



2016

YEAR IN REVIEW



OUR FOUNDERS

On 10 Years of Inbound

In 2016, HubSpot reached its 10-year milestone. And as tradition holds, the tenth anniversary calls for a gift of tin. Yes, like the thing you carry your breath mints in. Tin's strong, yet pliable nature represents the flexibility and fortitude needed in any lasting relationship.

And that got us thinking. Flexibility is really about a whole lot more. It's about being open. To change, and to cooperation. It means being adaptable in the face of adversity. Regardless of circumstance or condition. Flexibility is not about being unbreakable. Or having all the answers.

Flexibility favors the future and bends toward it.

This past year, we heard the call for inbound to change. Again. We responded to marketing and sales needs by delivering our customers the Growth Stack. We opened our doors to new destinations, and our eyes to new design.

We're not entirely sold on every traditional anniversary theme, but we think tin suits HubSpot's 2016 just right.

“If there’s one thing the last 10 years confirmed, it’s this: An inbound world is a better world. Just look at it from a consumer perspective. It’s a world where you’re respected more, where people value your time more. An inbound world is not just better for businesses trying to market and sell, it’s a better world for the people they’re trying to market and sell to.”

Dharmesh Shah, Co-founder & CTO

“When we started HubSpot a decade ago, there was this unspoken assumption: Once you were the big company, you stayed the big company. It was extremely hard to disrupt and become that big company yourself. The internet has completely upended that belief. There’s never been a better time to be a small- to- mid-size business and we love helping companies upend the system.”

Brian Halligan, Co-founder & CEO

MILESTONES

A decade never felt so good! For HubSpot, 2016 was a time to celebrate the growth of the inbound movement, our customers, and our employees. Call it TL/DR. Call it our greatest hits. Either way, here's a look at some of our proudest moments:

3
New office
spaces

in
Dublin
Tokyo
Singapore
with expansions
in Cambridge and
Portsmouth

**Favorite Office
Dog:
Taco**



\$271M
Total revenue

49%
Total \$ revenue
growth
year-over-year

76%
International
revenue growth
year-over-year

23,226
Customers
in

90
Countries
2006: 3 Customers

Academy
Certifications:
60k+
Professionals
Certified
by HubSpot Academy

1,597
Employees
in

2016
2006: 3 Employees

3,500+
Agency
Partners
19K
Registered
Attendees
at INBOUND 2016

\$49,412.76
Raised
at our annual
Charity Auctions in
Cambridge and Dublin

747
Videos
Created
4.5+ Million
Monthly Blog
Visitors

6,930
Waffles
Eaten
at Cambridge
Waffle Wednesdays

We relaunched our
Careers Site and received
46,886
new job
Applications
and over
280,000
views



Favorite Workplace Acronym:



Get Sh*t Done



YEAR ANNIVERSARY

A cool gang of people once said, “Ce-le-brate good times, come on!” And with that advice, cue the music. We celebrated 10 years alongside more than 1,000 HubSpotters and friends in the city where it all began. We raised our glasses to the inbound movement, to past and present HubSpotters around the globe, and to one heck of a tasty summer BBQ spread. You only hit your first decade milestone once, right?





“I’ve worked with some of the smartest people on the planet during my time at HubSpot. Like the time Leslie Ye and I collaborated to bring the idea of “smarketing” to life through blog writing. I made incredible friendships with her and the rest of the team in the process, too. Now, we all get together occasionally to binge watch TV shows.”

Dan Tyre, Sales Director
HubSpotter since 2007 and our 6th employee





4,943,423
words translated

これはすごい
(This is awesome!)

GROWING GLOBALLY

From HubSpot's birthplace in Cambridge a decade ago to the far reaches of the globe, in 2016 we continued to spread the inbound love around the world. We expanded our office spaces in Dublin and Sydney, the Singapore team moved into its new home, and we welcomed TokSpot Japan as our newest office. We know every phrase and custom doesn't always translate perfectly. But the message of inbound truly is universal.

Not all words cross borders so easily. Here are a few that get lost in translation:

Estrenar

Spanish

*"Trying something
new for the first time."*

Fingerspitzengefühl

German

*"Having intuition and
responding appropriately
and tactfully."*

Otsukaresama

Japanese

*"Recognizing someone
for their hard work and
thanking them for it."*



#HubSpotDigsDublin

12,000
Bags of
tea

256
Onsite
yoga sessions

**Office
Opening**
April 2016

190+
Dublin doors
photographed for the
office

22 kegs
of Wicklow
Wolf beer

(brewed 1 hr. from
Dublin in County
Wicklow)

**Office
Opening**
April 2016

1
Secret
Lounge
(have you found
it yet?)

“I spent three weekends in freezing January and took over 700 photos of interesting doors around the five Georgian squares in Dublin as a way to personalize our new office.”

Aaron Smith, Senior IT Manager, Dublin, Ireland, HubSpotter since 2013

#HubSpotHousewarmingSingapore

A Table Tennis tournament
of epic proportions with
a championship match
watched by the entire office

17
Challengers
1
Winner:
Derek Pun
Implementation Specialist

56
Gallons
of ice cream
consumed

600+
Arcade
Games
on vintage
consoles



Getting to Know Tokyo

ハブスポット

HubSpot

Hie Jinja
shrine

fortune:

“The future
is bright!”

Japan:
#1

dream travel
destination for
HubSpotters

42
Employees
hailing from
9
Countries

(USA, Fiji, Oman,
Philippines, India, Pakistan,
Brazil, England,
& Australia)

For 10 Minutes
every Thursday, the cultural
room transforms into a
Meditation
Space

to help HubSpotters stress
less and breathe more

2 boats

pitted against one
another in a race
around Sydney Harbor
before being tied
together to host
1 memorable Mystery
Dinner on the water

“When I was younger, I loved drawing. I even wanted to attend art school. So for our Tokyo office opening, I thought I would use my hidden talent and make welcome signs to decorate the office. I may not have ended up in art school, but my skill paid off! Everyone loved the personalized welcome.”

Michie Iwatsuki
Tokyo Office Manager, HubSpotter since 2016

“Four years ago, I emigrated from the Philippines to Sydney. Looking back on the past four years, I have to give myself a pat on the back. I can’t believe how much I’ve grown, and I’m proud of all the projects I’ve had the chance to work on.”

Roberta “Bertie” Ocampo
APAC Event & Field Marketing, HubSpotter since 2015



Latin America

3
Grow with HubSpot
events

Bogota, Colombia, Mexico City
& Guadalajara, Mexico

200k+
Subscribers
Blog de Hubspot en Español
(largest marketing blog outside
of North America)

Asia Pacific

We moved our email subscribers
to Facebook Messenger.

The result?

70%
open rate on our messages

30%
clickthrough rate

Our new Email Signature
Generator created:

100k+
new contacts

30k+
leads

500k+
sessions

EMEA

Le Blog Inbound Marketing
Our French language blog
celebrated its 1 year anniversary with

5k+
Subscribers
143%
Increase in traffic

Unofficial
Favorite Word
Hygge
(pronounced Hoo-gah)
The Danish secret to living happily

Opening in 2017...
Berlin, Germany



CONTENT

32 Remarkable Ways Content (Re)Defined HubSpot

Inbound has always been about creating remarkable content. And in a year where we saw inbound change, we did too. From growing our blog visitors and launching new social channels to the rebrand of the ~~ReadThink~~ ThinkGrowth.org publication on Medium. And live video? Well, let's take a look.



Blog

Top 7 Blog Posts

(drumroll please):

698,230
views 22 Companies With Really
Catchy Slogans & Brand Taglines

587,865
views The Best Times to Post on
Facebook, Twitter, LinkedIn,
& Other Social Media Sites

558,798
views 15 Hidden Instagram Hacks
& Features Everyone Should
Know About

507,675
views The Ultimate Cheat Sheet
of Photo & Image Sizes on
Facebook, Twitter, LinkedIn
& Other Social Networks

368,038
views 16 of the Best Landing Page
Design Examples That You
Need to See

343,799
views 11 Examples of Facebook Ads
That Actually Work (And Why)

337,266
views 15 Consejos y secretos
de Instagram que todos
deberían conocer



4.5+ million
monthly
visitors

3,993
HubSpot
blog posts
published globally



The Growth Show Podcast

704,795
Downloads

Best episode
17,470 downloads
“The Unconventional Habits of Highly
Productive People”
feat. Charles Duhigg

**HubSpotters’
Favorite episode**
(warning: it may make you cry):
“Patagonia’s Rick Ridgeway:
Eye-Opening Lessons for Working
(and Living) Adventurously”

ThinkGrowth.org on Medium

Over 1 million
Total page views

2015: 2016:
1,200 84,000
Followers Followers

Among top 5
Medium
business publications

most
recommended article
12 Uncomfortable Things That Will
Make You More Successful
(over 1,700 recommends)

“Uno de los mayores retos al definir la estrategia de contenidos para Latinoamérica, ha sido crear contenido original dirigido a una audiencia que envuelve la cultura y vocabulario local de más de 20 países.”

Ana Sordo, Gerente de Marketing de Contenidos para Latinoamérica, HubSpotter desde 2016

HOW DO YOU SAY INBOUND?

Let's count the ways.

FRENCH

144

blog articles

GERMAN

197

blog articles

JAPANESE

210

blog articles

PORTUGUESE

388

blog articles

SPANISH

757

blog articles

ENGLISH

2,297

blog articles



Social

A decade later, and yeah, things are pretty different. All the rage in 2006, microblogging has given way to a more ephemeral style of writing today. And Facebook has usurped the once glorious MySpace as the most popular domestic social networking site. Here's a bit more of the changing digital landscape HubSpot witnessed in 2016.

10,053

Social
posts across all
HubSpot social
channels

We launched
our Snapchat
channel to

1,600

**Engaged
Followers**

in the first
3 months

55

**Live
Videos**



Our #PETProgram landed on Adweek's "foolishly giant list of best brand April Fools' campaigns"

4,756,604

Twitter
impressions

41K+

YouTube
views



Research

Free and open to the public, HubSpot research is the source of the latest marketing, sales, and business data. And did we mention it's free?

Most popular report:

Why People Block Ads (And What It Means for Marketers and Advertisers)

15.2k+

Views

Most popular stat:

The most overrated marketing tactic in Asia
(Hint: It's outbound marketing)

3,334

Views

45,500+

**Words
published**

18

**Research
reports**

860

Stats
about marketing
and sales

578

**HubSpot
Research
charts**



ARE YOU IN(BOUND)?





COMMUNITY

My, how we've grown. The global inbound community is the heart and soul of everything we work for here at HubSpot. And with our 23,226 customers and over 3,500 marketing agency partners (not to mention the hundreds of thousands of inbound.org blog readers and members), the scope of the community can get a bit mind-boggling. In 2016, even our 157 HubSpot User Groups (HUGs) saw their largest global event take place outside the US, for the first time, in Sydney.

A movement 10 years in the making, the inbound community is transforming not only the entire landscape of how organizations do business, but making it a better place for everyone.

Technology Partners

300,000,000+

API calls per month

50

HubSpot
Connect

technology partners

30,000+

Integration
Installs

across HubSpot CRM
& HubSpot Marketing
products

“We were super excited to be a HubSpot Connect Partner in 2016 and part of the inbound movement! PandaDoc had a phenomenal year – we broke all our sales records. And the secret sauce to our hard work? Our partnership with HubSpot.”

Mikita Mikado
CEO, PandaDoc, Partner since 2015



Agency Partners

3,500+
Agency Partners

around the globe

(or, 2 HubSpot
agency partners
for every
1 McDonald's™ in
Germany)

“In our constantly evolving world, we believe inbound has to be built and optimized based on data. And our approach is to implement it in a less rigid way. For us, that takes three months of planning, breaking into small batch deliverables, measuring, and learning.”

Ismail Aly
Founder & CEO, IDS Agency,
Chile, Agency Partner since 2014



HUGs (HubSpot User Groups)

550
Meetups
157
Groups
representing
25
Countries

2,800+
HubStars



inbound.org

202,168
Members
viewed articles
and discussions
1,662,295 times
in 2016
14.6% more
than in 2015

10,556
users wrote
65,077+
comments



Grow with HubSpot

39
Events
around the world

555
Attendees
in Sydney
the largest Grow with
HubSpot event

Academy

Five
new certification courses:
- Email Marketing
- Inbound Sales
- Content Marketing
- HubSpot Sales Software
- Growth-Driven Design Agency

60k+
Certifications
awarded to marketing,
sales, and design
professionals



HubSpot for Startups

200%
Customer
Growth
year-over-year

1,000+
Customers



Startups
raised
\$636,124,659
in funding
*(That's more than Star Wars:
The Force Awakens & Rogue
One earned in 2016... combined)*





INBOUND16

The INBOUND event grew up a bit this year. Maybe it was the thousands of business professionals who descended on Boston (our largest yet). Or the fact that we weren't afraid to have the tough conversations. Sharing a date with the presidential election tends to have that effect.

But whether it was your first time or your fifth, INBOUND 2016 was truly something magical. It captured the passion and excitement of the inbound movement, and gave us all the confidence to go forth and help make the world more inbound.



19,000
registered attendees

2,800 attendees
at the first INBOUND
in 2012





33,000+
views

on Facebook Live
during the 4 days
of the event

250+
captivating speakers

including:
Alec Baldwin
Gary Vaynerchuk
Serena Williams
Michael Strahan
Reshma Saujani
Ta-Nehisi Coates

9
Facebook Live
interviews including:

Leslie Odom Jr.
5,498 views

Anna Kendrick
4,885 views

20
Food Trucks

4
The Growth Show
live podcast
recordings

130
storybooth
submissions





INBOUND Rocks

Leslie Odom Jr.
Trevor Noah
Ali Wong

#INBOUND16

trended globally
Every keynote
trended nationally

23,000+ lb

INBOUND chandelier

The largest structure to
ever hang in the BCEC
*(That's over 16 Incredible
Hulks, or 180 Bruce Banners)*

4,652

LinkedIn

headshots taken

6k+

phones charged

at charging stations



ONE HUBSPOT

Think simple. Like, all-in-one simple. In 2016, HubSpot delivered the Growth Stack, a simplifying but incredibly powerful technology uniting HubSpot Marketing, Sales, and CRM to help companies grow. Our suite of new tools and integrations makes it a whole lot easier, too.

And call it inspiration, Dharmesh took the 1's and 0's of our anniversary to heart this year. He developed the first inbound digital assistant. Born in July 2016, GrowthBot has learned so much in its first months in this world.



Meet the Growth Stack

Marketing. Sales. CRM. In 2016, HubSpot delivered our customers our full stack of products for marketing, sales, and customer relationship management.

SALES
MARKETING
CRM



For our product
redesign, we made
400,000
changes to the code,
across
8,000
commits



847M
Contacts

800K+
Deals
closed in
HubSpot CRM

2,000+
Full Stack
customers

HubSpot Marketing Free

HubSpot embraced its free spirit this year. Companies can now start small with free analytics, lead capture forms, and content tracking.

HubSpot Sales

What sales team wouldn't want to sell more, work less, and make their process more human? HubSpot sales takes out the busy work (and the guess work) to make sales less work.

HubSpot CRM

Time is a valuable thing to waste. HubSpot CRM automatically manages sales and marketing data so people can get back more free time. They could use it to take a vacation, climb a mountain, or finally pursue that dream hobby of falconry.

“At its heart, the Growth Stack is about people. We see it in the contacts, the database, and in delivering a remarkable user experience.”

Christopher O'Donnell, VP of Product, HubSpotter since 2011

GrowthBot

The first inbound chatbot for marketing and sales professionals – or anyone who's working on growing a business (like startup folks).

4
marriage
proposals



Which new integrations were
some of the most sought after?

Facebook Ads
LinkedIn Sales Navigator

“Nothing is more exciting than being given the freedom to build. I get to work with smart people and decide what HubSpot’s marketing product should be – what features it should have, when we should release it, how to build value for our customers in the simplest way. Meeting our timelines takes collaboration and flexibility from us all. And HubSpot empowers us to learn, grow, and shine.”

Steve Purcell
Technical Lead, HubSpotter since 2013
and 30 under 30 award recipient from
Business Post

New Products

Visual Workflows

Why should automation get more complicated once a team starts to scale? Our new Visual Workflows tool nurtures your leads, alerts reps, updates data in bulk, creates deals, and much more. Processes might get more complex, but tools shouldn't have to.

Customers created 500k+ marketing automation workflows

Mobile App

This year, we rebuilt HubSpot's Mobile App from the ground up. Companies can manage their full stack in one app. We like to think of it as inbound on the go.

Messages

Real time just got real. We announced our latest live chat tool for sales teams to connect with qualified leads when they're most engaged.

New Design

Dubbed SpaceSword, our product redesign was rolled out across our Marketing, Sales, and CRM products.



“Hi, I’m Pizza.
The other
pup is Taco.”

*No animals were
harmd in the
making of our
Year in Review.*

CULTURE

A cultural shift in the conversation

There are the perks. Mystery dinners, nap rooms, free books, work from wherever (including your sitting/standing desk). But this year, we took an ever-more human look at our culture.

Our goal with diversity and inclusion at HubSpot is to create a globally inclusive culture spanning diversity of gender identity, age, ethnicity, nationality, color, sexual orientation, language, perspective, socioeconomic status, thought, and more. We created programs like Women at HubSpot, People of Color at HubSpot, and Latinos in Tech to double down on diversity. And we’re making progress. But there is much more work to be done as we grow up and out around the globe.

HubSpotter Headcount: **2006: 3** to **2016: 1,597**. New hire classes: **24**

430 Cambridge **125** Dublin **50** Portsmouth **27** Singapore **19** Sydney **12** Tokyo

Over **3 Million** Culture Code deck views **252** Management training classroom hours

400+ workout classes and wellness consultations **2,152** Peer bonuses awarded

280,000+ Views on HubSpot.com/Jobs **500+** Mystery Dinner attendees

50 HubSpot babies born **26** primary caregiver leaves **24** secondary caregiver leaves

100+ kids in office for events **74+** office pet visitors including the rare teacup tapir

“To some in our HQ, I’m the giant head always on the TV. I work from just outside Birmingham, Alabama, and thanks to HubSpot’s approach to a flexible workplace, I can have a permanent presence in the office with my team using an always-on video conference setup. I wonder what people must think when my other remote team members join the same setup and we’re a whole mess of heads on the screen all day?”

Jordan Parker
Software Engineer, HubSpotter since 2011



23
Remote
HubSpotters



POCaH

People of Color at HubSpot is creating a culture that attracts, retains, promotes, and empowers HubSpotters of color by creating safe spaces, providing resources for career development, and offering educational opportunities to the HubSpot community.

#1 favorite group at HubSpot



Women@HubSpot

Women@HubSpot implements initiatives and programming that support women's professional development, empower women in tech, and work towards getting more women into leadership positions at the highest level.

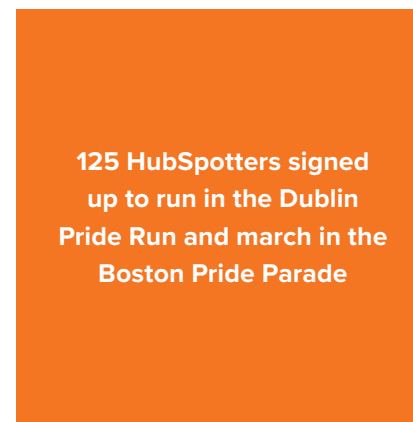
Latinos in Tech

At HubSpot, Latinos in Tech opens a dialogue about Boston, the tech industry, the opportunities that exist for Latino professionals in the city, and the challenges Latinos face trying to break into tech.

93 attendees at our inaugural event

LGBTQ Alliance

HubSpot's LGBTQ Alliance empowers lesbian, gay, bisexual, trans, and queer HubSpotters through the creation of a safe, respectful community. We sponsored major Pride initiatives in Boston and Dublin, and we hosted an LGBTQ intern event for all LGBTQ interns and allies in the greater Boston area.





“I’m so proud of what a community of driven and caring HubSpotters has been able to accomplish over the course of 2016. From colleagues in both Boston and Dublin participating in official LGBTQ Pride Week activities to POCaH – People of Color at HubSpot – providing a space and community for minority employees. Both groups exist as a testament to our companywide dedication to creating an inclusive and accepting environment for all employees to be themselves here.”

Melissa Obleada
Employment Brand Specialist, HubSpotter since 2014



Build Your First Web App Workshop

There's a noticeable lack of female software engineers in the workforce (only 18% of computer science graduates are women, after all). As a tech company, HubSpot wants to do our part. So we started a group to encourage more undergraduate women to pursue careers in tech, and, better yet, help give them the skills needed to succeed in this field.

15 HubTalks

Including

Patty McCord (Former Chief Talent Officer, Netflix), Bill Walton (Former professional basketball player & Boston Celtics legend), and Michael Pryor (CEO, Trello)

375 Master Classes

signed up for where HubSpotters teach each other HubSpotters a new skill that will help them grow personally or professionally

Top 5 (Unsubstantiated) Slack Channels

#magic-of-jeopardy

"Where Trebekbot holds court over all the world's pop culture knowledge"

#fiber-arts-club

"The first rule of Fiber Arts Club is: You don't talk about Fiber Arts Club"

#macncheese

"Insert cheesy comment here"

#big-boat

"We like big boats and we cannot lie (outside our Portsmouth office windows, that is)"

#plank-club

"Let's get those endorphins going so we can bring the sugar to our customers"





“My sabbatical took me on a most epic journey of 24,536 miles through 34 cities in 7 different countries on the magical continent of Africa! I wanted to travel somewhere that offered a nice pairing of adventure, photography, nature, and unique experiences I could tell my kids’ kids about.

I swam nose-to-nose with great whites, chased a buffalo from my tent with a Masai warrior, brushed shoulders with one of the less than 900 remaining mountain gorillas in the world, gazed into the Ngorongoro Crater (where the first human footprints were found and what some believe to be the Garden of Eden). I was filmed for a Korean TV show with famous South Korean movie and music stars. I took a hot air balloon over the Serengeti. I was close enough to take selfies with elephants, lions, and crocodiles.

The entire experience really cemented my appreciation for the special place that HubSpot is and the amazing culture we have created.”

Mike Ewing, Renewal Management, Program Manager
HubSpotter since 2010

45

5th-year

sabbaticals taken

**That's at least 225
cumulative years at HubSpot*



#1

Boston Business
Journal Best
Place to Work

#2

Best Workplace
in Technology in
2016 by Great
Place to Work

#4

Best Places
to Work
by Glassdoor

#2

Workplace
in Australia by
JobAdvisor

#3

Top Place to
Work in
Massachusetts
by The Boston Globe

#100

Best Workplace for
Women in 2016
by Great Place to Work



**“Success is making those who
believed in you look brilliant.”**

Dharmesh Shah, Co-founder & CTO

THANK YOU

