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:

<table>
<thead>
<tr>
<th>Favorite Office Dog: <strong>Taco</strong></th>
<th><strong>Academy Certifications</strong>: 60k+ Professionals Certified by HubSpot Academy</th>
<th><strong>Employees in 2016</strong></th>
<th><strong>Raised at our annual Charity Auctions in Cambridge and Dublin</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>3</strong> New office spaces in Dublin, Tokyo, Singapore with expansions in Cambridge and Portsmouth</td>
<td><strong>23,226 Customers in 90 Countries</strong></td>
<td><strong>1,597 Employees in 2006: 3 Employees</strong></td>
<td><strong>$49,412.76 Raised at Cambridge Waffle Wednesdays</strong></td>
</tr>
<tr>
<td><strong>$271M Total revenue</strong></td>
<td><strong>$271M Total revenue growth year-over-year</strong></td>
<td><strong>3,500+ Agency Partners</strong></td>
<td><strong>$49,412.76 Raised at our annual Charity Auctions in Cambridge and Dublin</strong></td>
</tr>
<tr>
<td><strong>49%</strong></td>
<td><strong>49% Total $ revenue growth year-over-year</strong></td>
<td><strong>19K Registered Attendees at INBOUND 2016</strong></td>
<td><strong>6,930 Waffles Eaten at Cambridge Waffle Wednesdays</strong></td>
</tr>
<tr>
<td><strong>76%</strong></td>
<td><strong>76% International revenue growth year-over-year</strong></td>
<td><strong>747 Videos Created</strong></td>
<td><strong>46,886 new job Applications and over 280,000 views</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>4.5+ Million Monthly Blog Visitors</strong></td>
</tr>
</tbody>
</table>
Favorite Workplace Acronym: GSD

Get Sh*t Done
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
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:

<table>
<thead>
<tr>
<th>Language</th>
<th>Word</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spanish</td>
<td>Estrenar</td>
<td>“Trying something new for the first time.”</td>
</tr>
<tr>
<td>German</td>
<td>Fingerspitzengefühl</td>
<td>“Having intuition and responding appropriately and tactfully.”</td>
</tr>
<tr>
<td>Japanese</td>
<td>Otsukaresama</td>
<td>“Recognizing someone for their hard work and thanking them for it.”</td>
</tr>
</tbody>
</table>

4,943,423 words translated

これはすごい (This is awesome!)
Aaron Smith, Senior IT Manager, Dublin, Ireland, HubSpotter since 2013

#HubSpotDigsDublin

12,000 Bags of tea
256 Onsite yoga sessions
190+ Dublin doors photographed for the office
22 kegs of Wicklow Wolf beer (brewed 1 hr. from Dublin in County Wicklow)

“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.”

#HubSpotHousewarmingSingapore

Office Opening April 2016

Office Opening April 2016

Office Opening April 2016

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

56 Gallons of ice cream consumed

600+ Arcade Games on vintage consoles

1 Secret Lounge (have you found it yet?)

17 Challengers

1 Winner: Derek Pun Implementation Specialist

17 Challengers

1 Winner: Derek Pun Implementation Specialist

12,000 Bags of tea
256 Onsite yoga sessions
190+ Dublin doors photographed for the office
22 kegs of Wicklow Wolf beer (brewed 1 hr. from Dublin in County Wicklow)

“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
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
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):

- 22 Companies With Really Catchy Slogans & Brand Taglines
- The Best Times to Post on Facebook, Twitter, LinkedIn, & Other Social Media Sites
- 15 Hidden Instagram Hacks & Features Everyone Should Know About
- The Ultimate Cheat Sheet of Photo & Image Sizes on Facebook, Twitter, LinkedIn & Other Social Networks
- 16 of the Best Landing Page Design Examples That You Need to See
- 11 Examples of Facebook Ads That Actually Work (And Why)
- 15 Consejos y secretos de Instagram que todos deberían conocer

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
- Among top 5 Medium business publications
- Most recommended article
- 12 Uncomfortable Things That Will Make You More Successful

“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
<table>
<thead>
<tr>
<th>Language</th>
<th>Count</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>French</td>
<td>144</td>
<td>blog articles</td>
</tr>
<tr>
<td>German</td>
<td>197</td>
<td>blog articles</td>
</tr>
<tr>
<td>Japanese</td>
<td>210</td>
<td>blog articles</td>
</tr>
<tr>
<td>Portuguese</td>
<td>388</td>
<td>blog articles</td>
</tr>
<tr>
<td>Spanish</td>
<td>757</td>
<td>blog articles</td>
</tr>
<tr>
<td>English</td>
<td>2,297</td>
<td>blog articles</td>
</tr>
</tbody>
</table>
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.

Social
We launched our Snapchat channel to
1,600 Engaged Followers in the first 3 months
10,053 Social posts across all HubSpot social channels
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)?
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

“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

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

HubSpot for Startups

- 200% Customer Growth year-over-year (That's more than Star Wars: The Force Awakens & Rogue One earned in 2016... combined)
- 1,000+ Customers
- Startups raised $636,124,659 in funding

Academy

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

Grow with HubSpot

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

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

“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

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.

847M Contacts
800K+ Deals closed in HubSpot CRM
2,000+ Full Stack customers
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

“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.

Which new integrations were some of the most sought after?
Facebook Ads
LinkedIn Sales Navigator

51
No animals were harmed in the making of our Year in Review.

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

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.

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
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.

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.

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.

#1 favorite group at HubSpot
93 attendees at our inaugural event

125 HubSpotters signed up to run in the Dublin Pride Run and march in the Boston Pride Parade
“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
#1
Boston Business Journal Best Place to Work

#2
Best Workplace in Technology in 2016 by Great Place to Work

#3
Top Place to Work in Massachusetts by The Boston Globe

#4
Best Places to Work by Glassdoor

#2
Workplace in Australia by JobAdvisor

#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