Helping You

and Your Clients Grow Better

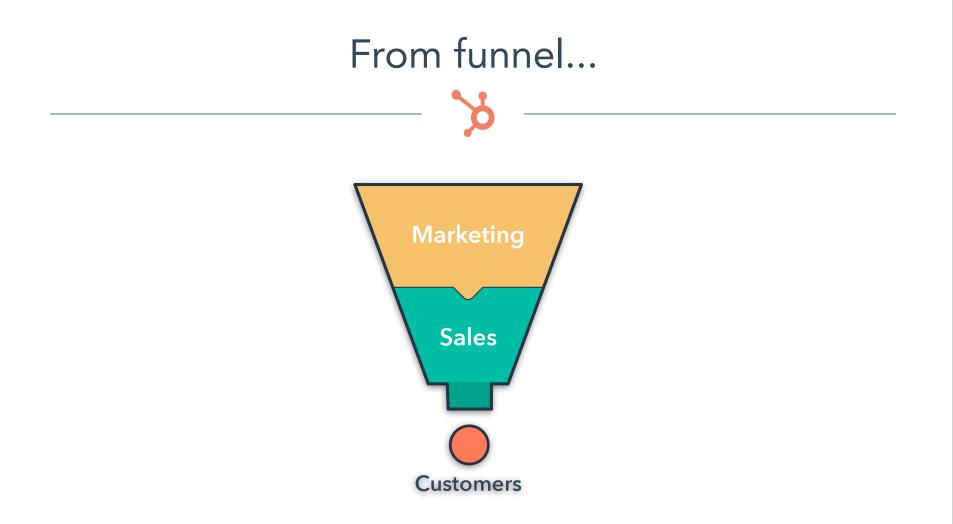
David McNeil, VP Global Partner Program



THE BEST PARTNER DAY



We evolved our strategy

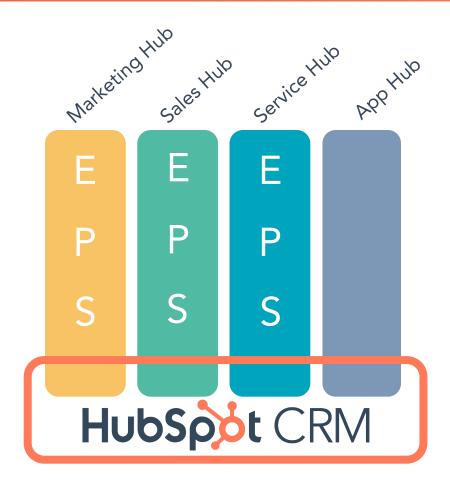




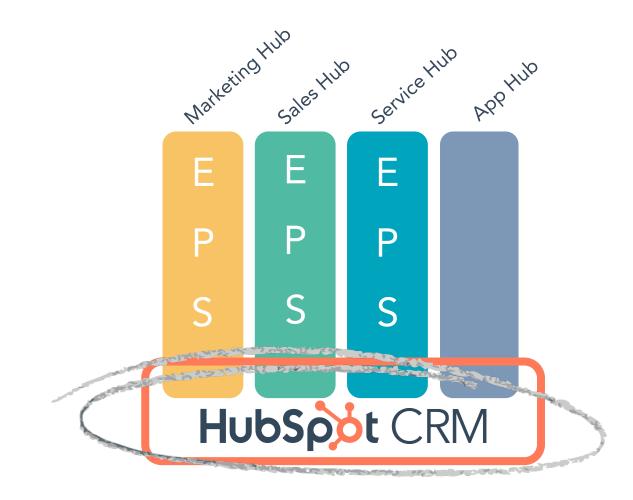
We evolved our products



2019 HubSpot Platform



We evolved our go-to-market



We evolved our mission

Help millions of organizations grow better

Help <u>millions</u> of organizations grow better

Help millions of organizations grow better

Wait a second...



The inbound philosophy remains the same

Why?

Why you want to get there.

To grow better

Why?

Why you want to get there.

To grow better

How?

How you get there.

Inbound

Why?

Why you want to get there.

To grow better

How?

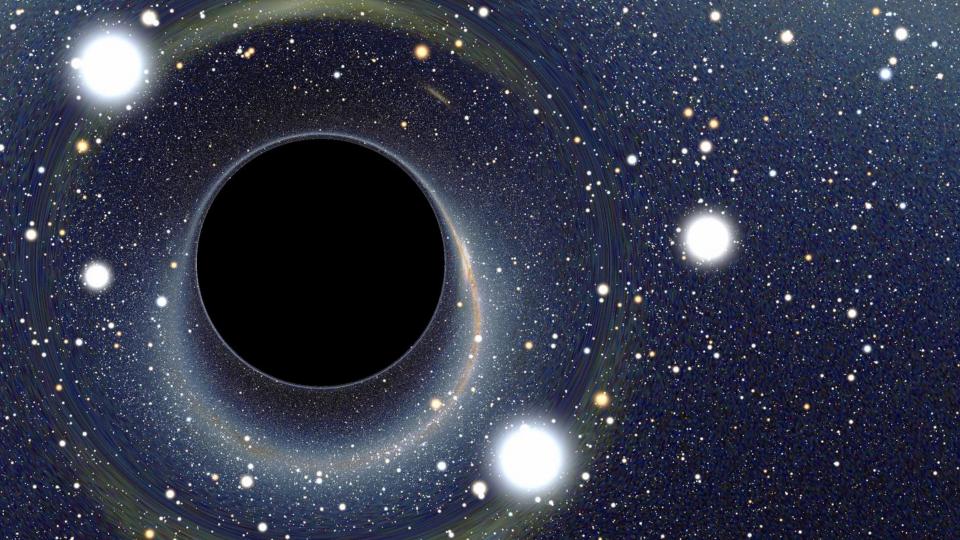
How you get there.

Inbound

What?

What you use to get there.

HubSpot



Today

There is another major shift happening in the way people make purchasing decisions.



A better way to do marketing



A better way to do <u>business</u>



Why? We know it works

Customers on multiple products Significantly higher retention Customers on multiple products 26% increase in visit-to-lead ratio



When you clients grow better, we <u>all</u> grow better.

AGENCY PARTNER ADVISORY COUNCIL



Wendy Covey



Kevin Dean



Jackie Steinmetz



Mike Skeehan



Patrick Biddiscombe



Ismail Aly



Mike Rose



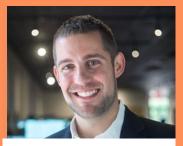
Catalina Montoya



Mike Lieberman



Martha Madero González



Bob Ruffolo



Erik MacPherson



Brian DeKoning



Jason Cormier



Paul Roetzer

Early access to products.

Early access to new products



- Shopify..... April 5th
- Service Hub...... May 3rd
- Conversations..... May 3rd

More training

Earlier access to training



- New Gold+ beta blog
- "Demo like a pro" videos
- New product resource page

How to sell & service HubSpot Products

We will provide training & resources online, and in person



How to sell & service HubSpot Products

We will provide training & resources online, and in person

VS

How to run & grow your agency

We will facilitate partner-to-partner learning online, and in person





Access to new products for your agency

Service Hub



Free for Gold+ Partners in 2018

Remove "sharp edges" from new product launches

Service Hub



Service Hub



Today:

• Commissions

- Tiering credit
- Free seat in client portals

Help millions of organizations grow better with partners