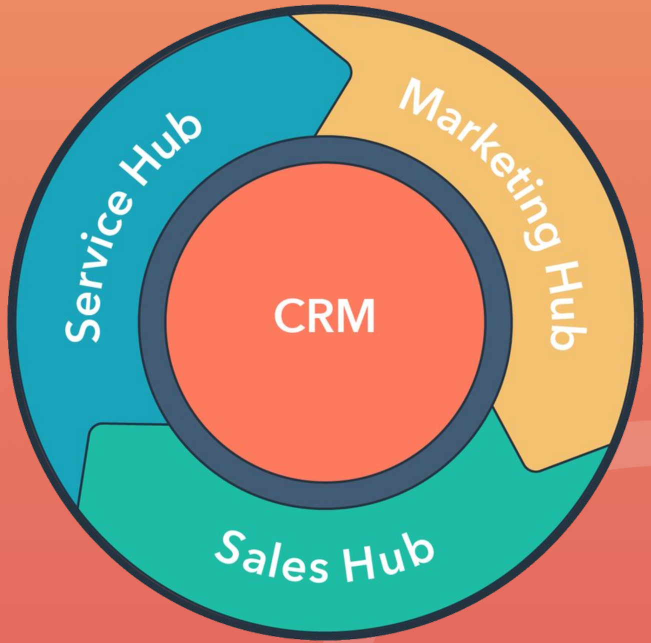
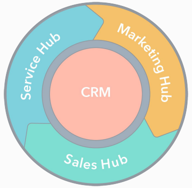
The HubSpot Growth Platform

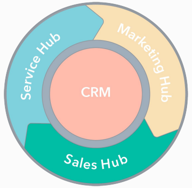


Hubspot offers a full stack of products for marketing, sales, and customer relationship management that are powerful alone, and even better when used together.



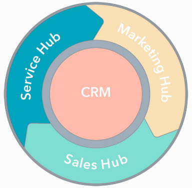
Marketing Hub

Attract and engage new customers by creating relevant, personal marketing.



Sales Hub

Build an efficient process to engage your prospects and turn them into customers.



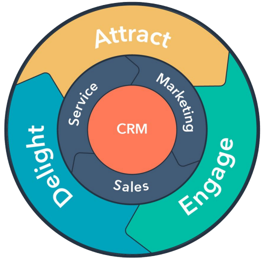
Service Hub

Engage, guide, and grow better with your customers, turning happy people into promoters.

HubSpot CRM

The free CRM system for growing businesses that your team will love.

HubSpot CRM



HubSpot CRM

The free CRM system for growing businesses that your team will love.

Free

Conversations

Contacts

Companies

Deals

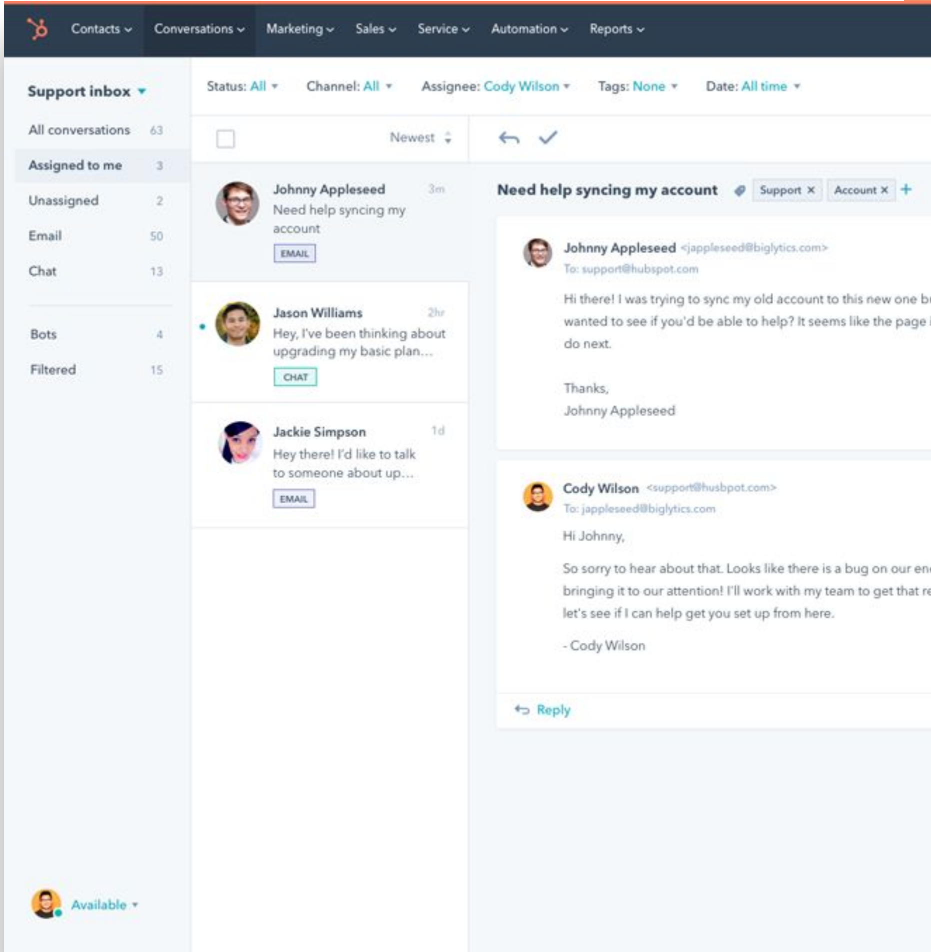
Tasks & Activities

HubSpot CRM:

Conversations

Coming soon

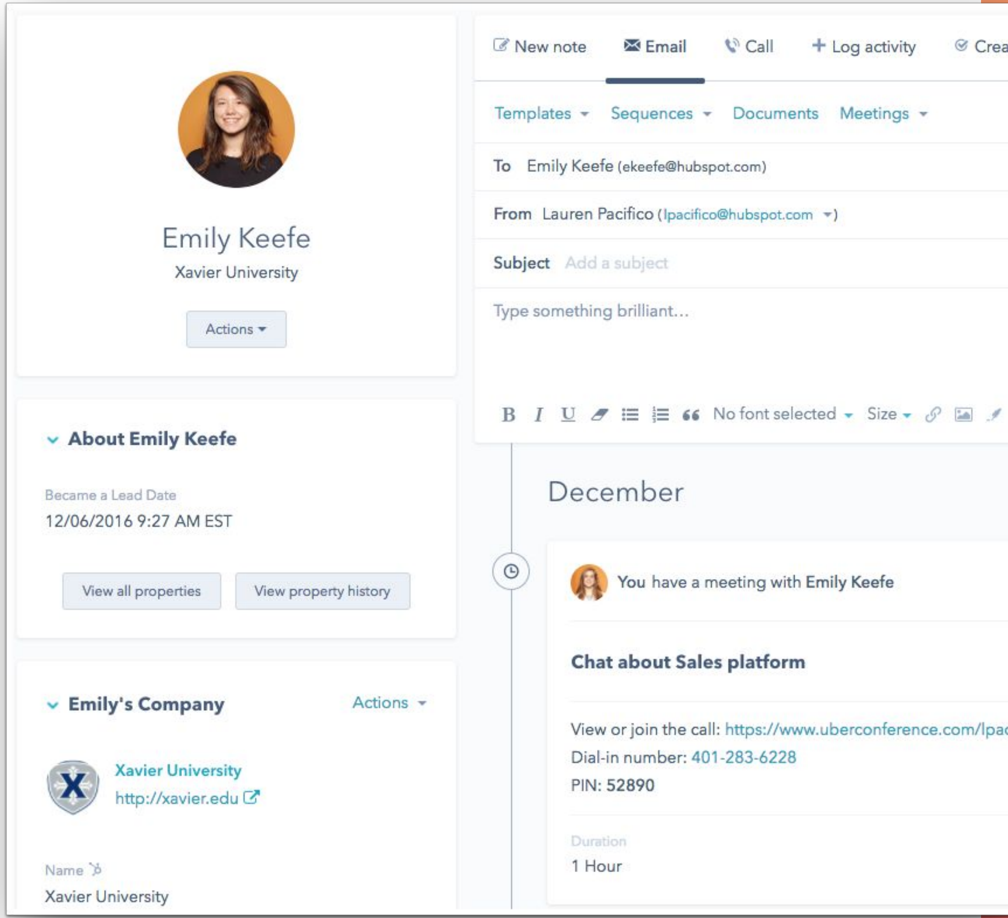
Conversations is a universal, collaborative inbox that brings together messages from live chat, team email, and Facebook Messenger so you can view, manage, and reply to conversations from prospects and customers in one central place.



HubSpot CRM:

Contacts + Companies

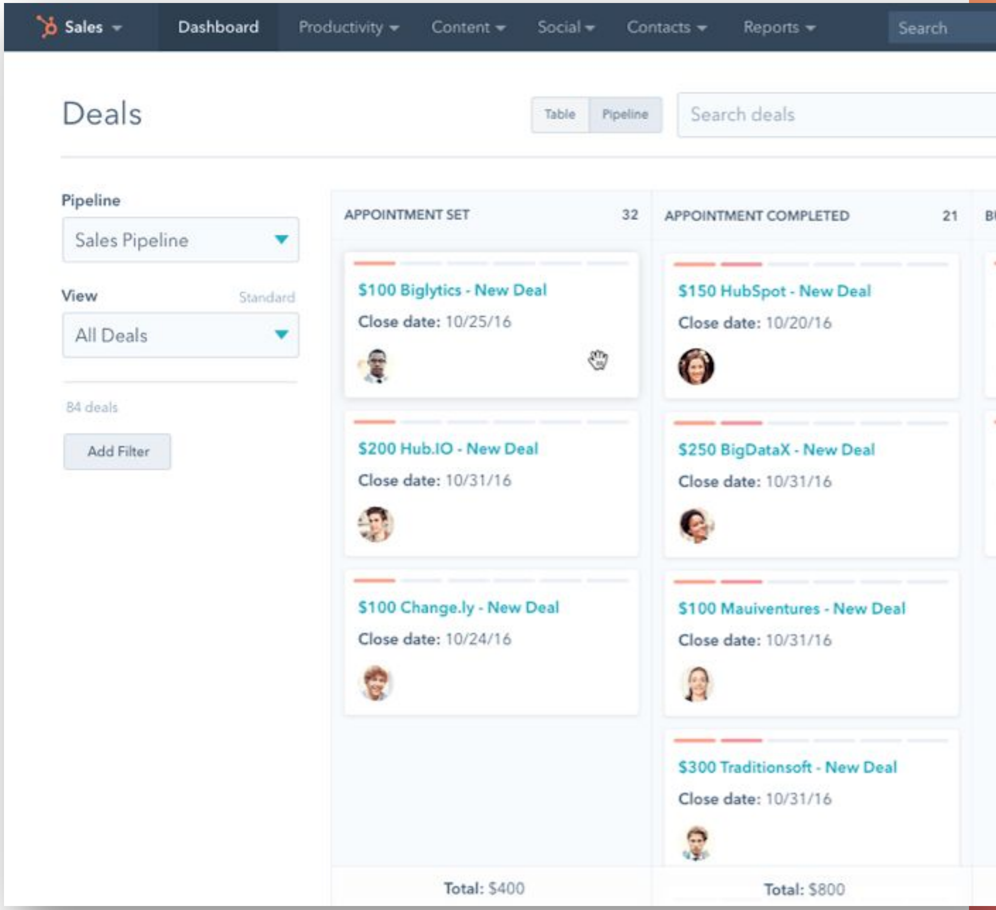
HubSpot CRM organizes everything you know about your contacts and their companies in a single place. Store data in custom fields, browse a timeline of past interactions, and communicate with your contacts from a single unified view.

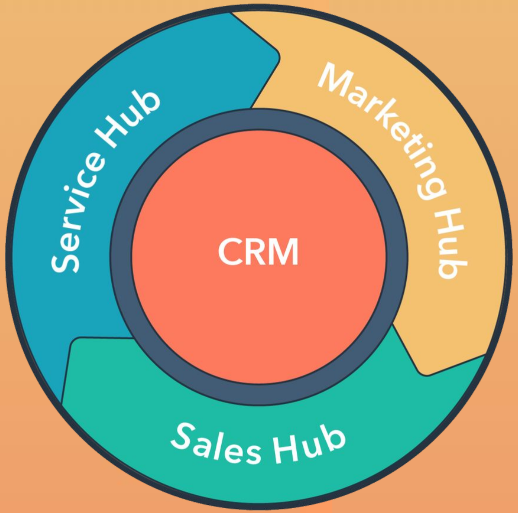


HubSpot CRM:

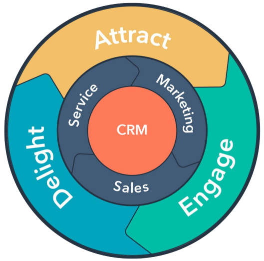
Deals + Tasks

HubSpot CRM gives you everything you need to manage your sales pipeline and your customers across the entire lifecycle. Track and manage deals across the sales process. Organize tasks and attach them to the contacts and companies in your database.





Marketing Hub



Marketing Hub

Marketing Hub helps you attract and engage new customers by creating relevant, personal marketing.

Starter

Conversion Tools

Facebook Lead Ads

Basic Analytics

Professional

Everything in Starter, plus:

Content Strategy & SEO

Blogging Tools

Social Tools

Email & Automation

Dashboards & Reporting

Enterprise

Everything in Professional, plus:

Personalization

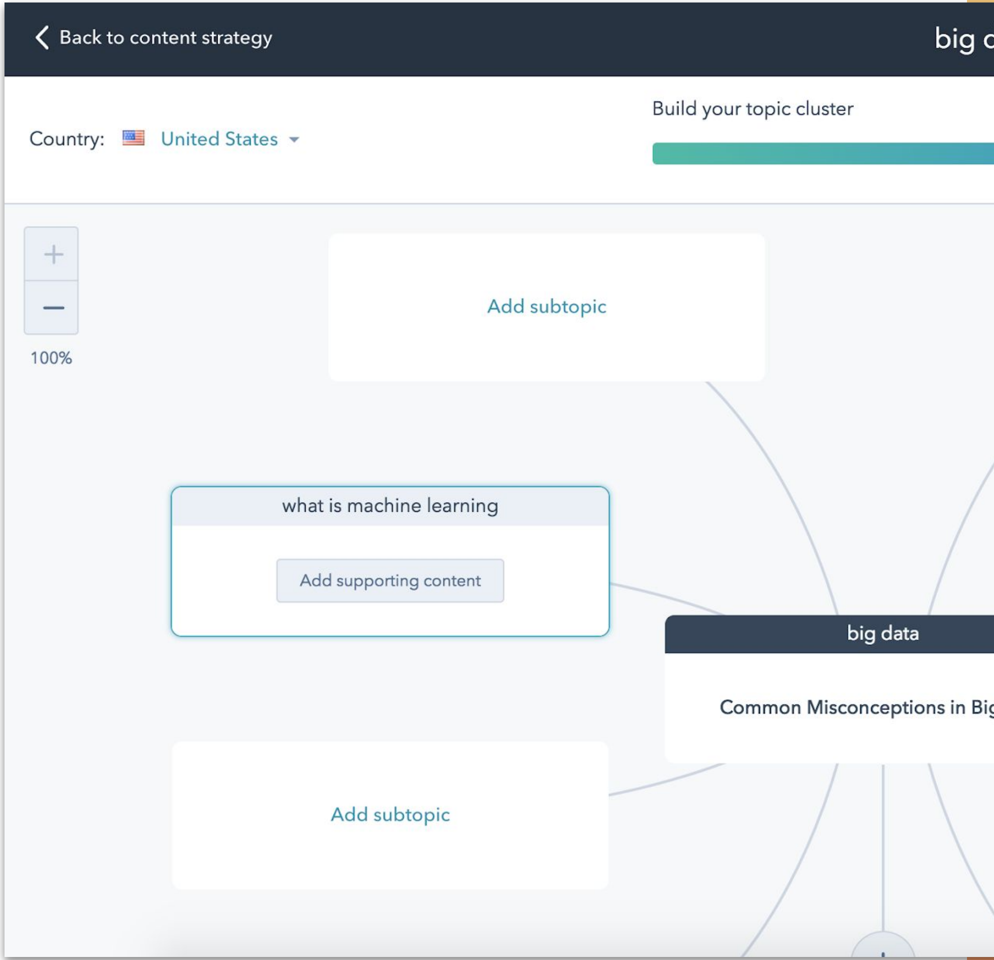
Predictive Lead Scoring

Advanced Reporting

Marketing Hub Basic:

SEO + Content Strategy

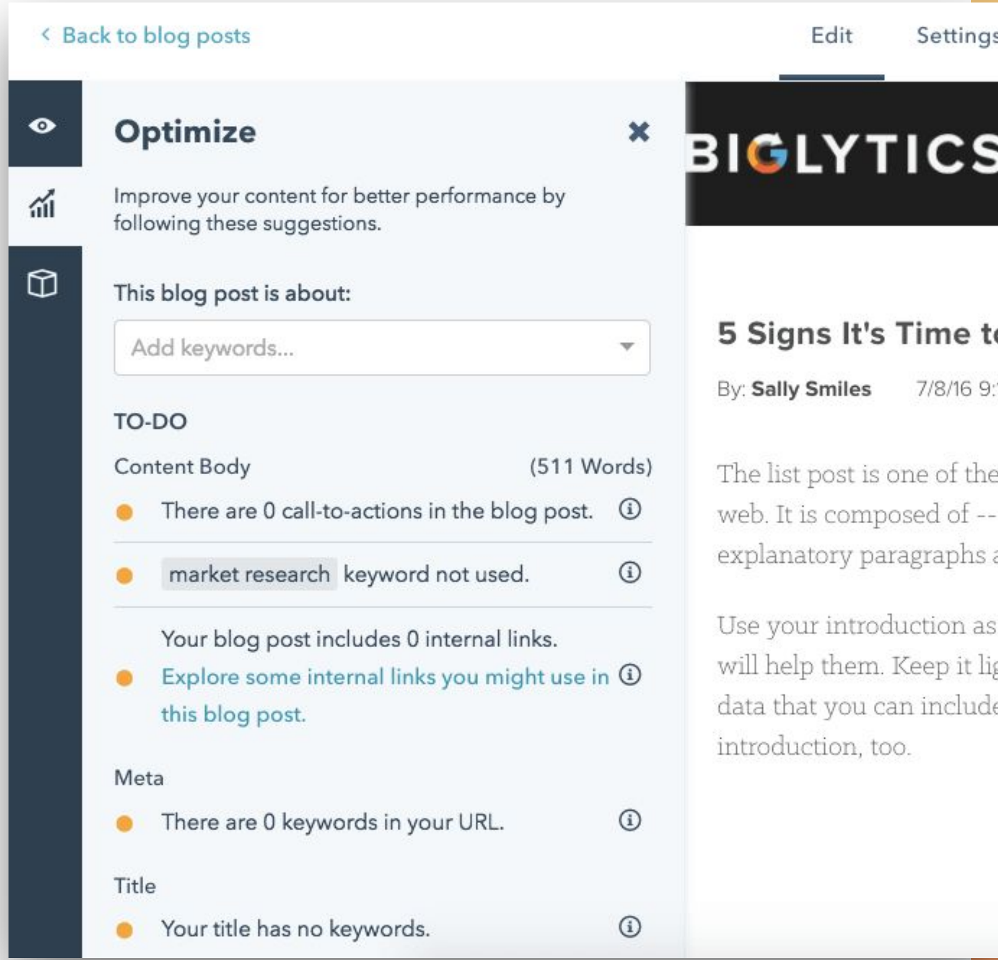
SEO has changed. Generate more qualified traffic and grow your influence with tools that help you plan and execute a content strategy built for the way modern search engines work.



Marketing Hub Basic:

Blogging Tools

HubSpot's blog makes it easy to create and optimize content with recommendations and measure which articles are having an impact.

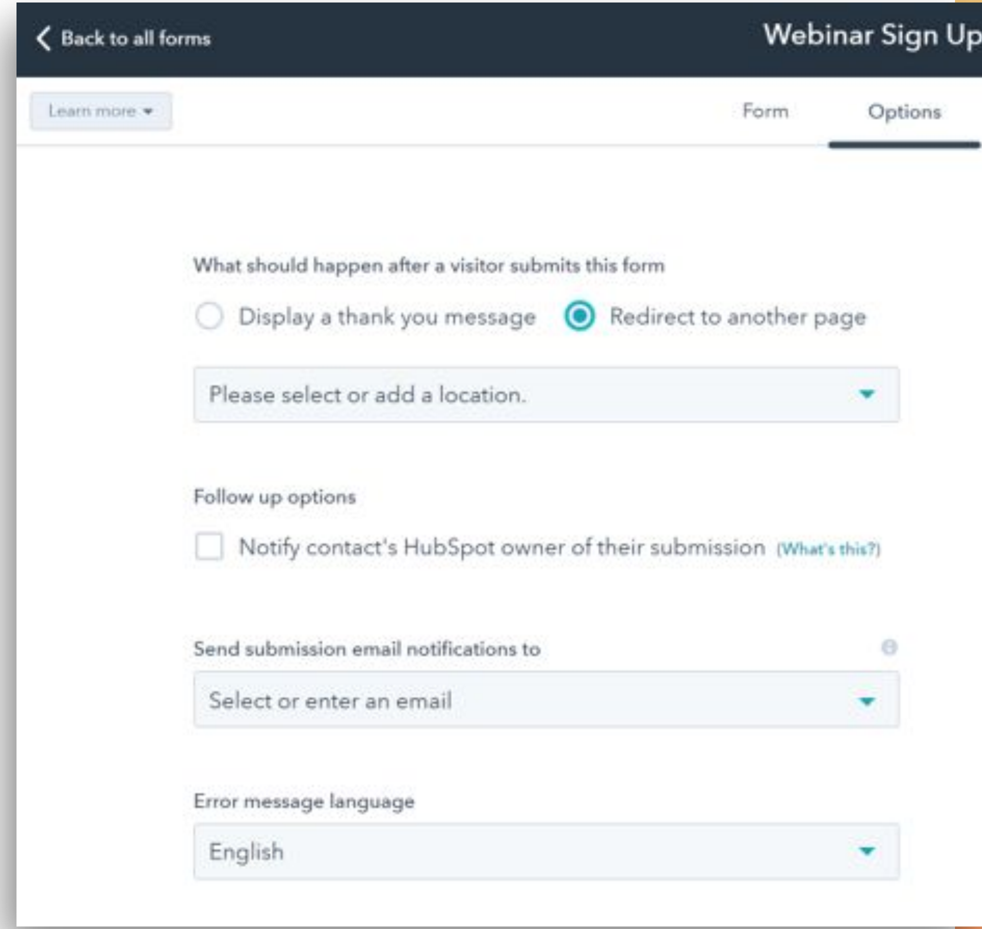


Marketing Hub Starter:

Conversion Tools

Capture leads through your website with landing pages that are optimized for your brand, easy to customize and track.

Convert your visitors into leads with professional call-to-action buttons, forms, and optimized pop-ups that you can add to your website in minutes.



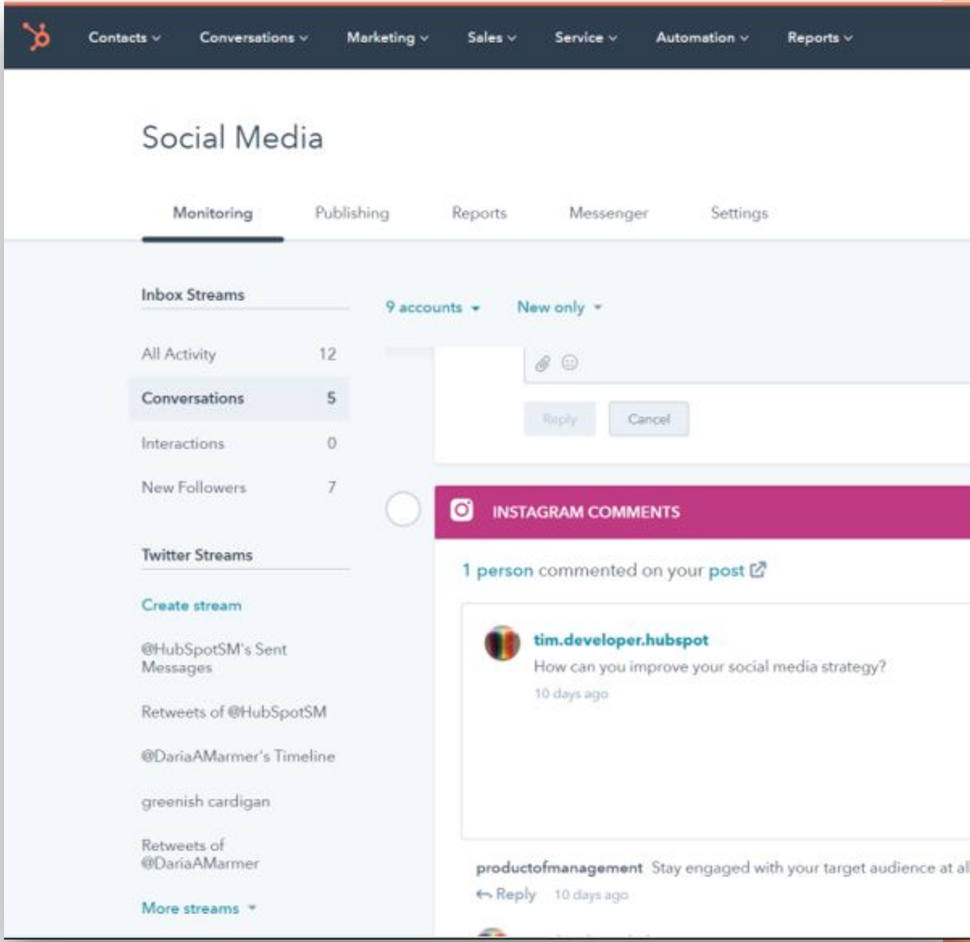
Marketing Hub Basic:

Social Tools

Link social interactions to real people in your database, so you can see deep context and prioritize conversations.

See every interaction with your messages, and create custom keyword monitoring streams for everyone on your team to surface the interactions.

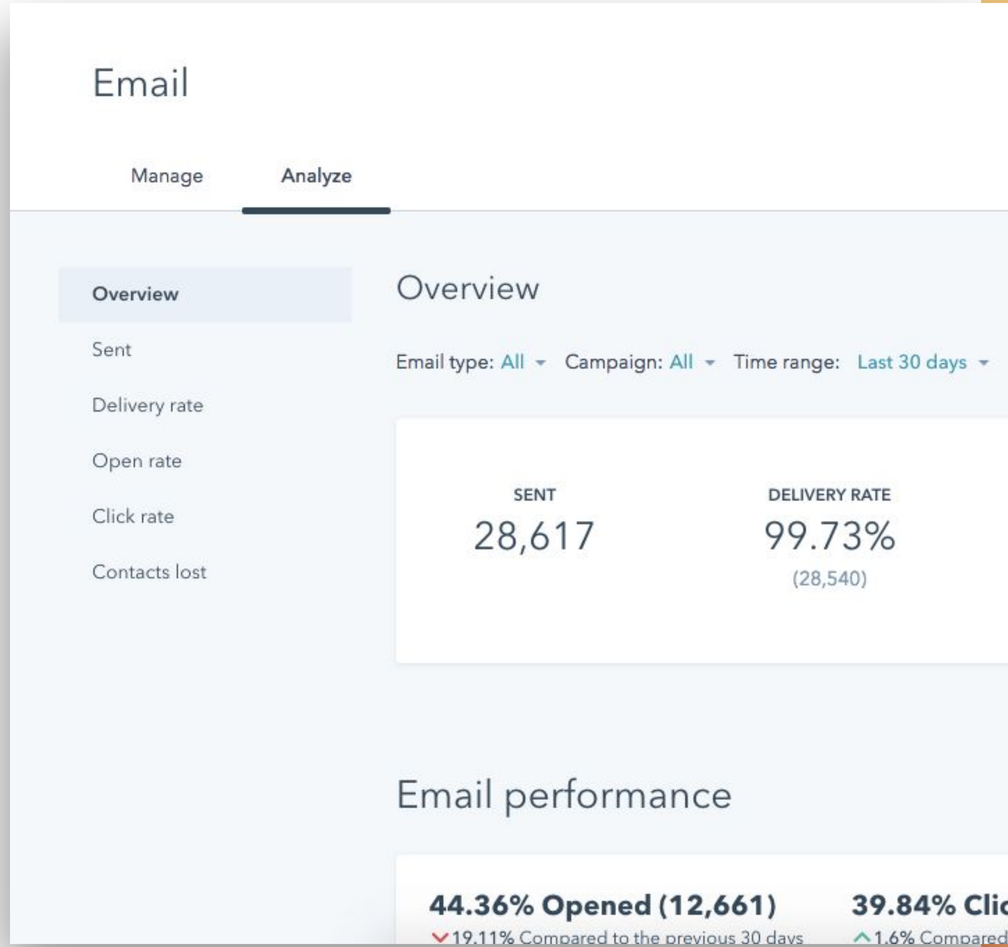
Never miss an opportunity to engage with followers or delight your customers.



Marketing Hub Starter:

Email Marketing

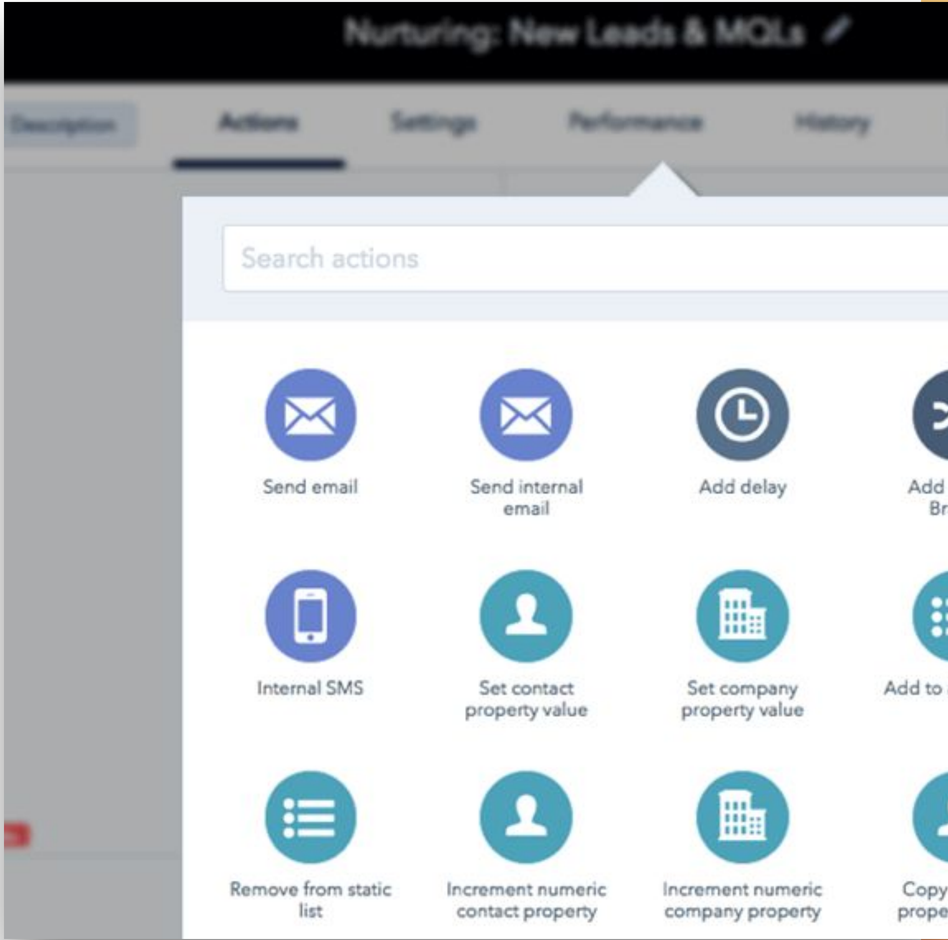
Send beautiful, personalized emails that your prospects will look forward to receiving and measure which messages are most effective. Count on un-matched deliverability and best-in-class email analytics.



Marketing Hub Professional:

Marketing Automation

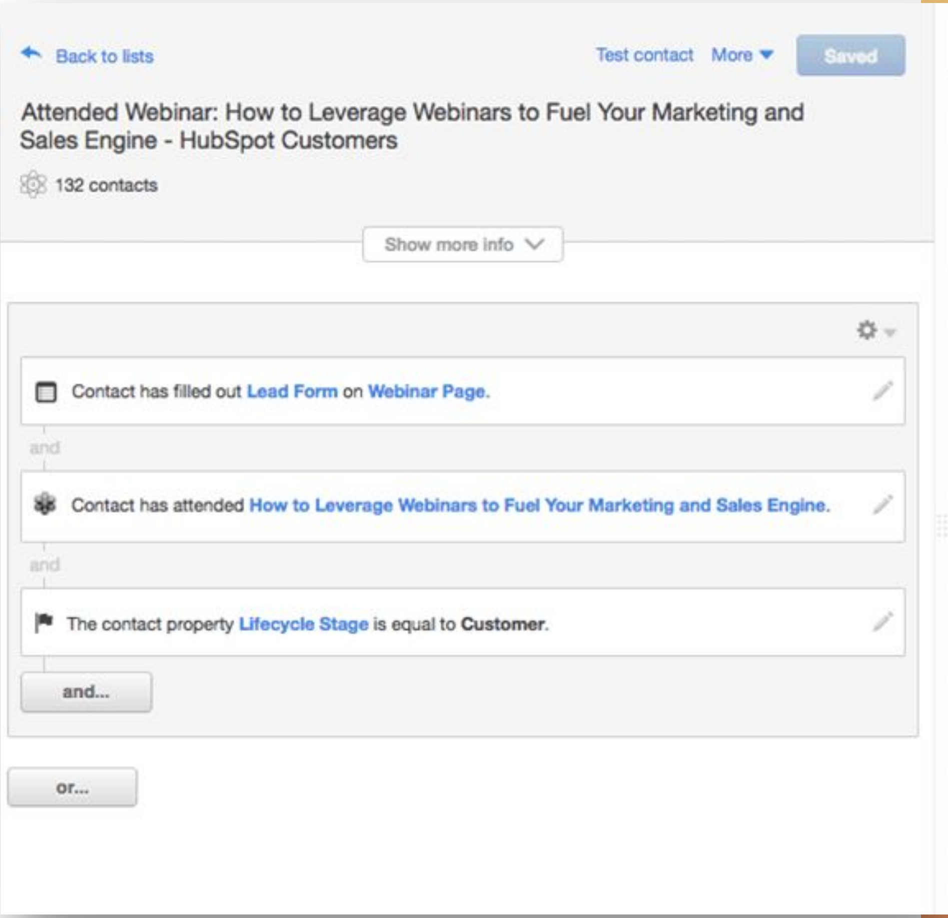
Trigger email campaigns based on any criteria you choose including form submissions, site revisits, video views, and other triggers. Rotate leads to your sales team. Create deals, tasks, and trigger notifications to automate your team’s workflow.



Marketing Hub Professional:

Granular Segmentation

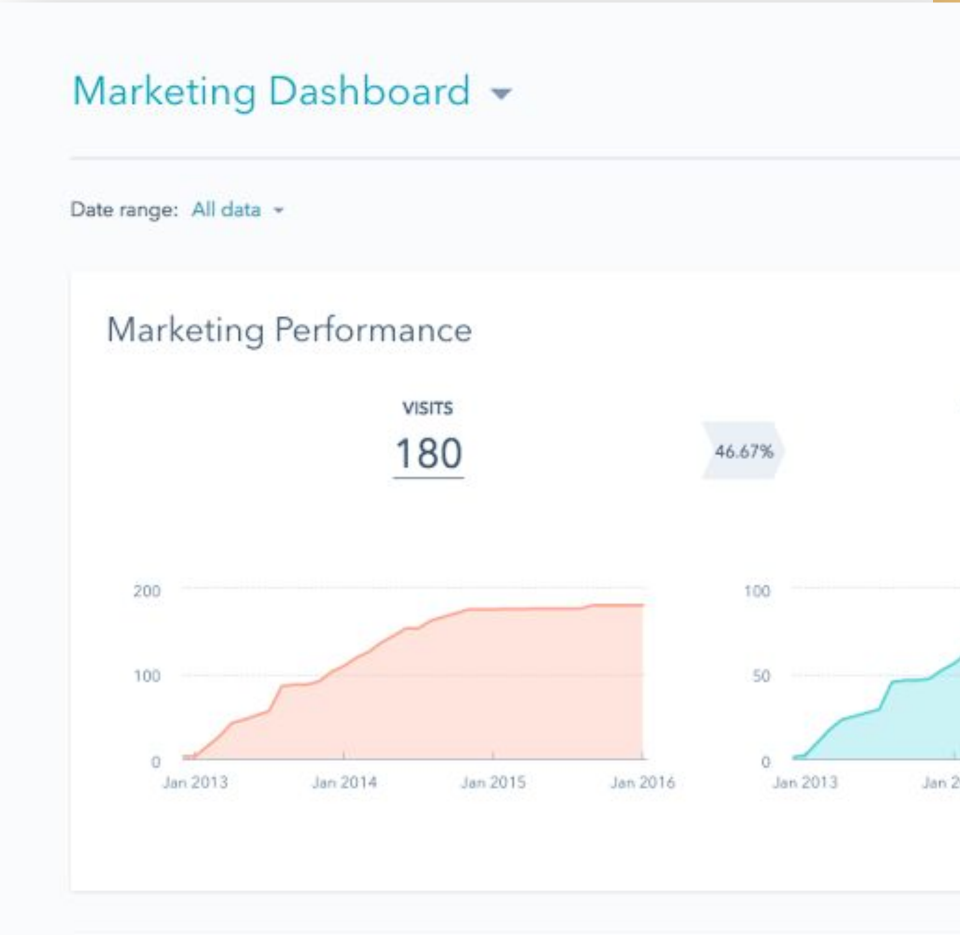
Segment leads based on their contact information and online behavior. Use these hyper-targeted lists to send emails, personalize website content, and power marketing automation.



Marketing Hub Professional:

Dashboards & Reporting

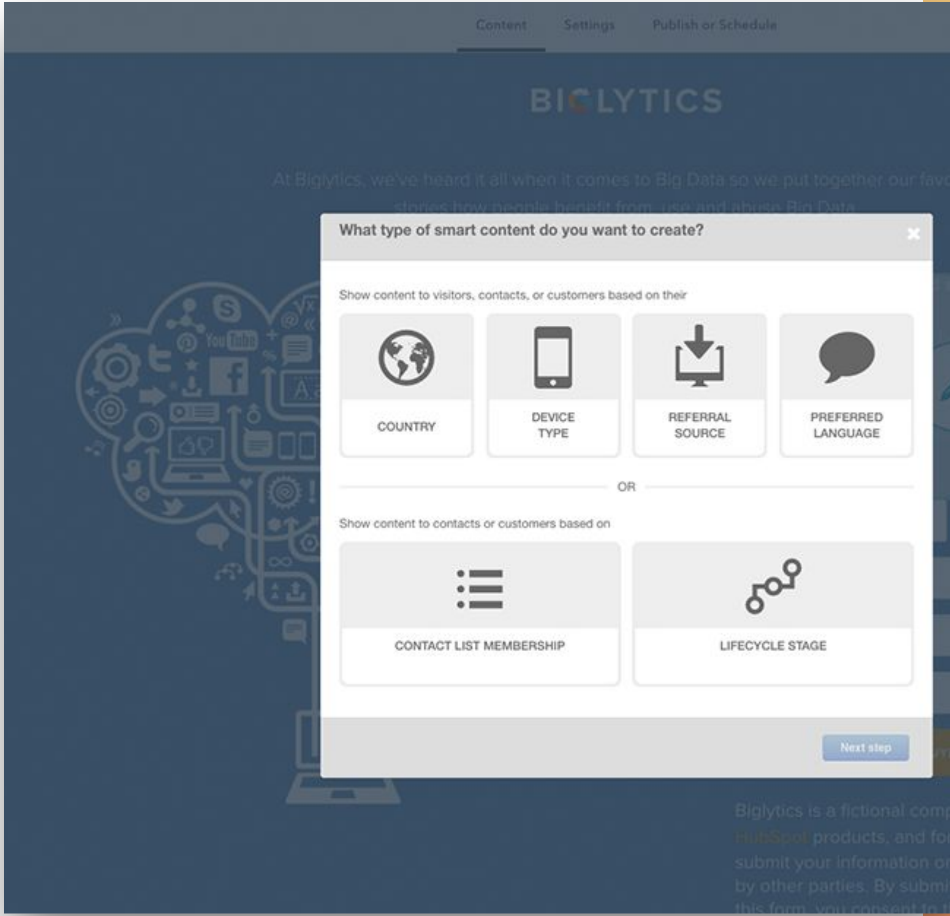
Create beautiful, custom reports to export on virtually any metric from HubSpot Marketing, any record from HubSpot CRM, or data from any integrated apps. Use closed-loop reporting to determine the ROI of your work.



Marketing Hub Enterprise:

Personalization

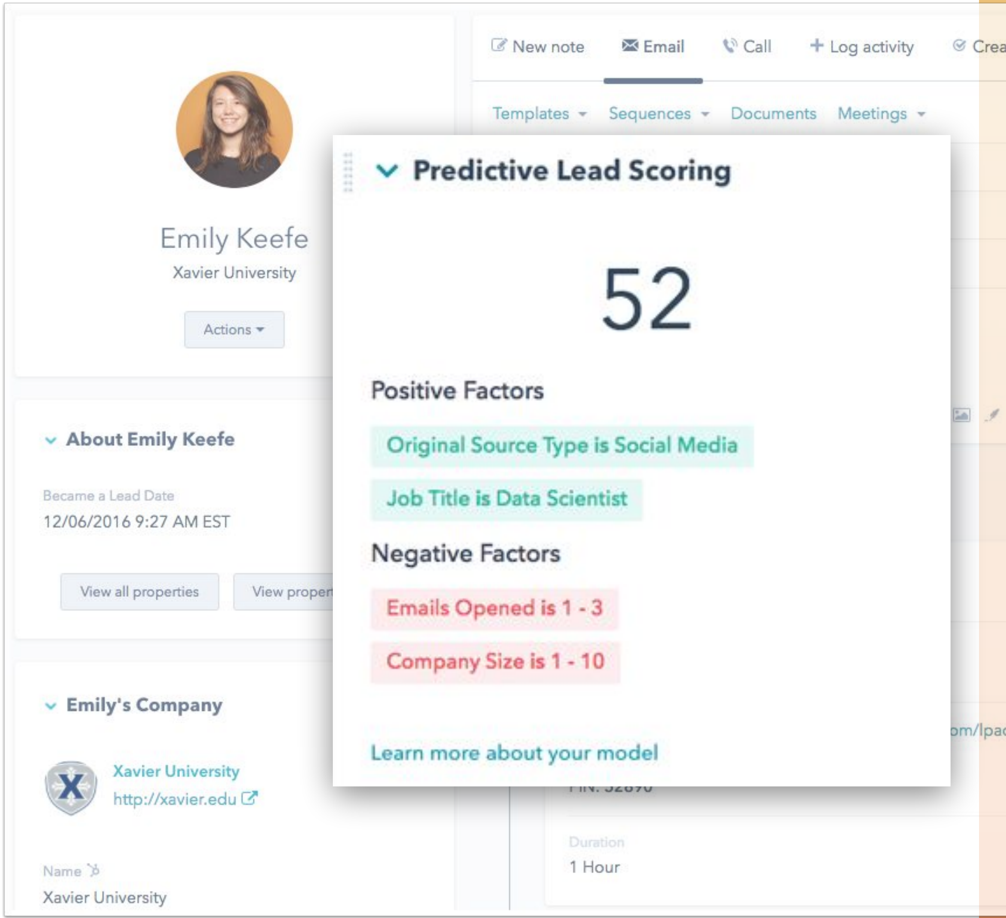
Easily personalize everything from your emails to your website content and calls-to-action. Mention specific details about a contact and their company, or swap out entire blocks of content & conversion paths to make their experience more personal.



Marketing Hub Enterprise:

Predictive Lead Scoring

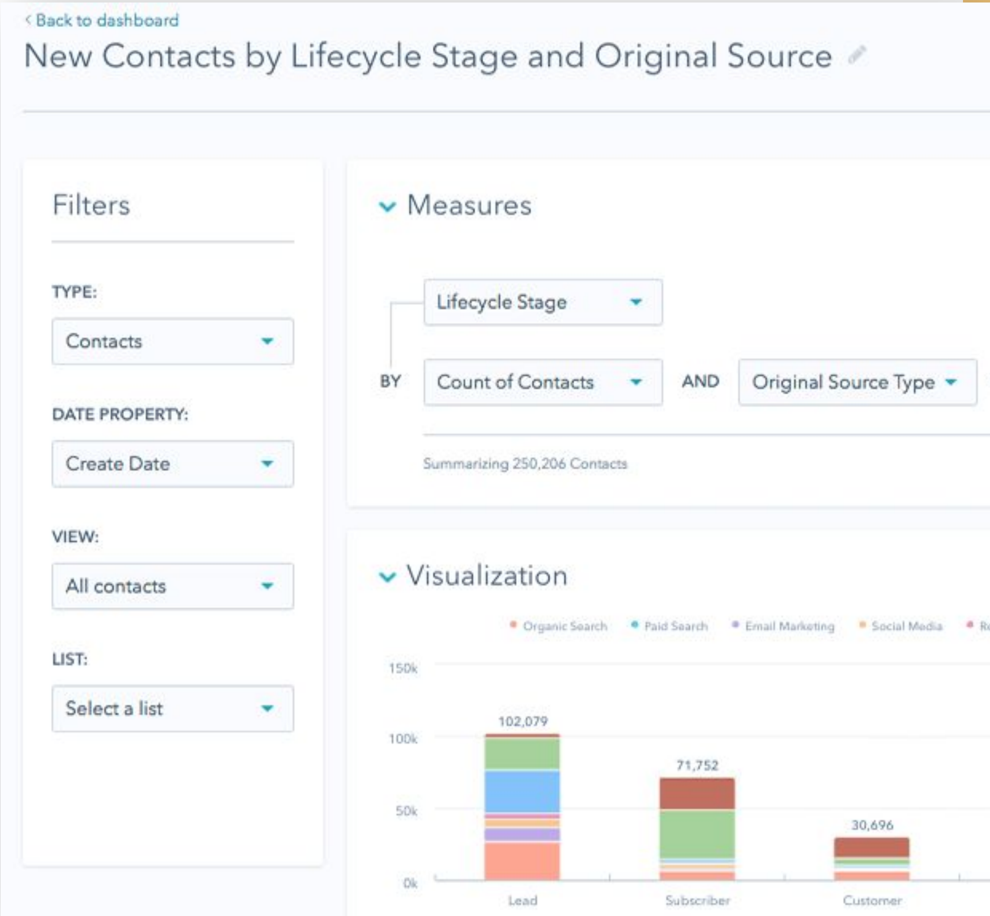
Predictive Lead Scoring takes hundreds of demographic and behavioral factors into account to automatically score contacts based on their likelihood to buy.



Marketing Hub Enterprise:

Advanced Reporting

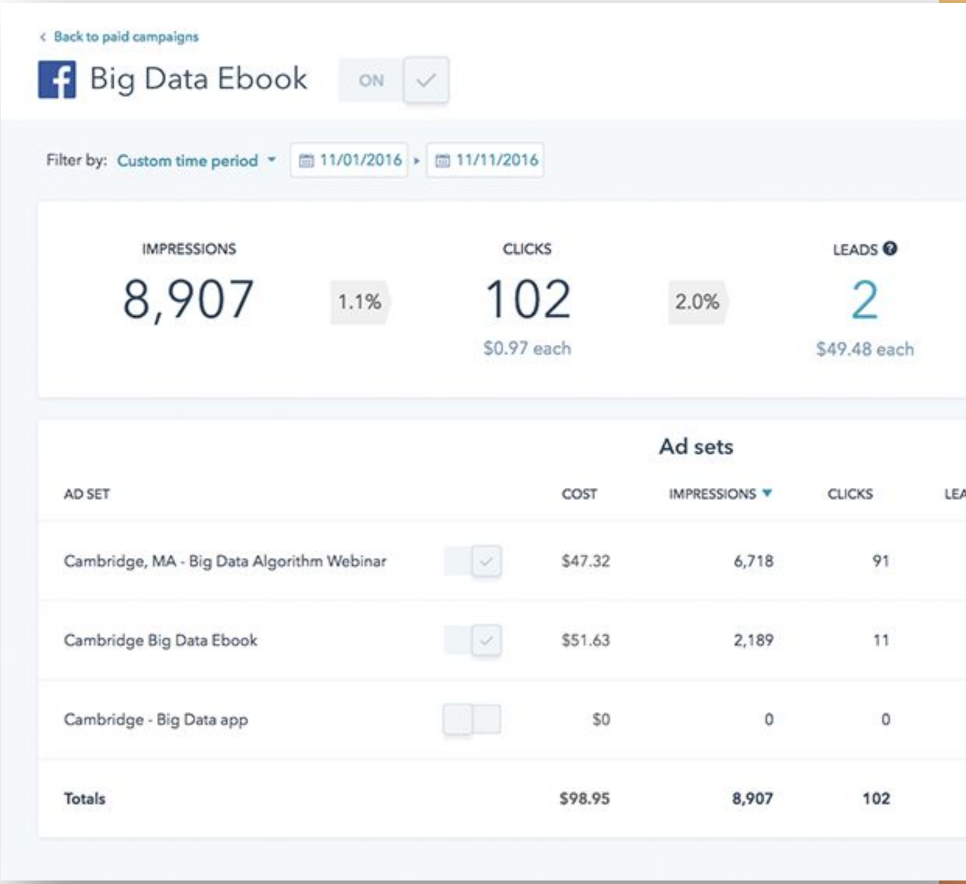
Create detailed reports that tie granular marketing efforts to the deals and revenue they assisted or closed. Build custom dashboards based on virtually any data stored in your CRM system.



Add-On:

HubSpot Ads

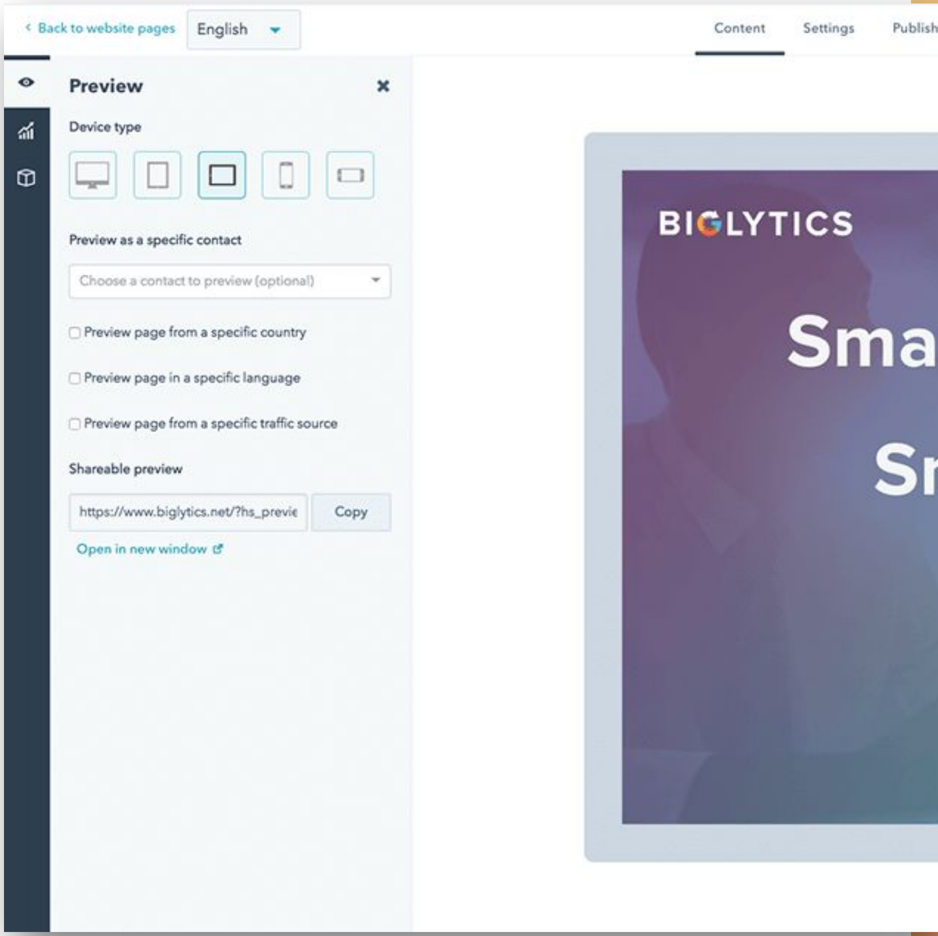
Using Google AdWords, or advertising on Facebook? The Ads add-on in HubSpot shows you not only impressions and clicks, but leads, customers, and the actual ROI of your campaigns.



Add-On:

Website Add-On

Build and host your entire site with HubSpot's drag and drop website builder. Personalize content for every visitor, and publish mobile-optimized content all from within a single interface.

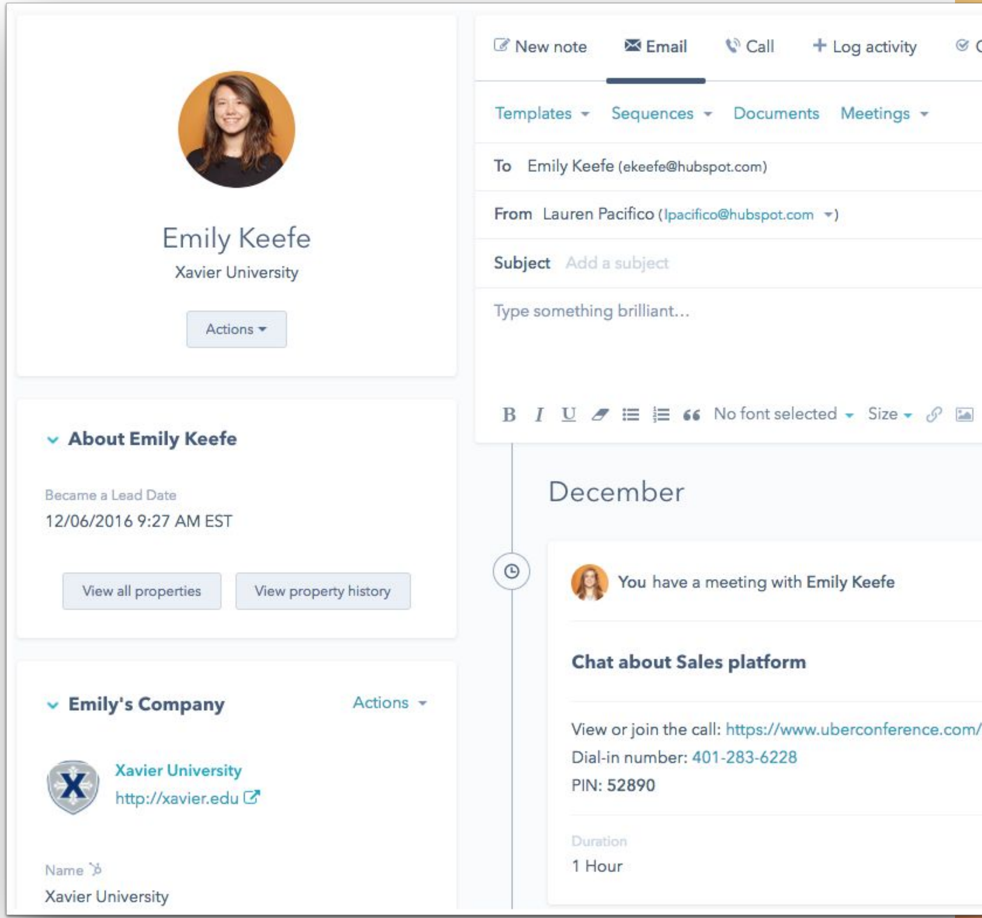


Marketing Hub:

Closely connected to CRM

Right out of the box, Marketing Hub is deeply connected to HubSpot CRM. Track contacts, companies, deals, tasks, tickets and more inside the #1 CRM for SMBs.

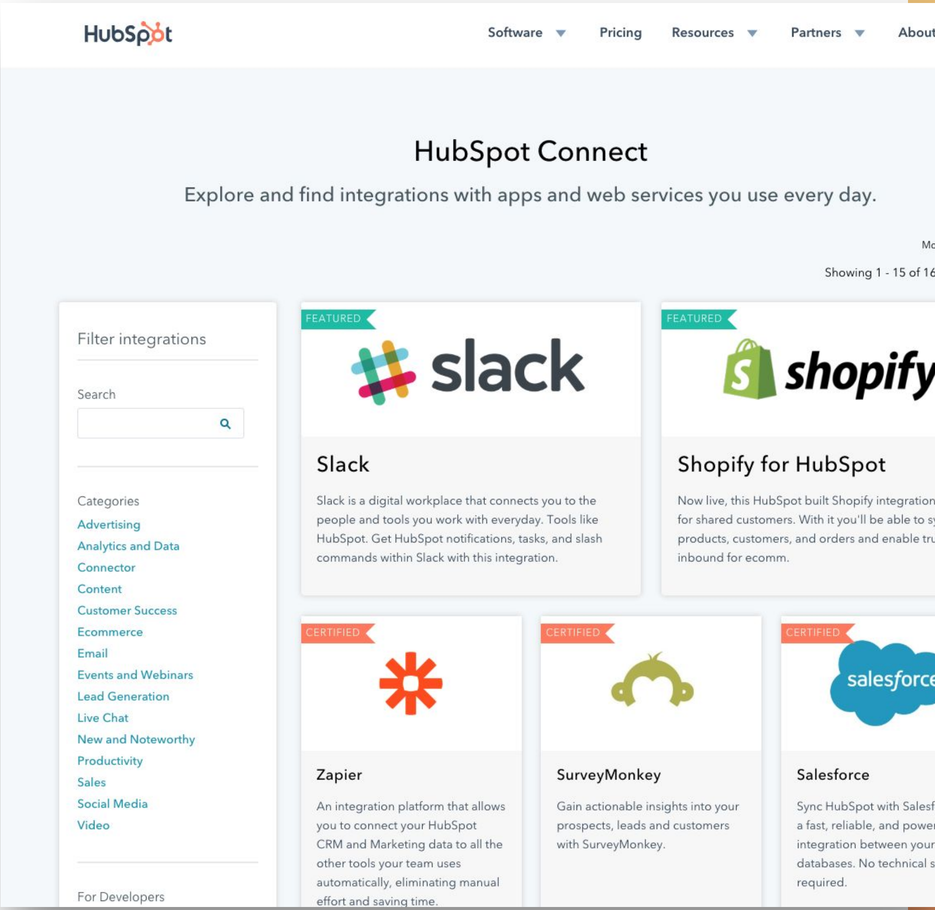
Already use a CRM system that you love like Salesforce? HubSpot has a fully supported native integration that is easy to set up and use (Professional and above.)



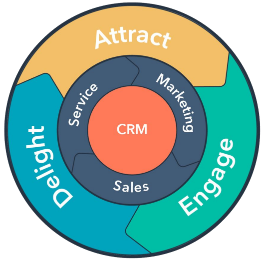
Marketing Hub:

Part of the HubSpot Platform

Marketing Hub works in close concert with Sales Hub, Service Hub, and hundreds of HubSpot Connect integrations. Add additional tools easily, whenever it makes sense for your team.



Sales Hub



Sales Hub

Sales Hub helps you build an efficient process to engage your prospects and turn them into customers.

Starter

Live Chat

Templates & Sequences

Documents

Calling

Notifications

Prospects

Meetings

Professional

Everything in Starter, plus:

Team Management

Automation

Predictive Lead Scoring

Products & Quotes

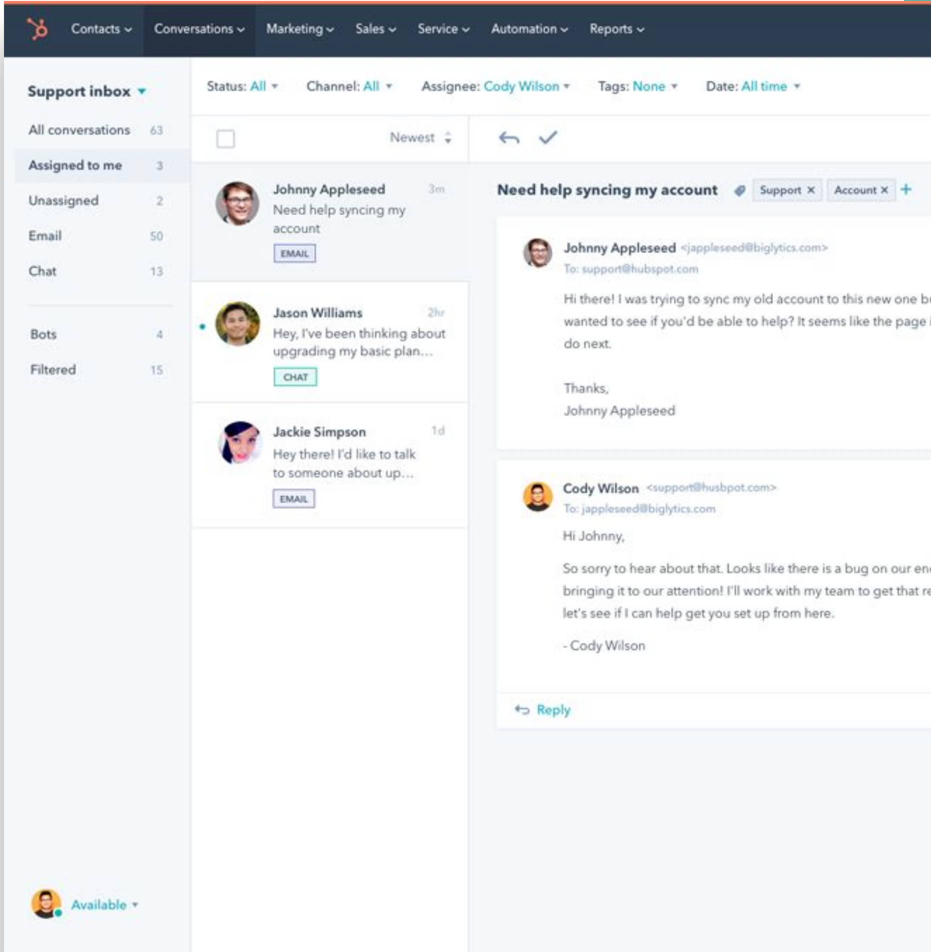
Smart Features

Recommendations

Sales Hub Starter:

Conversations + Live Chat

Conversations is a universal, collaborative inbox that brings together messages from live chat, team email, and Facebook Messenger so you can view, manage, and reply to conversations from prospects and customers in one central place.



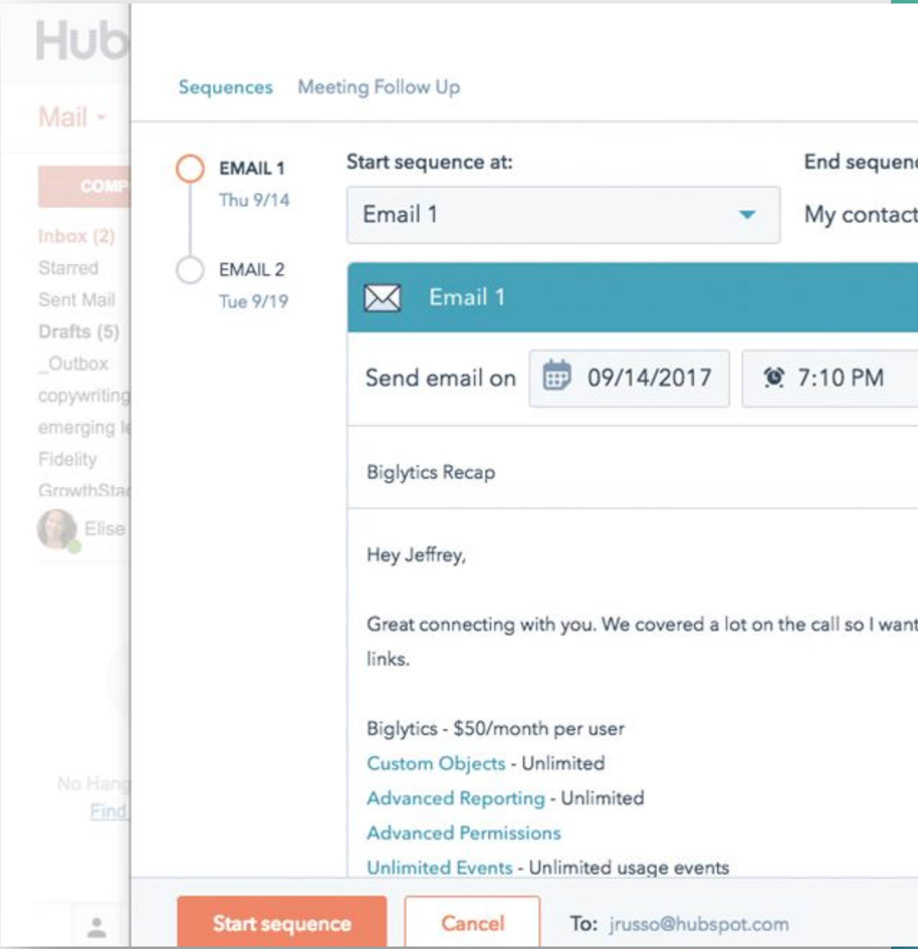
Sales Hub Starter:

Templates, Sequences & Snippets

Craft personalized templates for every stage of the sales process, and share them across your team.

Tee up a timed series of email messages based off your templates with Sequences.

Save time by saving short “snippets” of text you can easily drop into your emails using keyboard shortcuts.

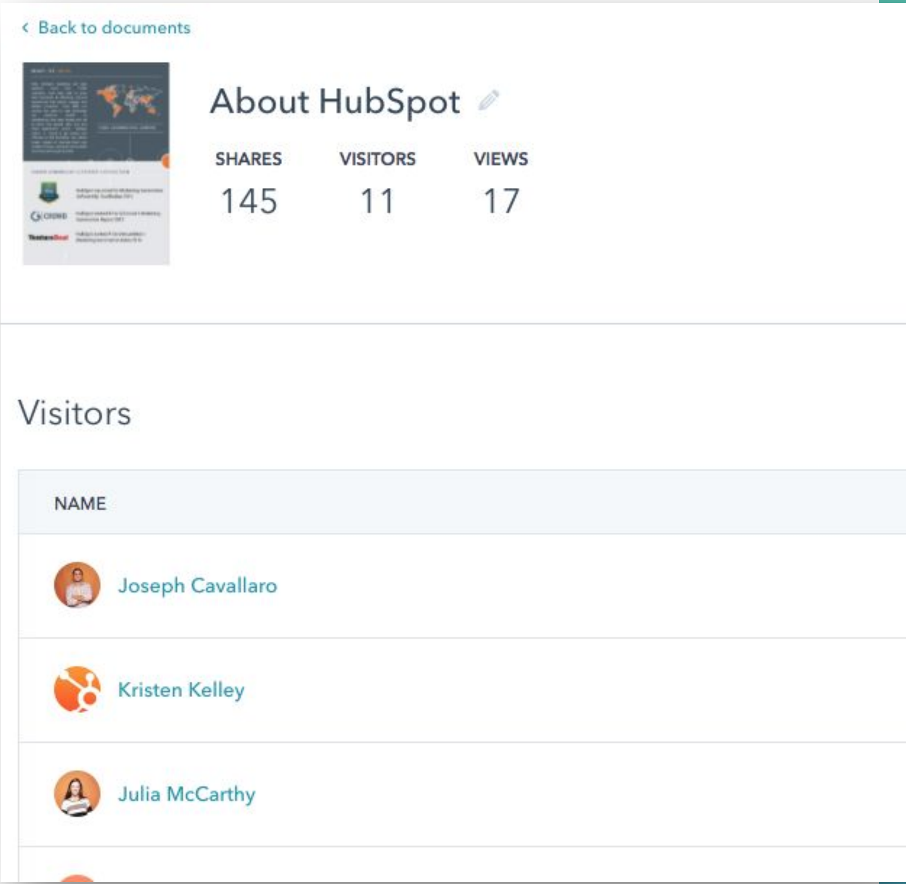


Sales Hub Starter:

Documents

Build a library of helpful sales content for your entire team, share documents right from your Gmail or Outlook inbox, and see which content closes deals.

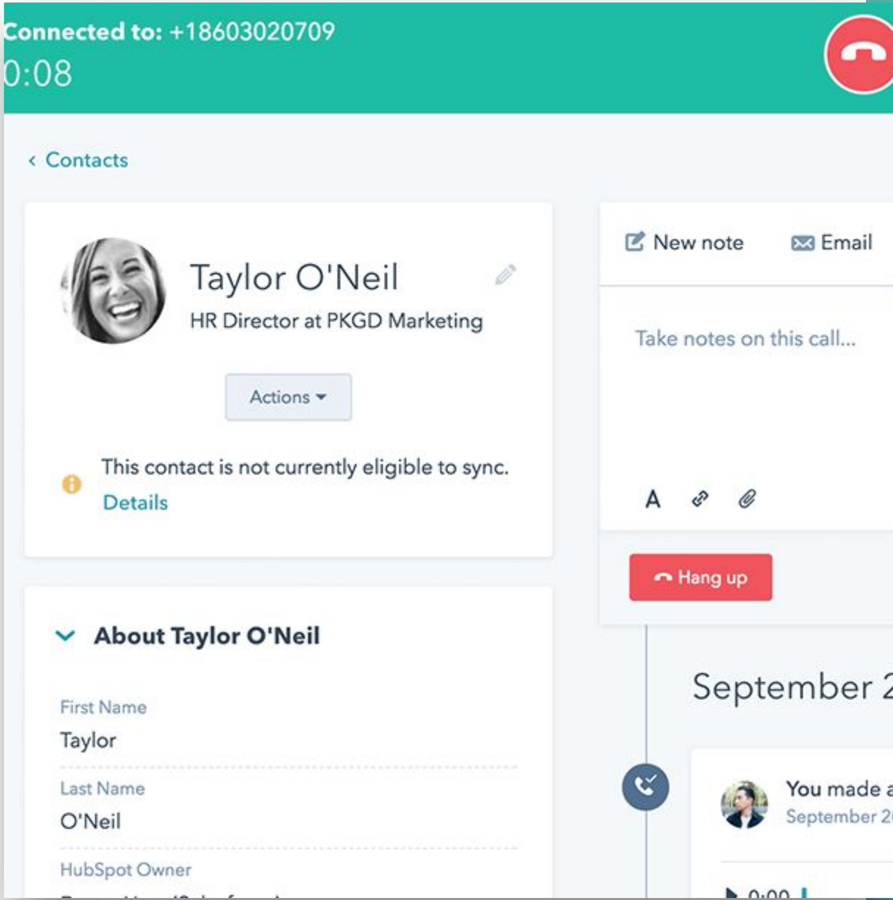
When a lead clicks an email link to open your document, or shares it with a colleague, we'll notify you instantly on your desktop. Get aggregate data about how your sales content is helping to move your sales process forward.



Sales Hub Starter:

Calling

Use data from your HubSpot CRM to prioritize your best calls, and set up a daily calling queue. Just one click connects you to a prospect through Voice Over IP or your desk phone.

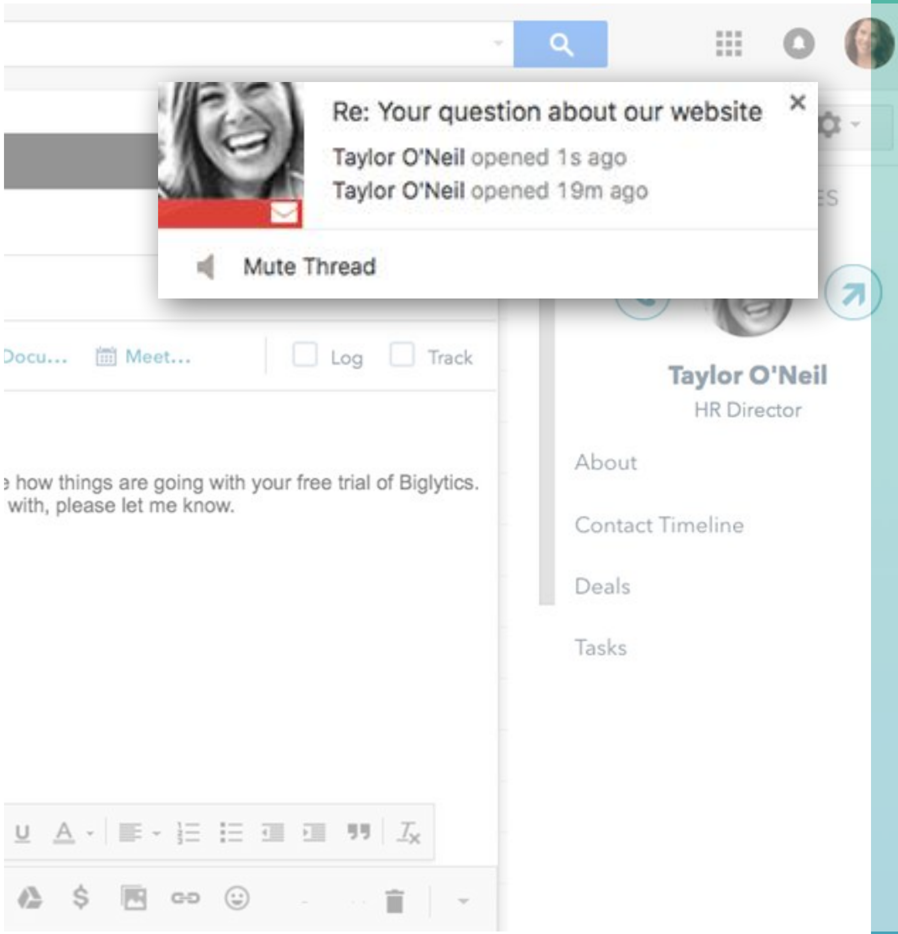


Sales Hub Starter:

Notifications

Use notifications to follow up seconds after a lead opens an email, clicks a link, or downloads an important document. Our built-in activity stream automatically logs each lead's email actions inside your browser or in Sales Hub.

Open, click, and reply data helps you hone in on which email templates and sequences are most effective.

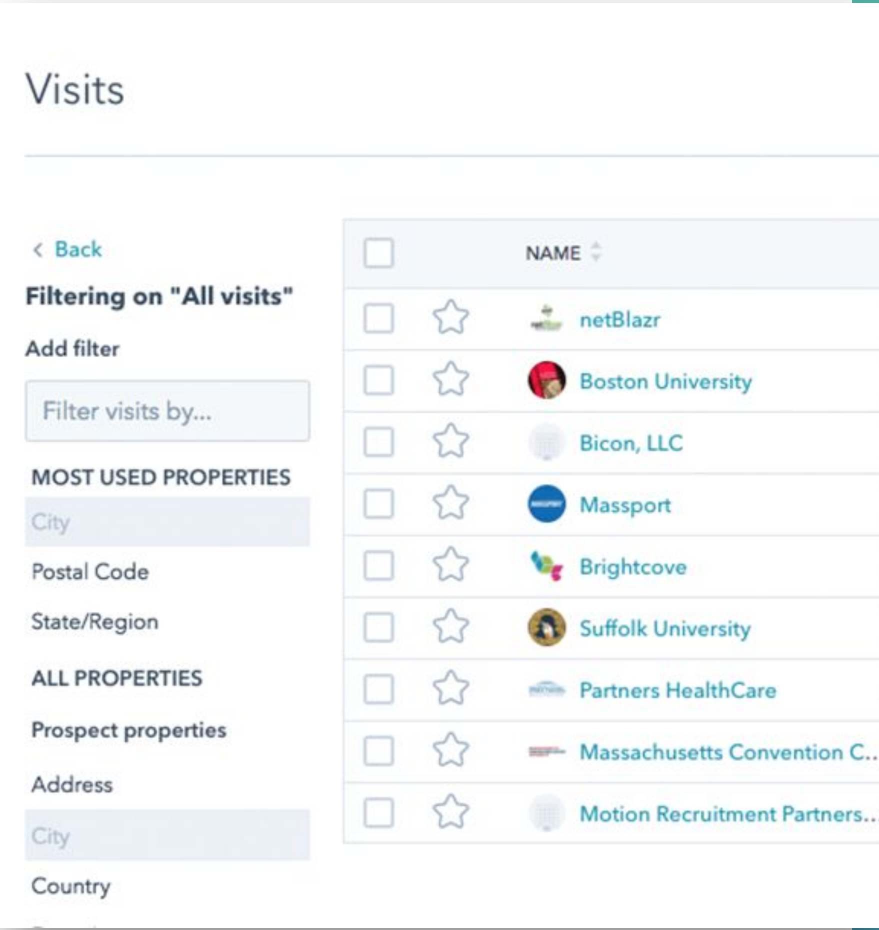


Sales Hub Starter:

Prospects

Track prospects’ visits to your site in real time, determine which companies are the most engaged, and set up custom email notifications for your team.

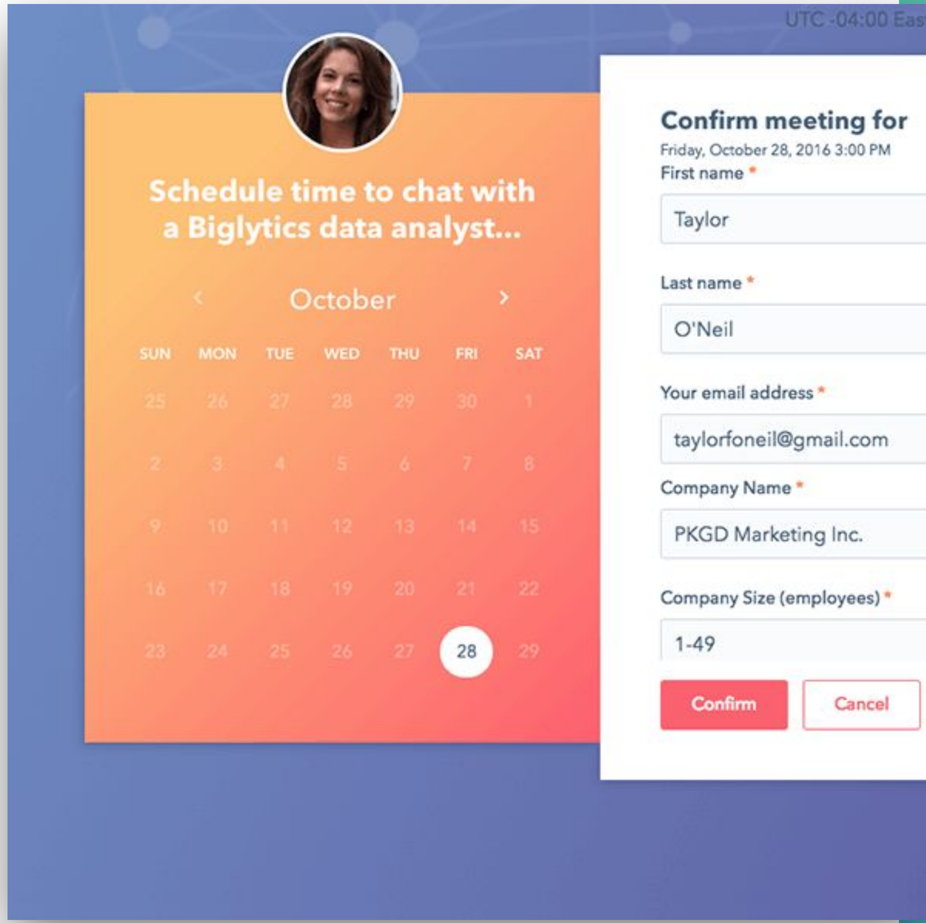
Sort prospects using dozens of different filtering criteria like geography, company size, number of visits, and more.



Sales Hub Starter:

Meetings

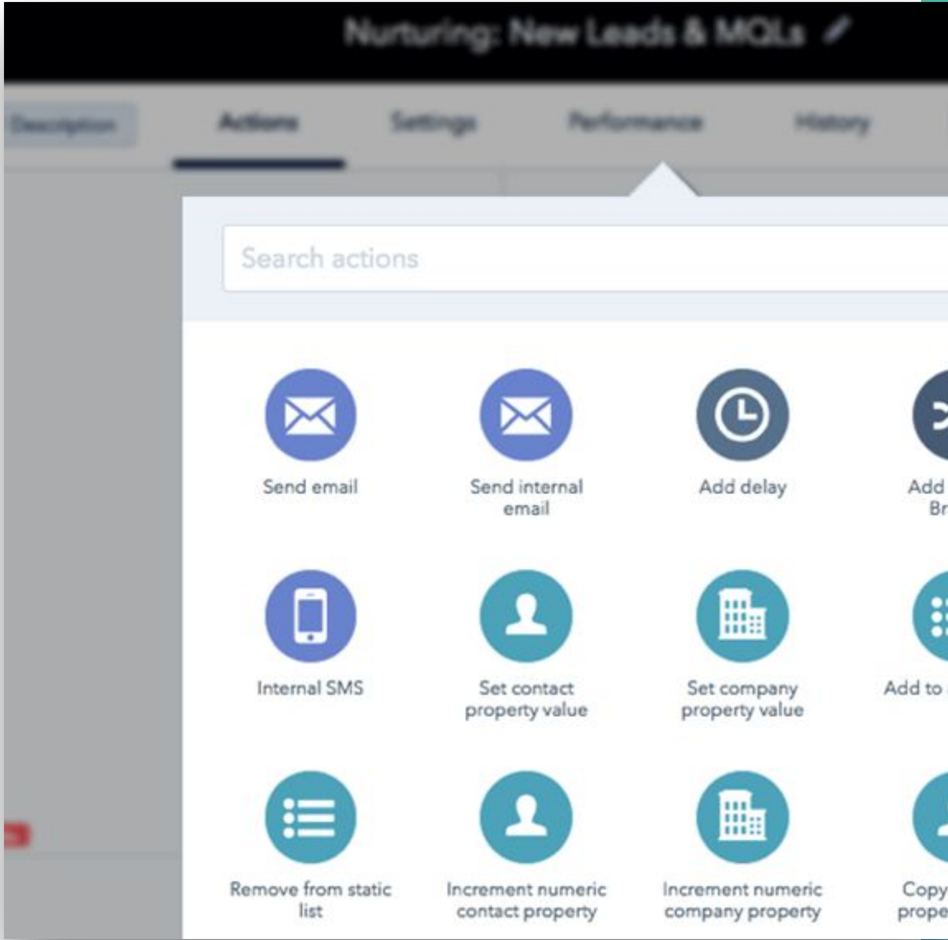
Put the power to book meetings in the hands of your prospects. Meetings sync to your Google or Office 365 calendar, so your schedule is always up-to-date. As prospects book meetings, automatically create new records or log the activity in your CRM.



Sales Hub Professional:

Automation

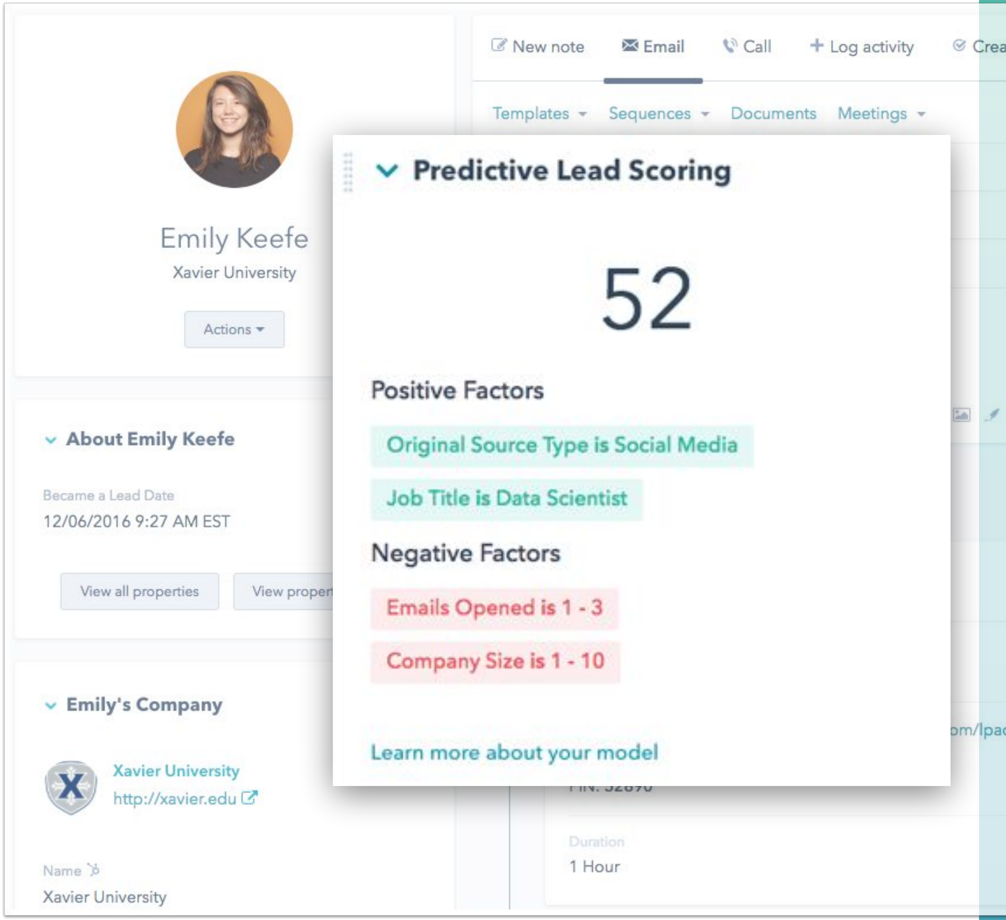
Automate common management tasks like assigning leads, alerting reps when contacts take specific actions, creating tasks, and more.



Sales Hub Professional:

Predictive Lead Scoring

Predictive Lead Scoring takes hundreds of demographic and behavioral factors into account to automatically score contacts based on their likelihood to buy.

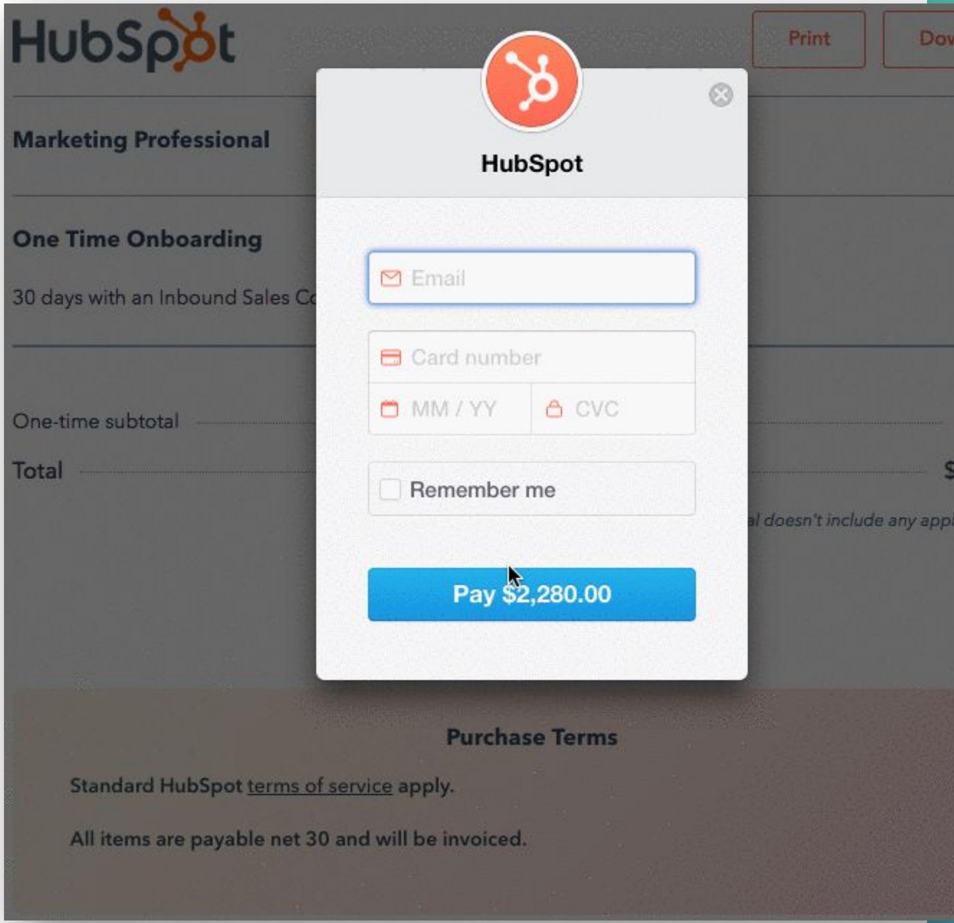


Sales Hub Professional:

Products & Quotes

Products makes it easy to build a library of products that your sales team can easily add to deals inside HubSpot.

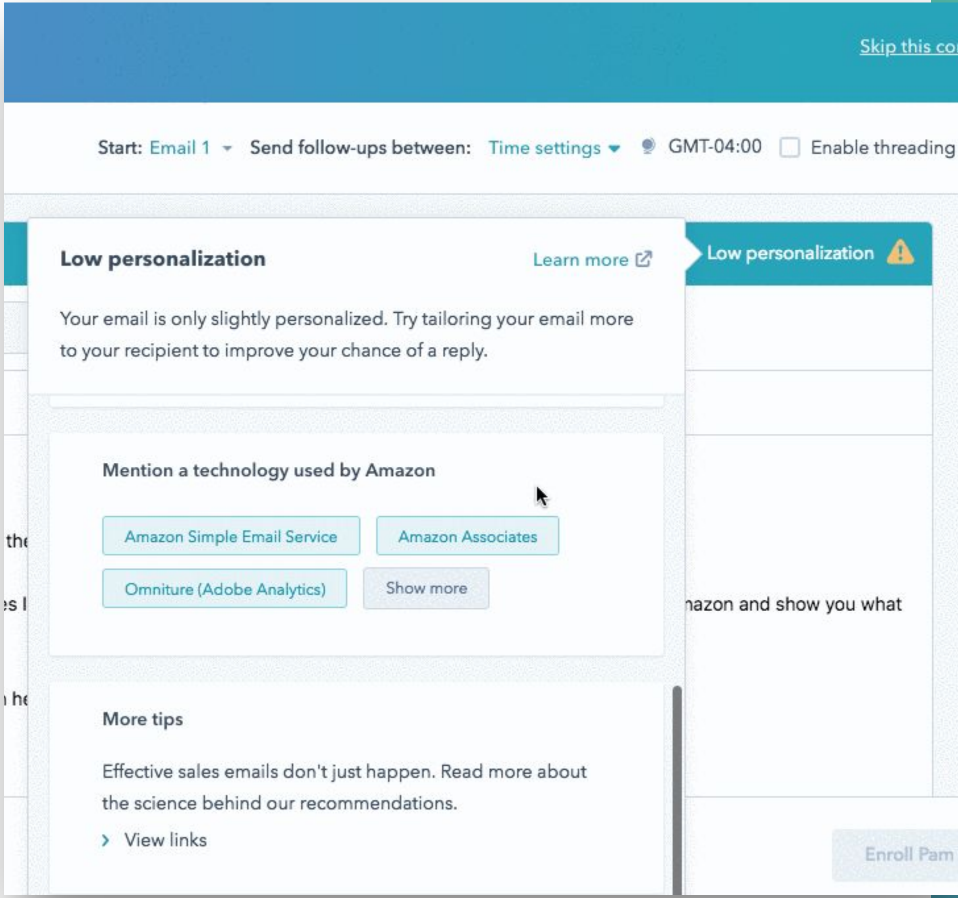
Quotes allows your sales reps to quickly configure a quote right inside HubSpot using your contact, company, and product data. Send a shareable link to your quote, and even allow your prospect to pay using a credit card or EFT.



Sales Hub Professional:

Recommendations

Recommendations scores your email templates in real time as a sales rep uses them, offering useful suggestions on how to make messages feel relevant and personal to your prospects.

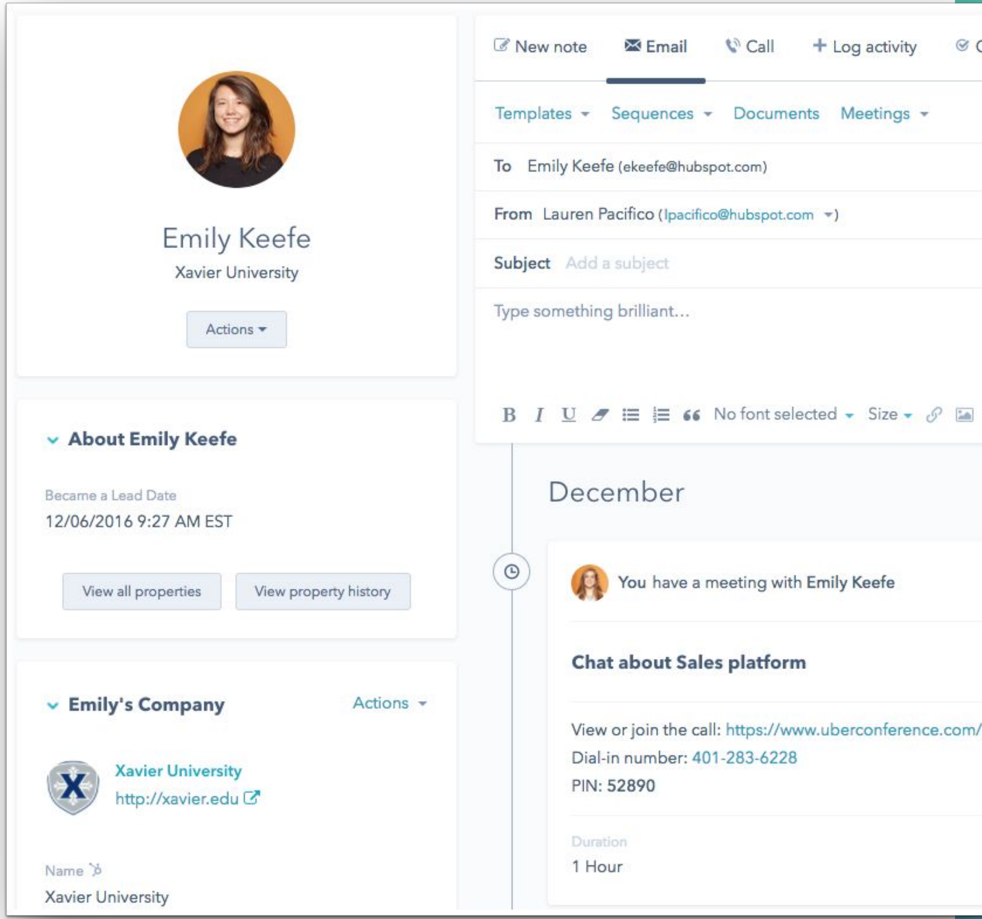


Sales Hub:

Closely connected to CRM

Right out of the box, Sales Hub is deeply connected to HubSpot CRM. Track contacts, companies, deals, tasks, tickets and more inside the #1 CRM for SMBs.

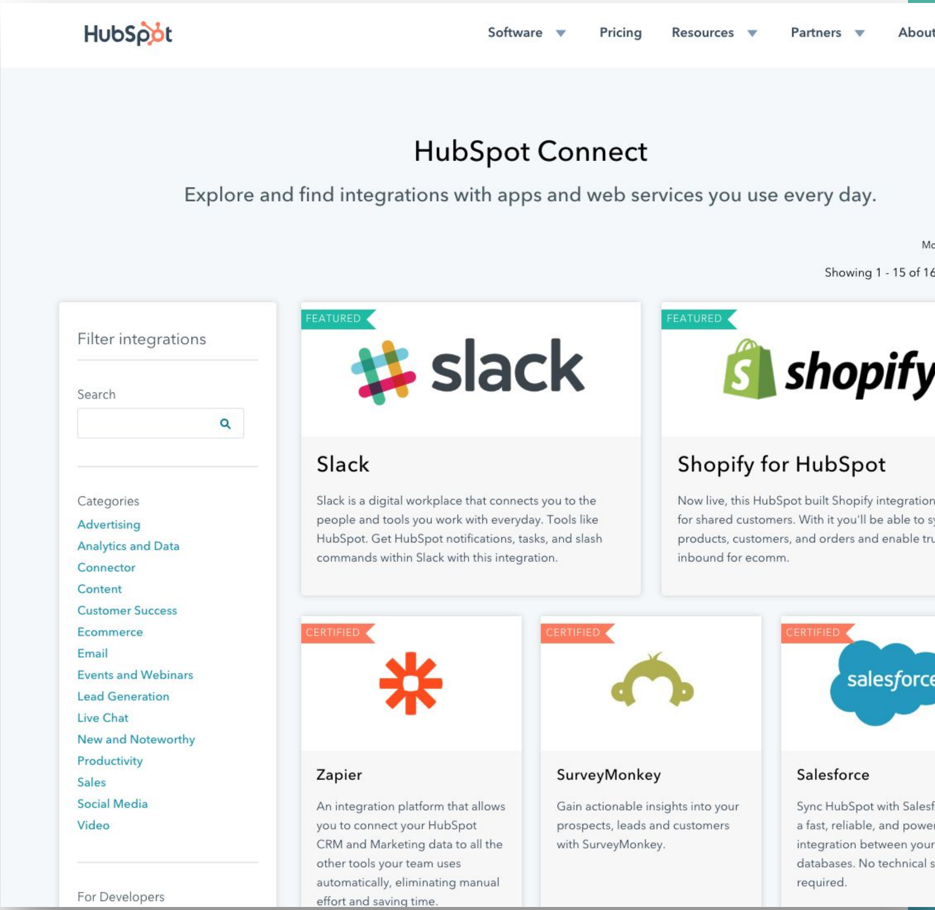
Already use a CRM system that you love like Salesforce? HubSpot has a fully supported native integration that is easy to set up and use (Professional and above.)

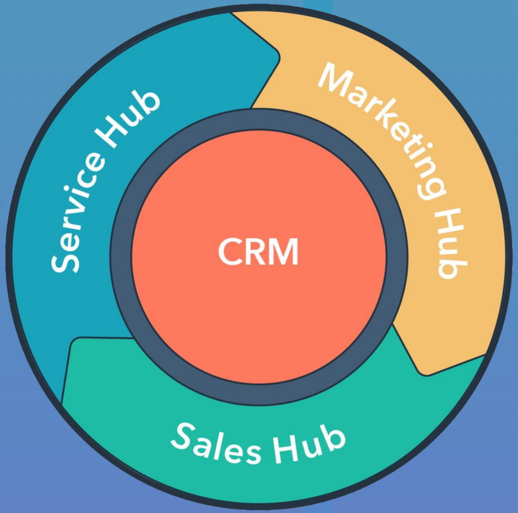


Sales Hub:

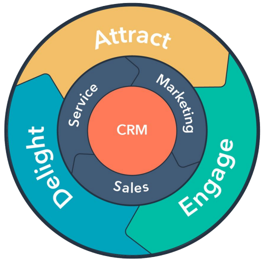
Part of the HubSpot Platform

Sales Hub works in close concert with Marketing Hub, Service Hub, and hundreds of HubSpot Connect integrations. Add additional tools easily, whenever it makes sense for your team.





Service Hub



Service Hub

Service Hub helps you engage, guide, and grow better with your customers, turning happy people into promoters.

Professional

Conversations & Live Chat

Tickets

Knowledgebase

Templates, Sequences & Snippets

Documents, Meetings & Calling

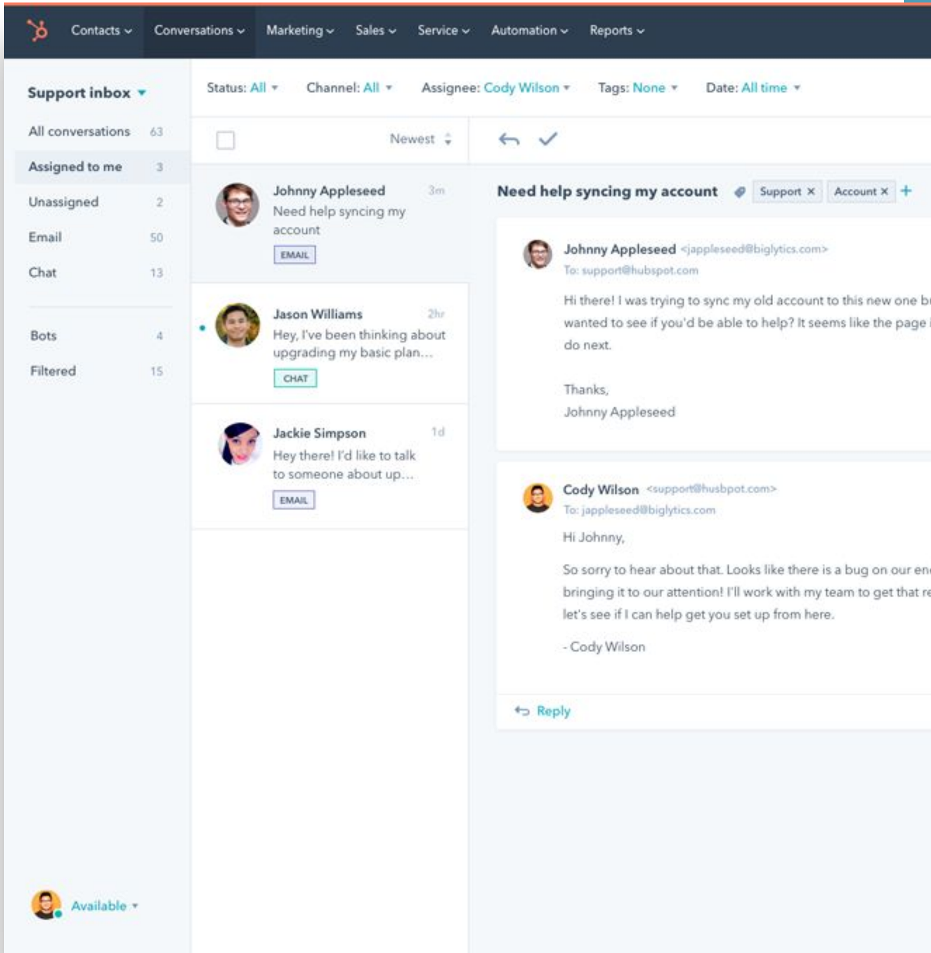
Bots & Automation

Feedback & Reporting

Service Hub Professional:

Conversations + Live Chat

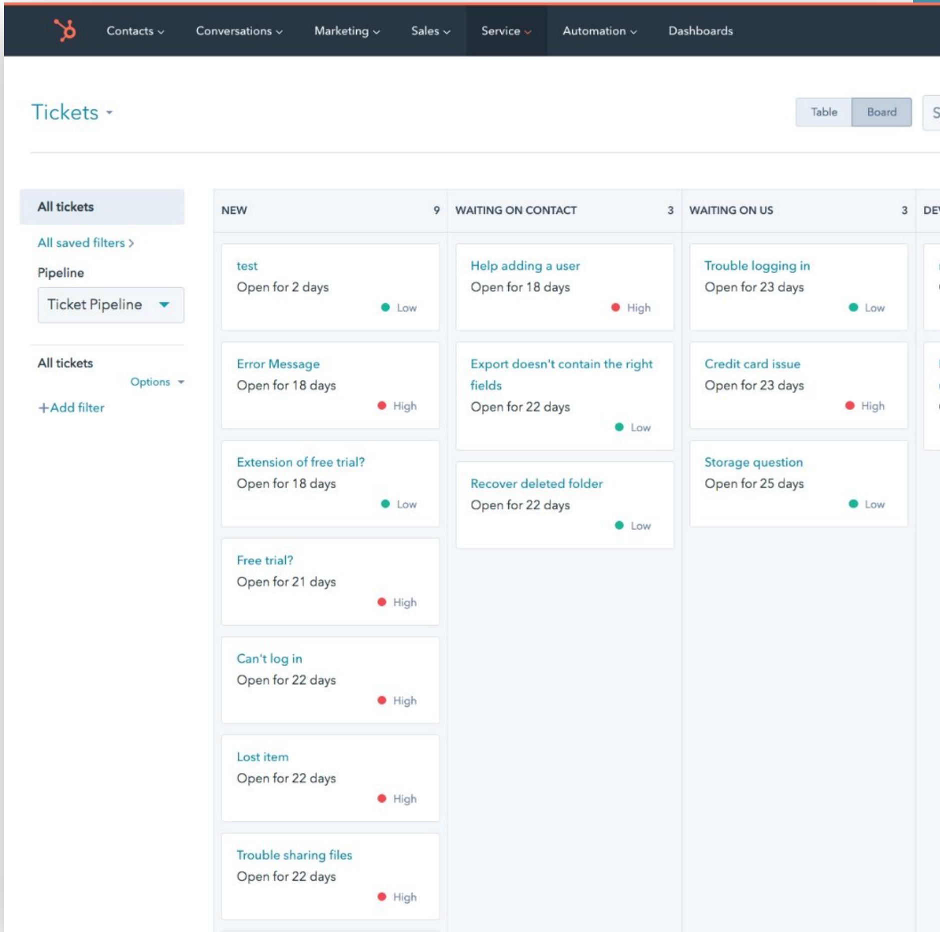
Conversations is a universal, collaborative inbox that brings together messages from live chat, team email, and Facebook Messenger so you can view, manage, and reply to conversations from prospects and customers in one central place.



Service Hub Professional:

Tickets

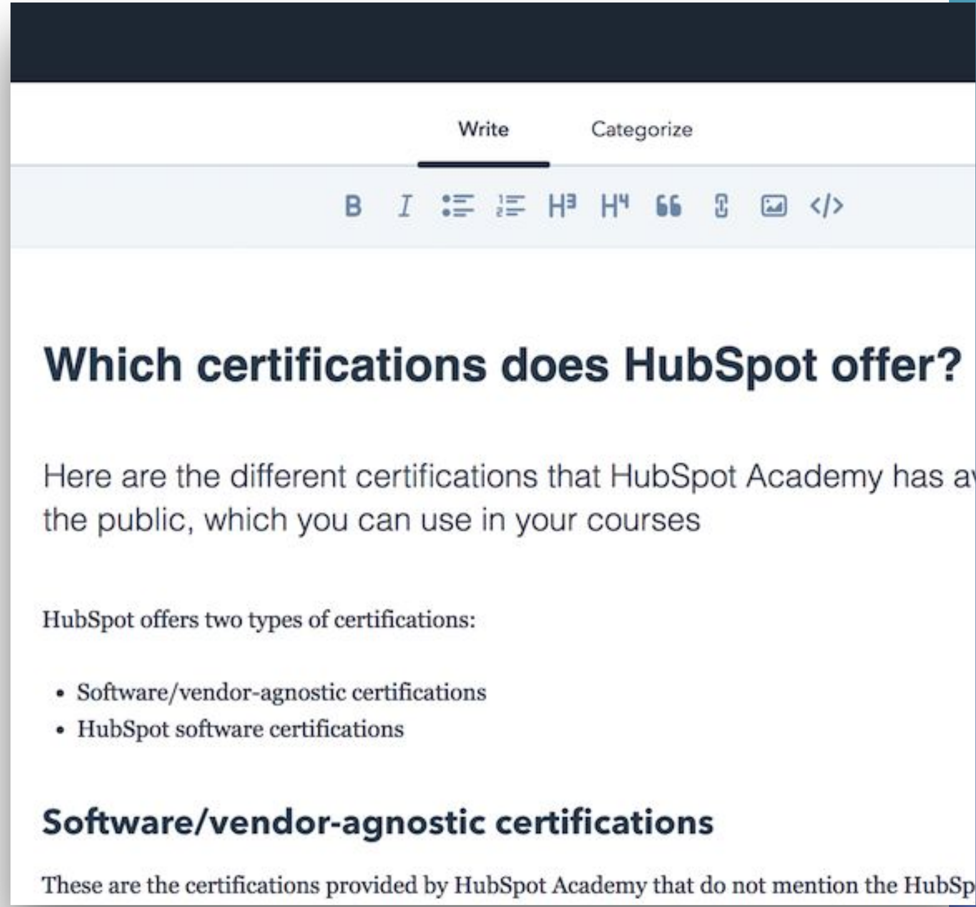
Log customer issues as tickets that can be assigned to members of your team, organized and prioritized, and tracked in a central location.



Service Hub Professional:

Knowledgebase

Turn your customers' most frequently asked support questions and tickets into a robust, optimized knowledge base of help articles and documentation that's indexed in search engines.



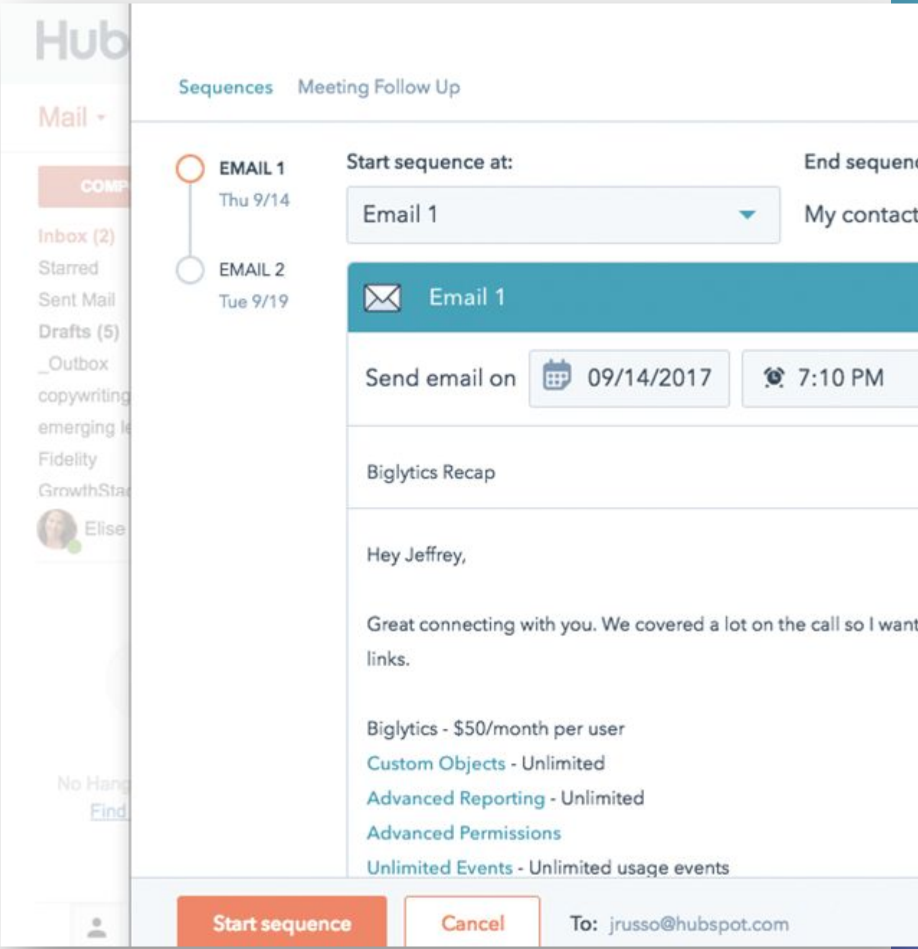
Service Hub Professional:

Templates, Sequences & Snippets

Craft personalized templates for different support topics & customer milestones, and share them across your team.

Tee up a timed series of email messages based off your templates with Sequences.

Save time by saving short “snippets” of text you can easily drop into your emails using keyboard shortcuts.

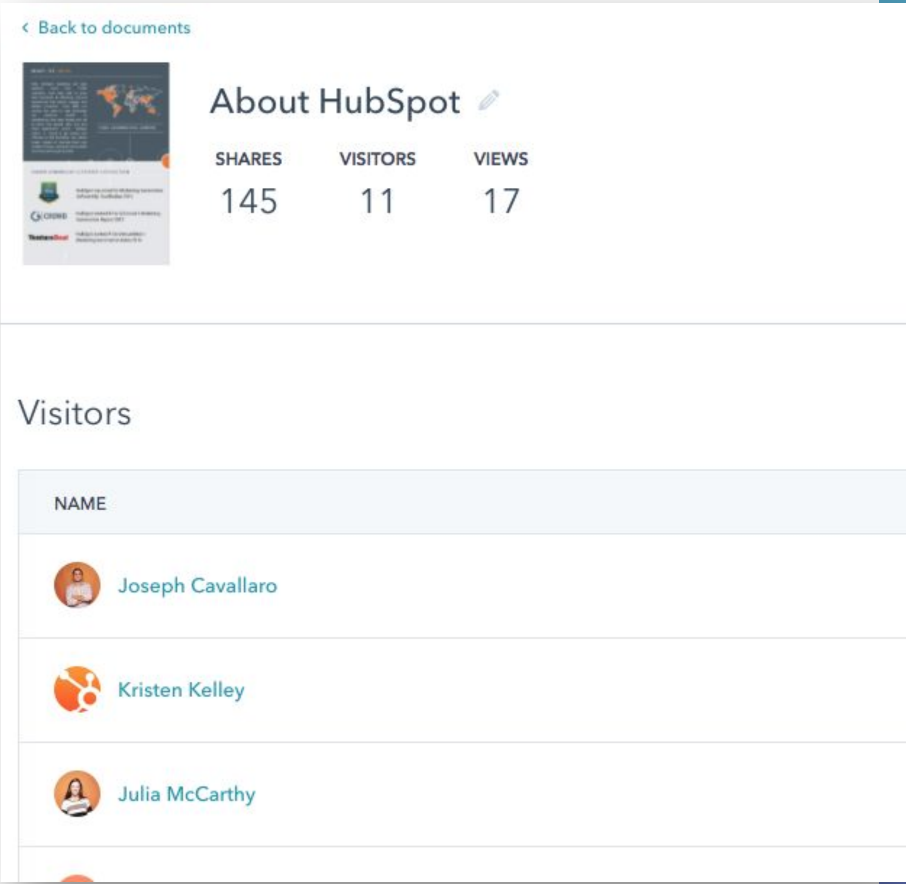


Service Hub Professional:

Documents

Build a library of helpful sales content for your entire team, share documents right from your Gmail or Outlook inbox, and see which content closes deals.

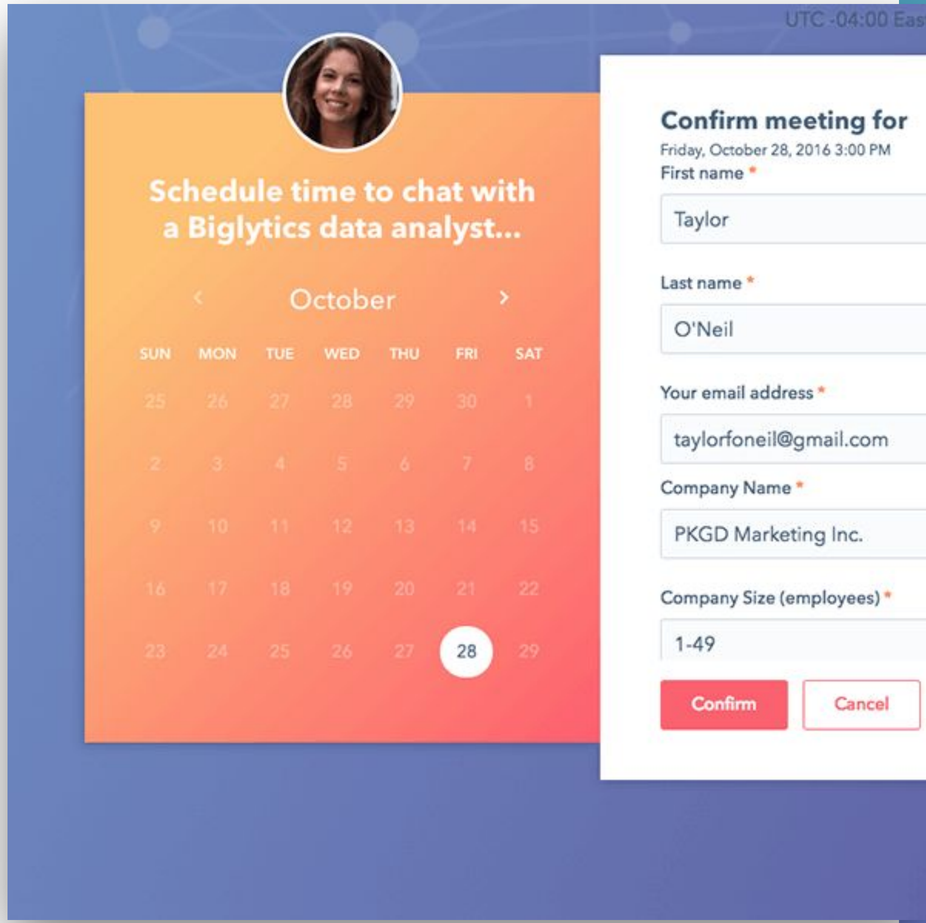
When a lead clicks an email link to open your document, or shares it with a colleague, we'll notify you instantly on your desktop. Get aggregate data about how your sales content is helping to move your sales process forward.



Service Hub Professional:

Meetings

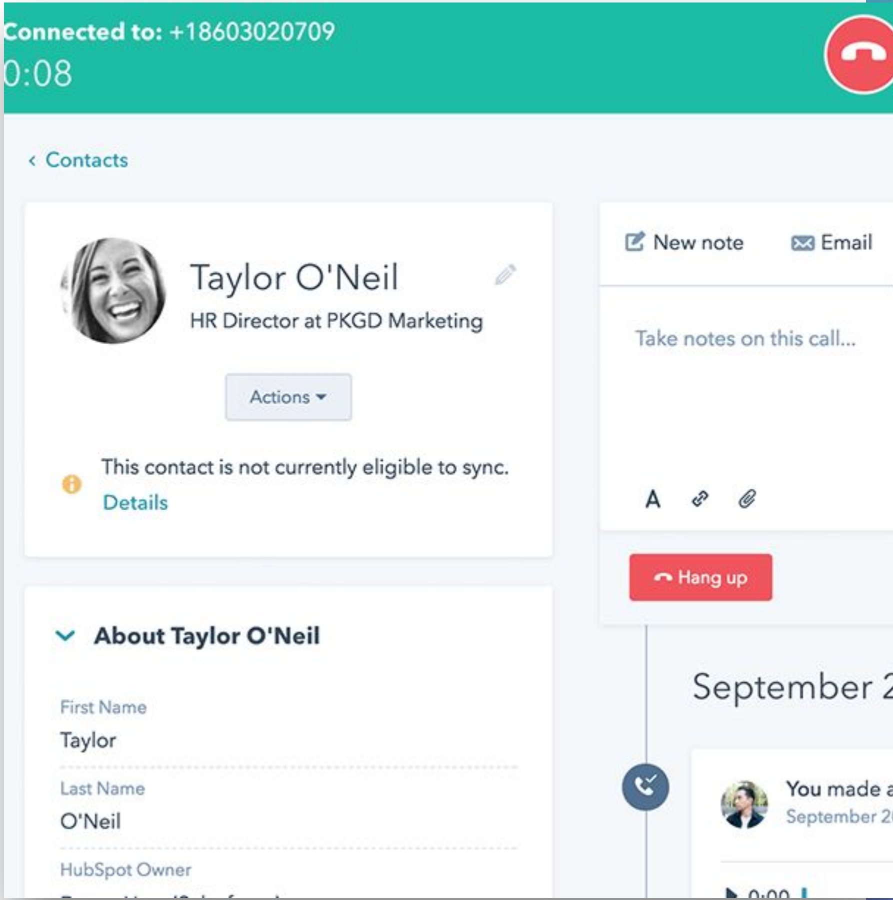
Put the power to book meetings in the hands of your customers. Meetings sync to your Google or Office 365 calendar, so your schedule is always up-to-date. As meetings are booked, HubSpot automatically creates new records and logs the activity in your CRM.



Service Hub Professional:

Calling

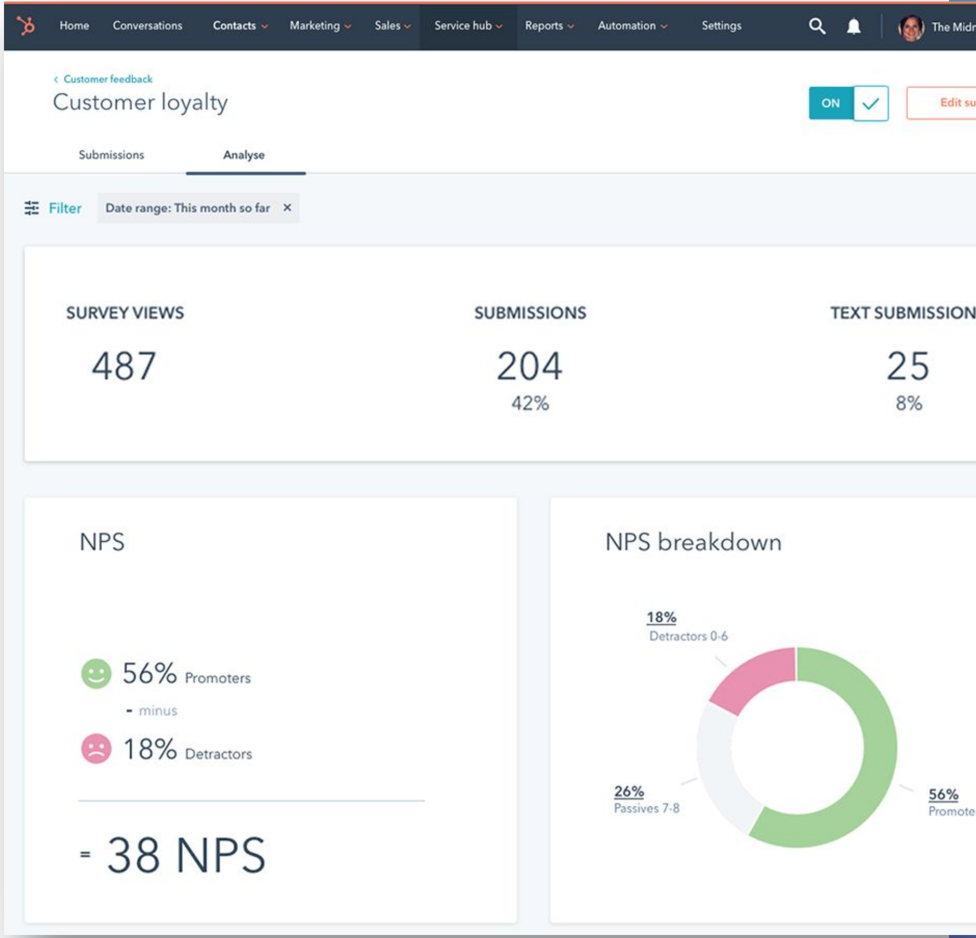
Use data from your HubSpot CRM to prioritize your most important calls, and set up a daily calling queue. Just one click connects you to your customers through Voice Over IP or your desk phone.



Service Hub Professional:

Feedback

Get a pulse on customer happiness, and deploy surveys to gather feedback that can be used to build a better customer experience.

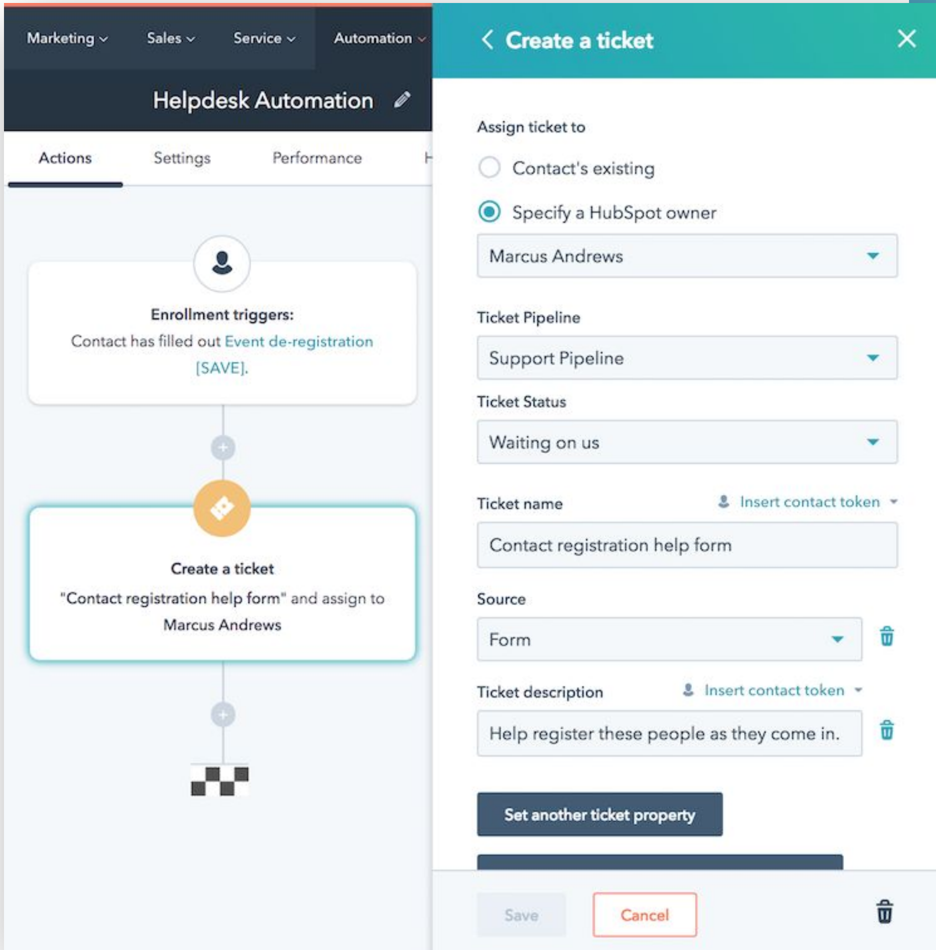


Service Hub Professional:

Bots + Automation

Use bots to improve live chat efficiencies and scale 1-to-1 communications by routing customers to relevant help documentation, the appropriate chat agent, and more.

Automate common management tasks like creating tickets and tasks, alerting your team when customers take specific actions, and more.

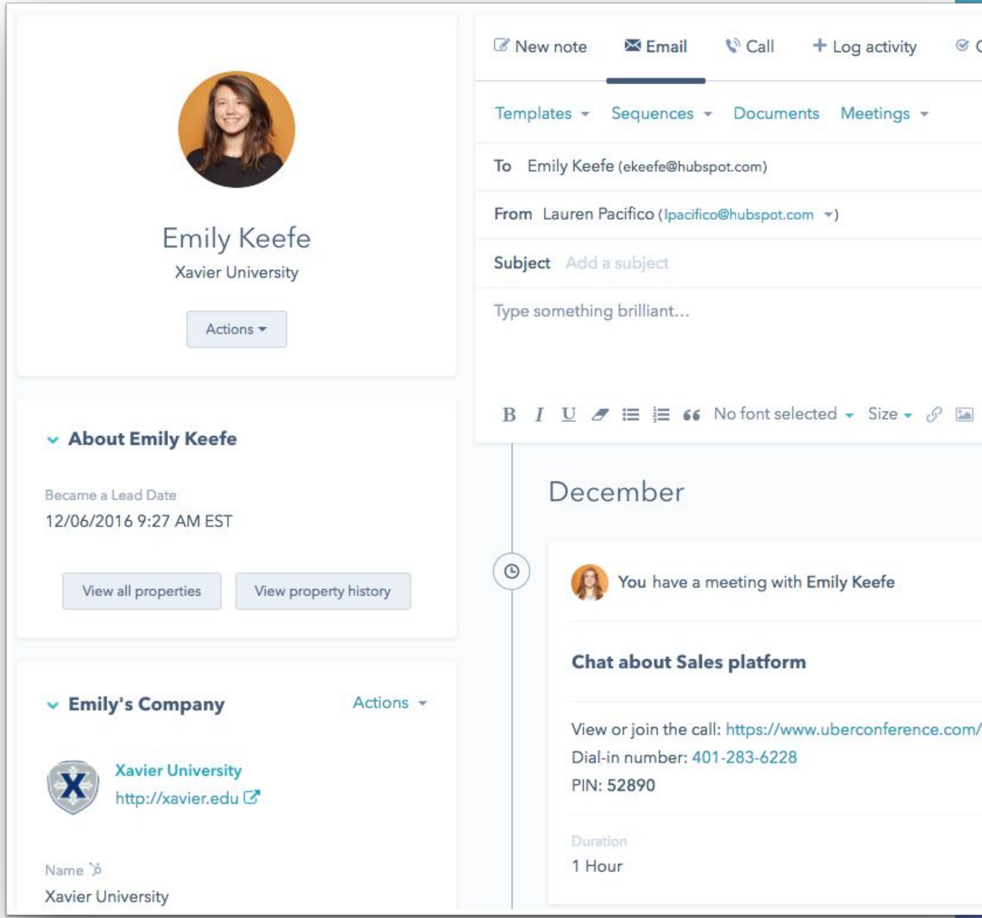


Service Hub:

Closely connected to CRM

Right out of the box, Service Hub is deeply connected to HubSpot CRM. Track contacts, companies, deals, tasks, tickets and more inside the #1 CRM for SMBs.

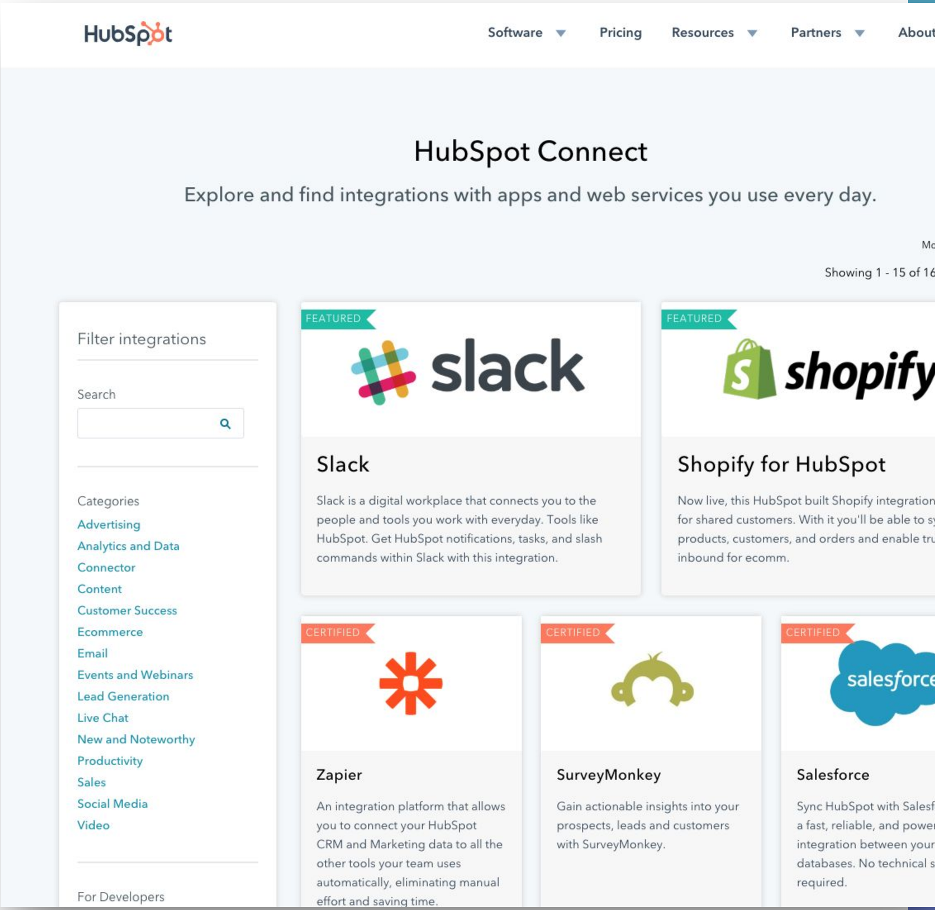
Already use a CRM system that you love like Salesforce? HubSpot has a fully supported native integration that is easy to set up and use (Professional and above.)



Service Hub:

Part of the HubSpot Platform

Sales Hub works in close concert with Marketing Hub, Service Hub, and hundreds of HubSpot Connect integrations. Add additional tools easily, whenever it makes sense for your team.



HubSpot is so much more than software.

IMPLEMENTATION SPECIALISTS

Implementation Specialists provide guidance in technical setup and initial execution of the HubSpot platform tool set.

ACADEMY

HubSpot Academy provides free inbound marketing, inbound sales, and HubSpot product training. You'll find certification courses, projects, videos, help articles, and many other types of educational content.

Use Academy to train yourself, your team, and to grow your business.

CUSTOMER SUCCESS

A Customer Success Manager will be your resource to drive value through inbound strategy development.

PROFESSIONAL SERVICES

HubSpot Professional Services offers a full suite of training and consulting options to help you maximize your results with HubSpot. Our offerings include everything from group training to highly personalized 1:1 consulting with an inbound or technical expert.

SUPPORT

HubSpot Support is always available to assist with any questions you and your team have related to using HubSpot. They can be reached via phone, email and directly in-app for all paid customers.

HubSpot is so much more than software.

Unlimited phone and email support for Professional & Enterprise customers, for life

Search the Knowledge Base for user guides and help docs

Connect with other HubSpot users through the HubSpot Forums or User Groups

Log and manage in-app support tickets

*Not applicable for our free or Starter tools