type="checkbox"/>	Recover deleted folder	Ticket Pipeline	Waiting on contact	Apr 5, 2018	Low	Sophie Higgs (shiggs@...)	Email
<input type="checkbox"/>	Trouble logging in	Ticket Pipeline	Waiting on us	Apr 4, 2018	Low	Sophie Higgs (shiggs@...)	Form
<input type="checkbox"/>	Credit card issue	Ticket Pipeline	Waiting on us	Apr 4, 2018	High	Laura Mikulay (lauratest...)	Email
<input type="checkbox"/>	Storage question	Ticket Pipeline	Waiting on us	Apr 2, 2018	Low	Sophie Higgs (shiggs@...)	Email
<input type="checkbox"/>	Bug on your site?	Ticket Pipeline	Dev issue fixed	Apr 18, 2018	Low	Sophie Higgs (shiggs@...)	Chat
<input type="checkbox"/>	My account breaks when I try to up...	Ticket Pipeline	Closed	Apr 5, 2018	Low	Sophie Higgs (shiggs@...)	Form

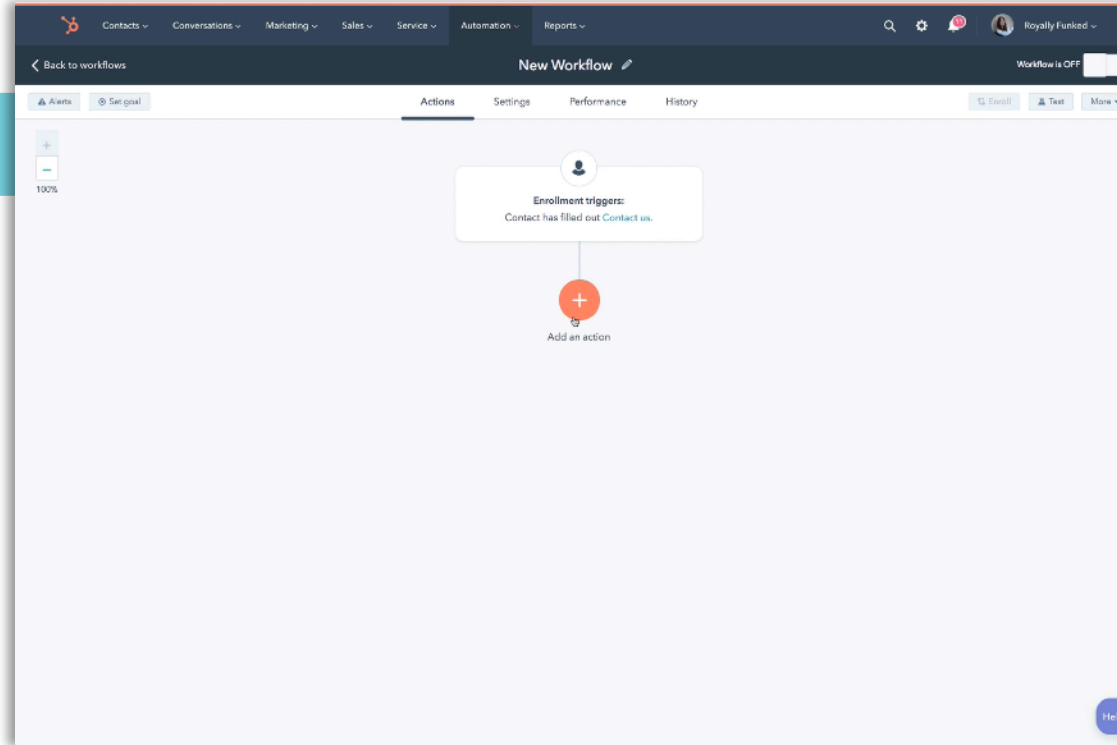
HELPDESK : TEAM EMAIL

- Route to Conversations
- Create tickets



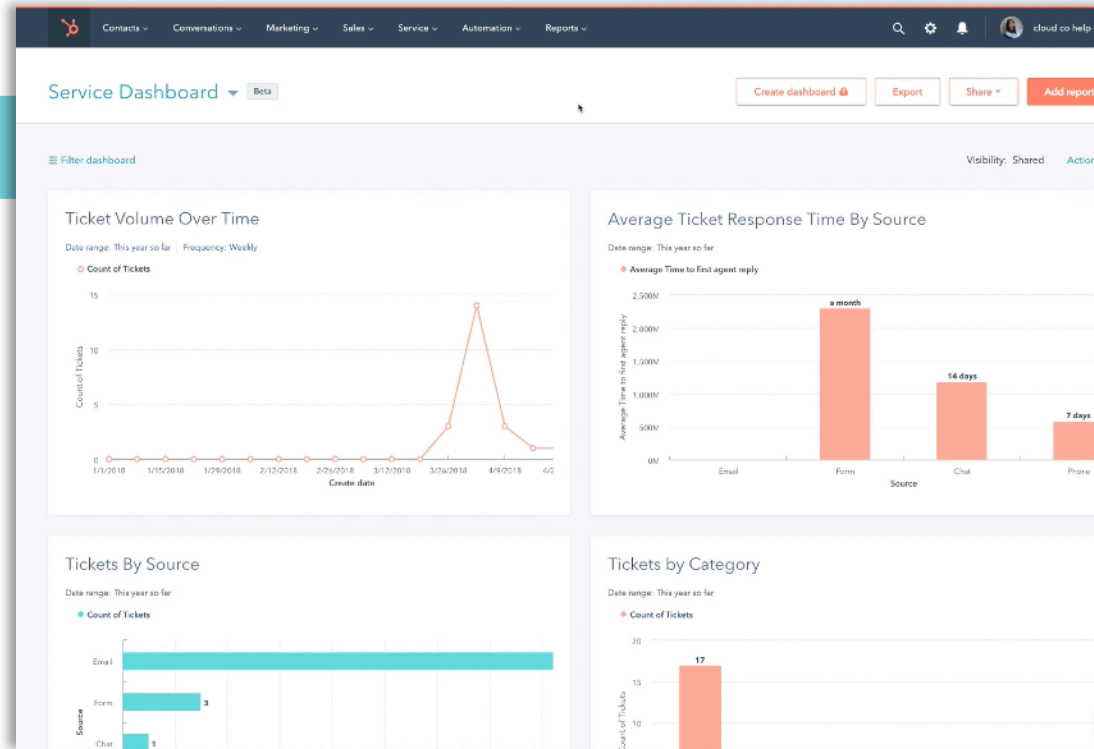
HELPDESK : AUTOMATION

- Ticket automation
- Create, manage, and trigger alerts & actions based off tickets



HELPDESK : REPORTING

- Integrated reporting on tickets
- See key support stats like ticket volume and source



KNOWLEDGE BASE

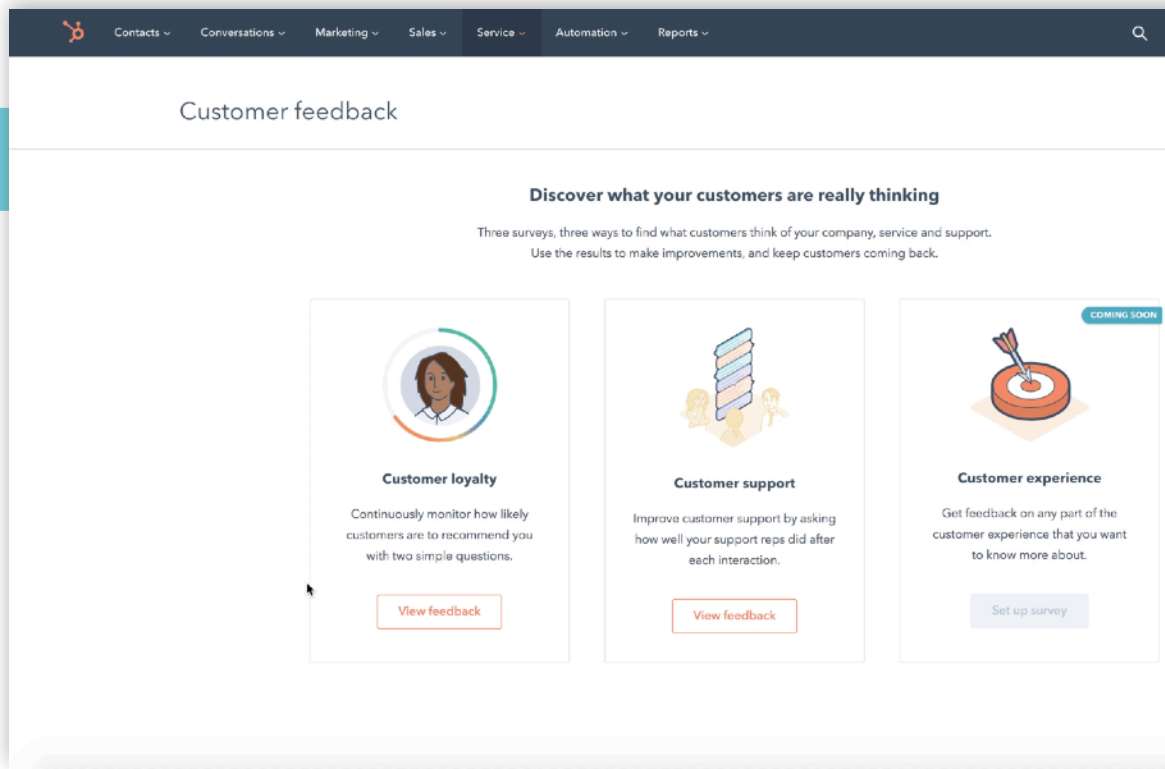
- Easily create a library of knowledge articles
- Optimized for search

The screenshot displays the Salesforce Knowledge interface. At the top, a navigation bar includes links for Contacts, Conversations, Marketing, Sales, Service, Automation, and Reports. The 'Knowledge' section is active, with tabs for 'Manage' and 'Analyze'. On the right, there are buttons for 'View knowledge center', 'Organize articles', and 'Create article'. Below the 'Manage' tab, the 'All articles' section is selected, showing a list of articles. The list includes columns for 'NAME', 'VIEWS', 'FEEDBACK', 'SENTIMENT', and 'LAST UPDATED'. The articles listed are 'Hotel shuttles', 'Transferring a pass', 'Booking your hotel', 'Getting a visa', and 'Cancelling a pass', all marked as 'Published' and authored by 'Elijah Ginsberg'.

	NAME	VIEWS	FEEDBACK	SENTIMENT	LAST UPDATED
<input type="checkbox"/>	Hotel shuttles Published				May 2, 2018 7:49 PM Elijah Ginsberg
<input type="checkbox"/>	Transferring a pass Published				Apr 30, 2018 7:41 AM Elijah Ginsberg
<input type="checkbox"/>	Booking your hotel Published				Apr 19, 2018 5:27 PM Elijah Ginsberg
<input type="checkbox"/>	Getting a visa Published				Apr 19, 2018 5:27 PM Elijah Ginsberg
<input type="checkbox"/>	Cancelling a pass Published				Apr 19, 2018 5:16 PM Elijah Ginsberg

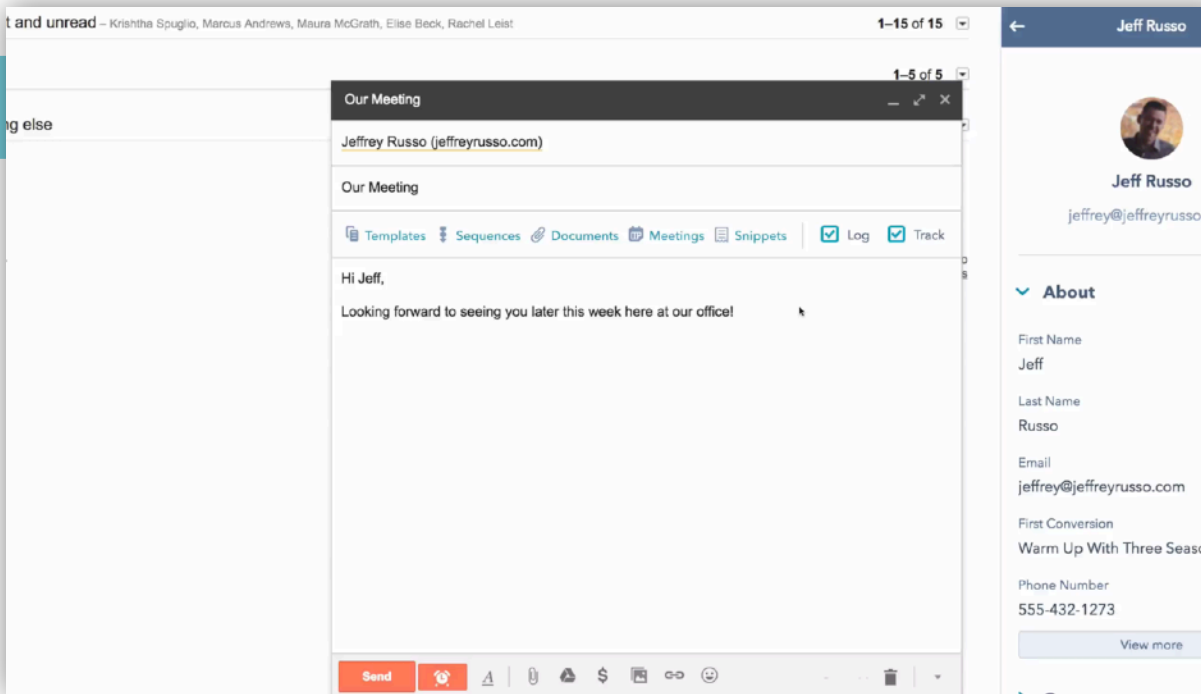
FEEDBACK

- Deploy surveys to gather feedback
- See detailed reports on trends over time
- Champion promoters, intervene when needed



PRODUCTIVITY TOOLS

- Templates & snippets help your team respond effectively
- Meetings & calling mean faster follow up and a more seamless experience for customers
- Sidebar puts context about customers within easy reach



SERVICE HUB PROFESSIONAL



\$400/month

INCLUDES UP TO FIVE SEATS

\$80 PER ADDITIONAL SEAT

GROW BETTER WITH SERVICE HUB

AVAILABLE NOW

Helpdesk

Tickets
Team Email
Automation
Reporting

Feedback

NPS Surveys
Reporting

Knowledgebase

Article Creation
Reporting



CONVERSATIONS

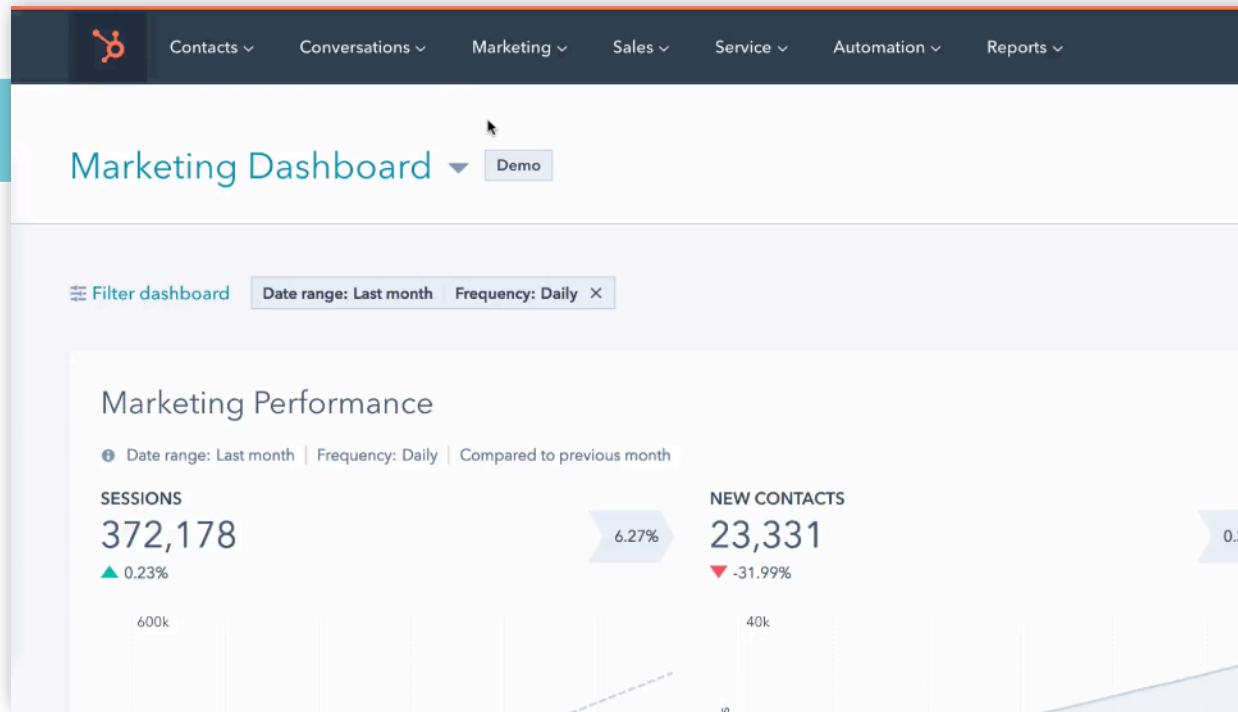
INBOX - LIVE CHAT - BOTS

COMING JUNE 12

#PARTNERDAY18

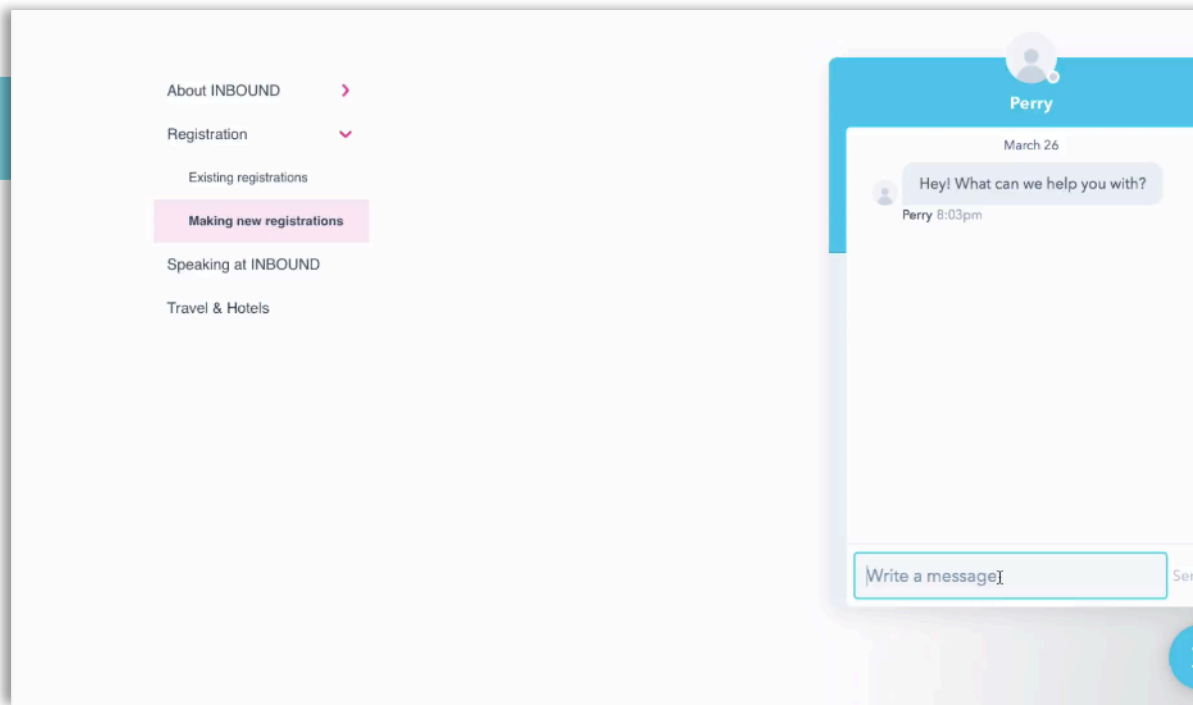
INBOX

- Universal collaborative inbox
- Aggregates customer emails, chats, and more
- Accessible to your entire team



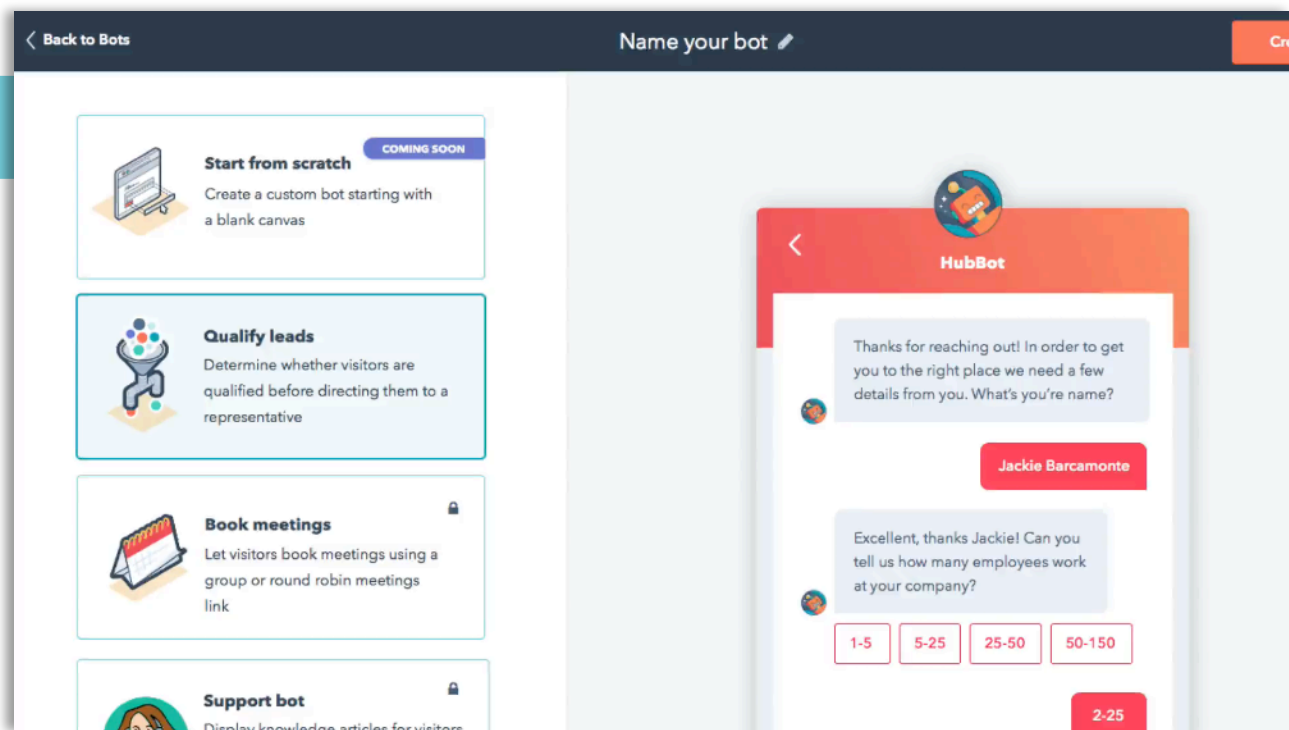
LIVE CHAT

- Engage website visitors in real time
- Robust segmentation
- Easily route chats to the right person on your team



BOTS + AUTOMATION

- Efficiently scale 1:1 communication
- Intelligent routing, lead qualification, support & more



GROW BETTER WITH
CONVERSATIONS

COMING JUNE 12

Inbox

Live Chat

Bots + Automation



Get involved with HubSpot's

HubSpot's Launch Season

Three lucky partners will win for helping spread the word!



>> bit.ly/HS-LaunchSeason <<

FIND OUT MORE



Science Fair Live

Today @ 16h00

Science Fair Booths

Tomorrow @ 9h00

Breakout Sessions

See program for details

THANK Y  U
