

Fall 2025

Spotlight Roundup.

What's New in HubSpot **for Marketers**

October 7, 2025 | 12:00 PM – 1:00 PM ET



Today's Agenda

01	Welcome & Quick Introductions	5 min
02	Marketing Hub	30 min
04	Data Hub	10 min
07	HubSpot Marketplace	5 min
08	Q&A	To End



Housekeeping



Your audio and video will be disabled throughout.

However, you can use the chat to share your reactions, thoughts, or hype.

Yes, we will send a recording.

You can expect the recording in your email inbox within 24 hours of the event. We'll also send you home with this slide deck for easy reference.



Q&A

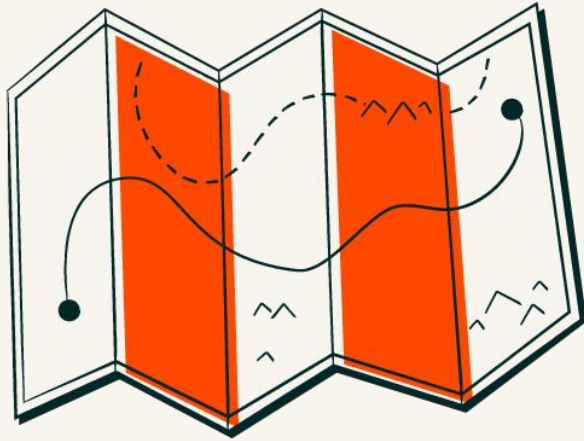


We're excited to hear your questions, and will address as many as we can.

- Use the **Q&A tab**, not the chat, to ask your questions
- **Upvote** questions to help us prioritize
- Reference the **Product** or **Feature** you're inquiring about in your question



Availability

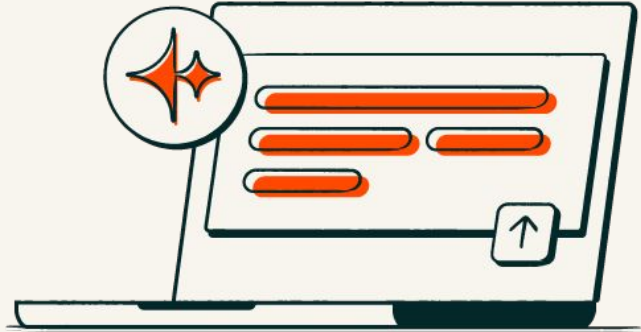


Product access varies by feature, and some features are still in public beta.

- You may need to **request access**, and approval may take some time
- We've included a **key** on each feature slide, so you know what product, tier, or seat is needed for access
- We'll send you home with a **product cheat sheet**, so you have a checklist of everything you want to explore in your own portal



A Note on Credits



We're here to create clarity around credits.

- For Marketing teams, we have many AI features that you can use for free without consuming credits.
- The **only** feature we're covering today that requires credits is **Customer Agent**. All other AI features shown are included in your subscription, with availability depending on your plan.
- All HubSpot customers on the seats-based pricing model **have HubSpot Credits included** in their account by default to help you test and experiment with those new features.

Let's dive into the
product updates.



What's New in Marketing Hub.

Julie Lugten, Sr. Professor, HubSpot Academy

Christine Lee, Sr. Professor, HubSpot Academy

Isaac Min, Sr. Product Marketer, Marketing Hub



What's new in Marketing Hub

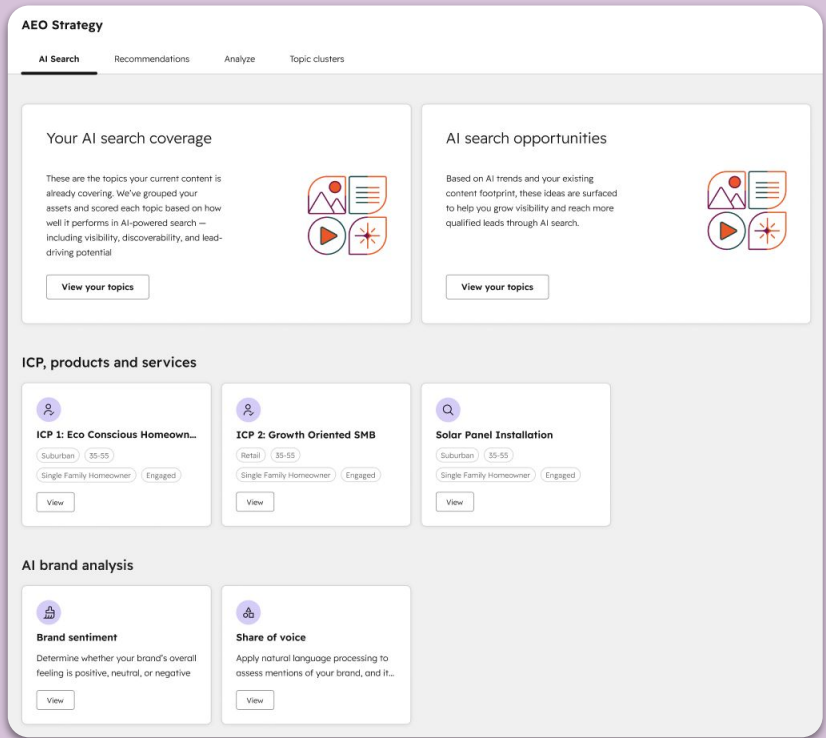
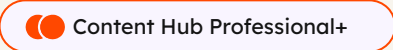
- AEO
- Customer Agent
- Marketing Studio
- Segments
- Personalization
- AI-Powered Email



AEO Private Beta

Win the new era of discovery by shifting your strategy from traditional SEO to AEO, ensuring your brand becomes a trusted source in AI-generated answers.

- Create content that AI engines are designed to prioritize when generating answers for your prospects
- Amplify your brand across multiple trusted sources to build the repetition and authority that modern AI models reward
- Embed your brand directly into AI-generated answers, allowing you to capture high-intent customers at the very start of their buying journey



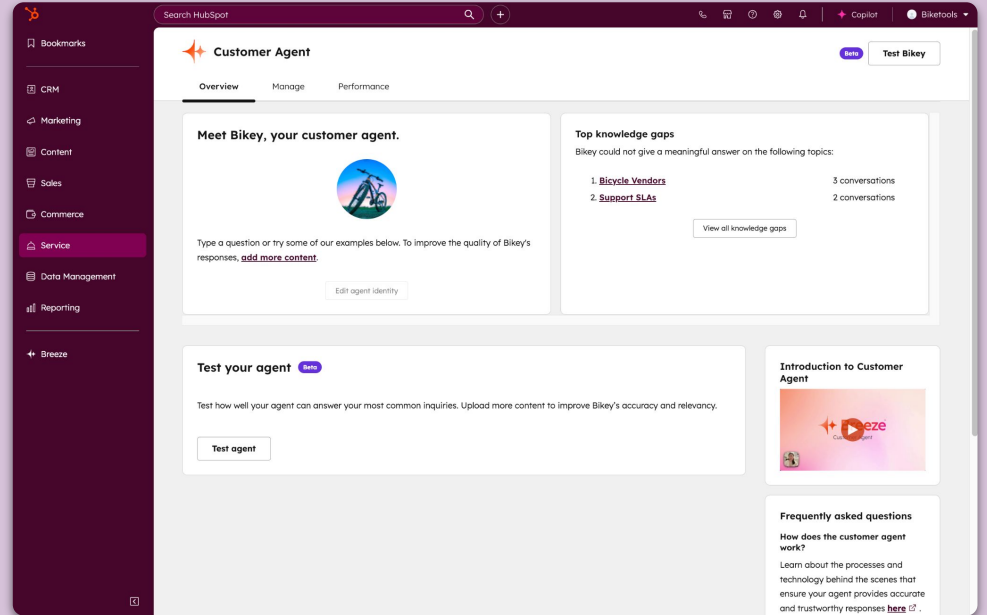
Customer Agent

Your always-on AI concierge turning every conversation into a growth opportunity.

- Engage website visitors 24/7 with instant, personalized responses that guide them to relevant marketing content
- Captures and qualifies leads 24/7 across chat, email, WhatsApp, FBM, and voice
- Deliver personalized, on-brand interactions with CRM integrations

Professional+


HubSpot Credits required



Marketing Studio Public Beta

Plan, collaborate, and launch campaigns without switching tools.

- Create a campaign brief and assets within minutes using AI.
- Strategize seamlessly with teammates in a drag and drop whiteboard interface.
- Get actionable insights and reports.

 Marketing Hub Professional+

Welcome to marketing studio

Create a marketing campaign defined to run over [timeframe] with the goal of [campaign goal.] The target audience is [target audience.]

✦ Help me prompt ▾

✦ Create campaign




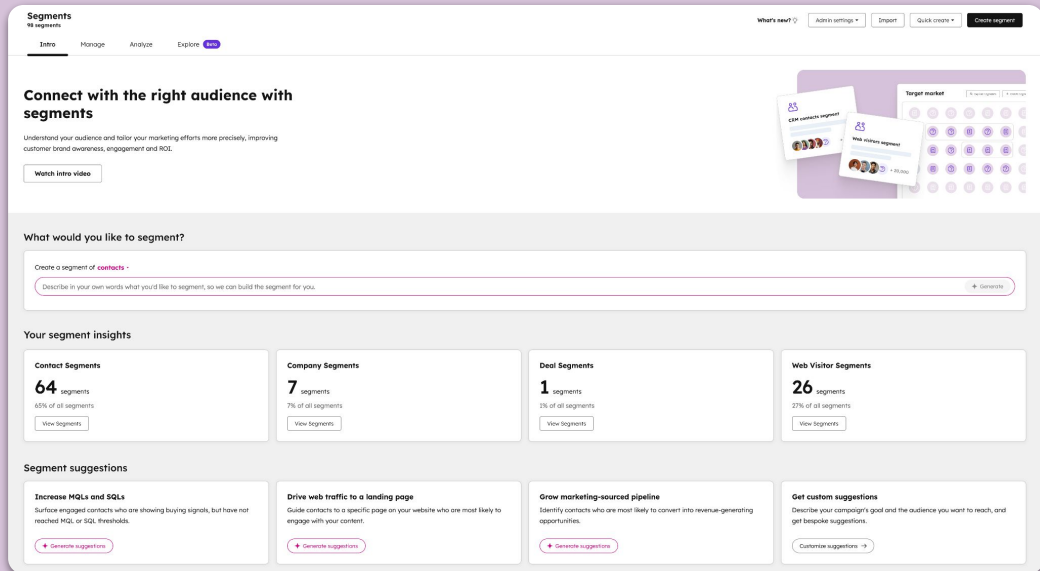
Segments

Public Beta

A suite of tools for audience targeting and dynamic, AI-driven segmentation

- **Discover** high-intent audiences with AI recommendations and uncover new opportunities in your data
- **Build** advanced segments of known and anonymous contacts using a new, intuitive builder with flexible logic
- **Activate** your segments across multiple channels like ads and email with just one click


 Marketing Hub Professional+

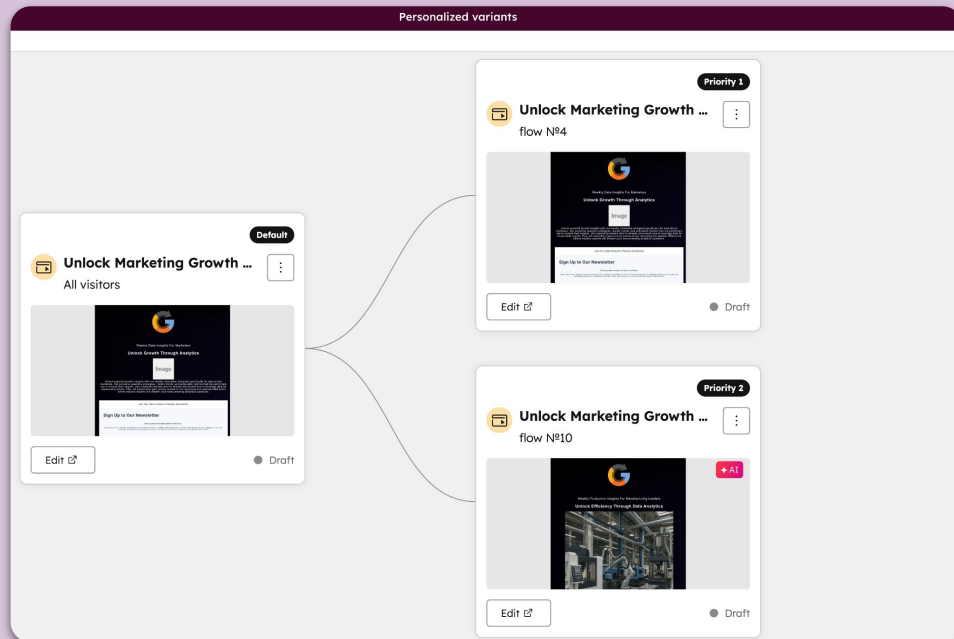


Personalization Public Beta

Create customized web experiences that convert and measure their impact — all powered by the audience segments you've built.

- Create more personalized CTAs and web content that automatically displays the right message to each segment.
- Directly tailor website pages, CTAs, and more to deliver truly relevant experiences that convert.
- Manage, create, and report on all personalized website content.

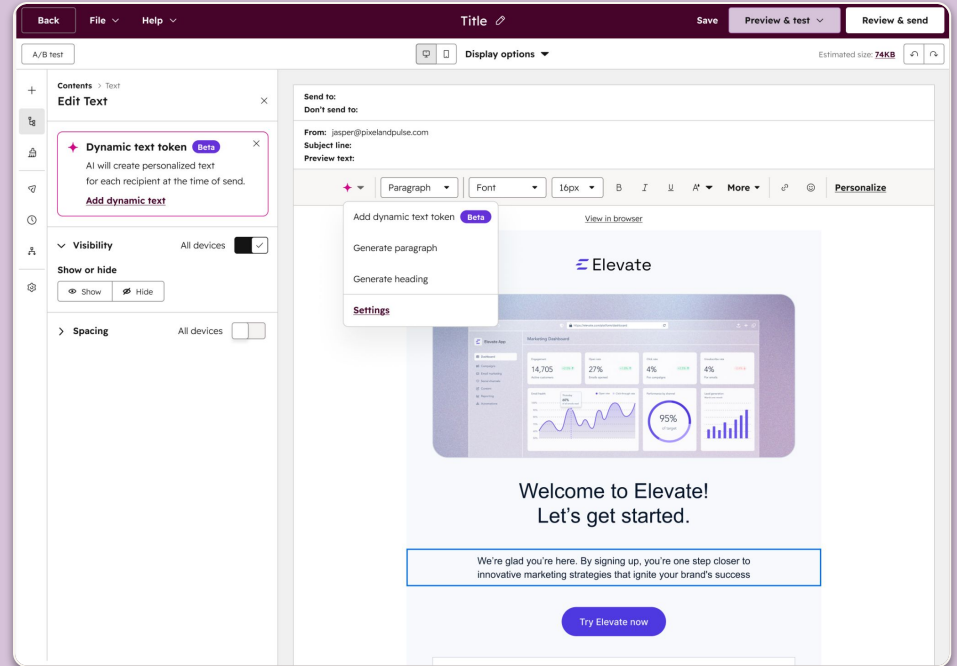
 Marketing Hub Professional+



AI-Powered Email Public Beta

Create performance-optimized, highly personalized emails by combining the power of Breeze with your unique customer data.

- Generate a complete, on-brand email from a single prompt
- Leverage AI to get recommendations on the best content and send time to maximize engagement for each recipient
- Apply your unique brand voice automatically across all email campaigns, ensuring every message sounds authentically like you



What's New in **Data Hub.**

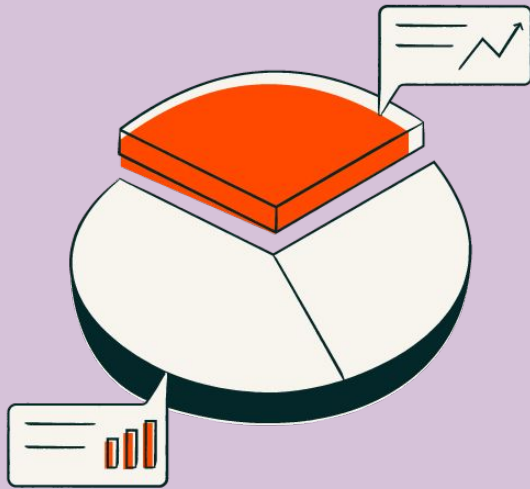
Nick Carbone, Lead Product Marketer



What's new in **Data Hub**

- Data Hub!
- Data Studio
- Data Quality Overview
- Data Agent





Presenting a new era of combined, enhanced, AI-ready customer data for marketing, sales, and success.

COMBINE DATA

ENHANCE DATA

✦ AI-READY



The hidden data crisis

80% of customer **data is locked in unstructured formats** (emails, calls, meetings, documents), making it inaccessible for insights.

DATA HUB

Customer **data is scattered across disconnected systems**, preventing a complete view of customer relationships.

DATA HUB

Duplicate records, inconsistent formatting, and incomplete information lead to **dirty data that can't be trusted.**

Data Studio

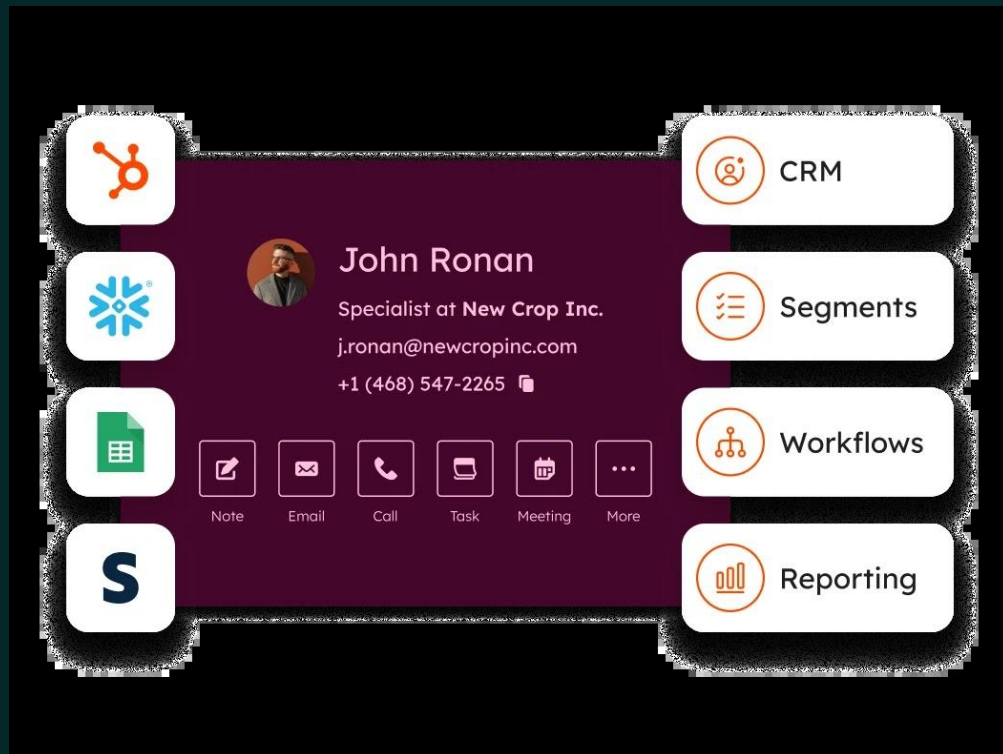
Easily blend customer data from across your tech stack and build custom datasets.

- Built for everyone with no code required
- AI assistance built into the experience
- Instant activation across the platform

Data Hub

Professional+

Beta



Data Quality Overview

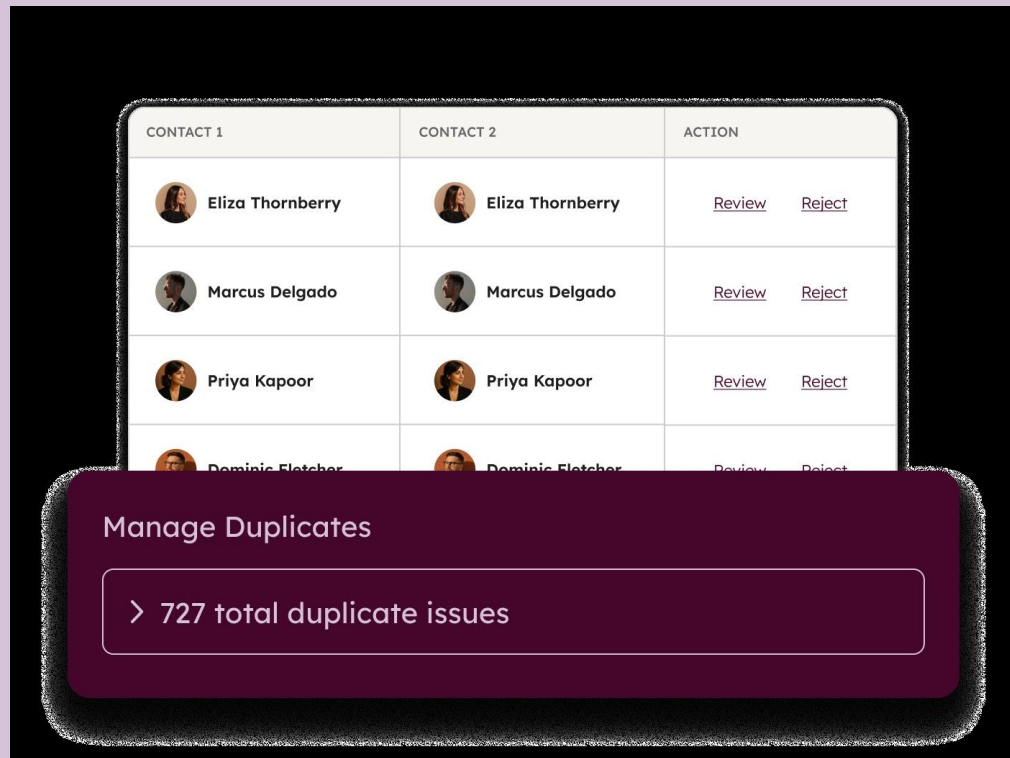
Your homebase for monitoring and ensuring CRM data health.

- Automated AI-powered cleanup
- Proactive monitoring alerts you to data issues
- Built in enrichment automatically adds data

Data Hub

Professional+

Beta



Data Agent

Your always-on customer research companion.

- Custom data enrichment via AI prompts
- Insights delivered in context across HubSpot
- Personalize outreach effortlessly

All Hubs

 Starter+

Beta



NAME	EMAIL
Eliza Thornberry	ethornberry@mailspot.n
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Priya Kapoor	p.kapoor@fastconnect.c
Dominic Fletcher	d.flecher@superfast.com
Naomi Watkins	nwatkins@connected.co

Add new column


Browse all column types

Search for column type

 **Smart columns**
Data Agent for research and generating new data 

 **Enrichment**
Fill in missing or inaccurate data 

 **Modifiers**
Apply formatting changes and normalizations

 **Formulas**
Create calculations based on other columns



What's New in the HubSpot Marketplace.

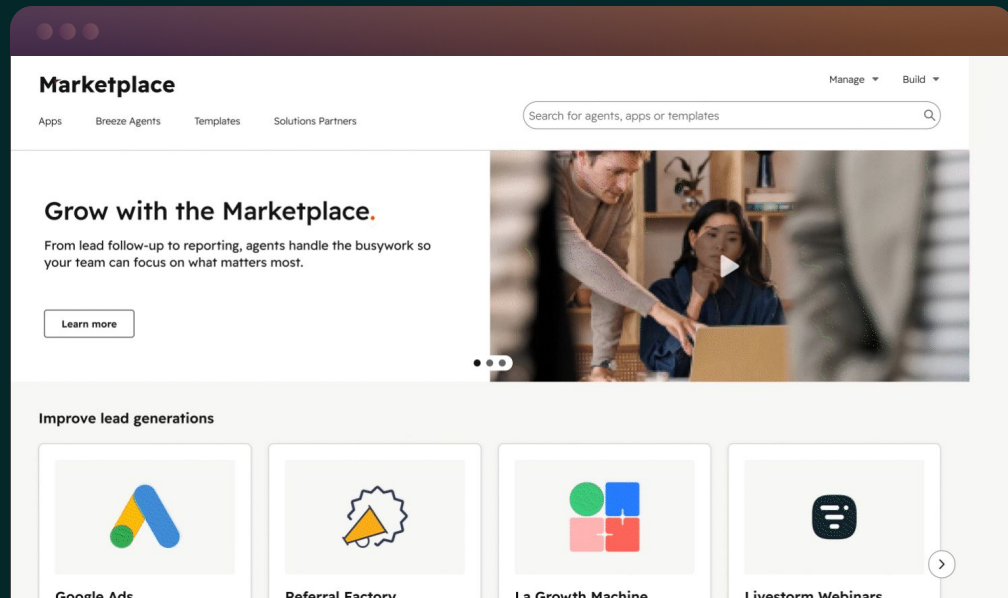
Melissa Greco, Principal Product Marketer



HubSpot Marketplace

An intelligent ecosystem that understands your business and recommends the ideal tool, inventory includes:

1. **Apps:** For deep, feature-rich integrations that connect your tech stack
2. **Breeze Agents & Assistants:** AI-powered teammates that solve specific business challenges and automate complex workflows
3. **Templates:** Ready-to-use website themes and modules for HubSpot CMS
4. **Solutions:** Expert serves by HubSpot Partners when you need a human custom touch



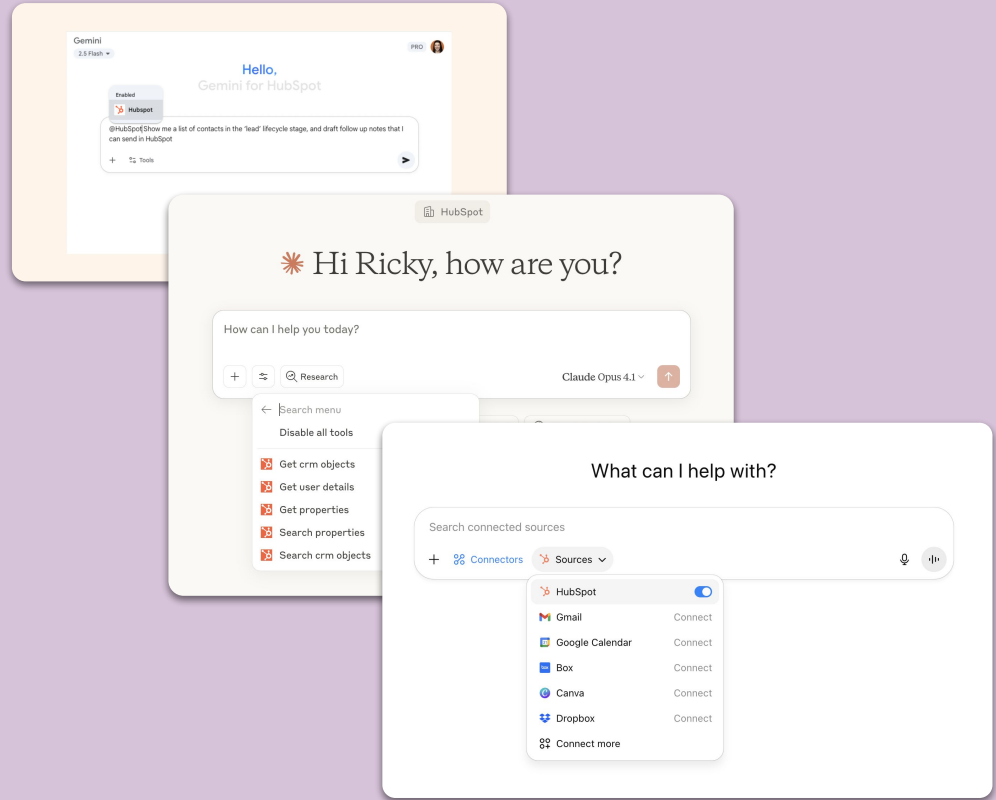
ecosystem.hubspot.com/marketplace



HubSpot Connectors: ChatGPT, Claude, Gemini

Connect your HubSpot context to the most-used AI tools for the best insights that fuel growth.

- **ChatGPT:** Get quick help with daily tasks or deep research on complex projects
- **Claude:** Get personalized insights and data visualization with Claude's AI reasoning
- **Gemini:** Surface fast insights and take action back in HubSpot; available in closed alpha



Plan availability depends on your third-party plan(s) and respects your HubSpot permissions.



Prompt Libraries: Claude & ChatGPT

Empower every team with the HubSpot connector for Claude

Claude's reasoning combined with your HubSpot context delivers personalized AI insights tailored to your unique business needs.

Filter by

Marketing

Prompt Type

Claude

Use Case

Cart insights

Customer Retention

Customer Success

Customer Support

Deal Prioritization

Funnel Optimization

Industry Selling

Claude, Lead Nurture, Customer Retention Find HubSpot contacts in early lifecycle stages (subscribers, leads) with engagement indicators like email opens, website visits, or form submissions, but who haven't progressed this year.	Claude, Performance & Analytics Analyze HubSpot contacts created this month and associated deals showing original traffic sources, first and last-touch campaigns, and revenue outcomes.	Claude, Performance & Analytics, Customer Success, Customer Retention Identify target companies in HubSpot with multiple contacts showing engagement patterns, company characteristics, and pipeline potential.
Claude, Targeting & Segmentation Analyze my HubSpot contacts by firmographic data (industry, company size), behavioral patterns (email engagement, website activity), and	Claude, Performance & Analytics, Funnel Optimization Track HubSpot contacts for the last quarter, through each lifecycle stage showing entry/exit dates, and time spent in each stage to optimize the	Claude, Funnel Optimization, Customer Retention Find the HubSpot contacts assigned to me this year showing number of sales activities, last contacted date, and lifecycle stage.

Empower every team with the HubSpot connector for ChatGPT

Get quick answers or deep insights from your HubSpot context — from lightweight daily tasks to doctorate-level research — right in ChatGPT. Simply click on the prompt text below to copy it.

Filter by

Marketing

Prompt Type

ChatGPT

HubSpot connector for Chat Search

HubSpot connector for Deep Research

Use Case

Customer Retention

Customer Success

Customer Support

Deal Prioritization

Funnel Optimization

ChatGPT, Performance & Analytics "Compare conversion rates from different lead sources (organic search, paid ads, webinars, content downloads) over the past 90 days to identify your highest-ROI channels" - so you can optimize budget allocation.	ChatGPT, Lead Nurture "Analyze which buyer personas convert fastest from first touch to customer, and create targeted nurture sequences for your top-converting personas" - so you can accelerate pipeline velocity.	ChatGPT, Lead Generation "Identify which content types (whitepapers, case studies, webinars) generate the most qualified leads by analyzing engagement patterns and subsequent sales outcomes" - so you can focus content creation efforts.
ChatGPT, Performance & Analytics "Track multi-touch attribution across your marketing campaigns to understand which combination of touchpoints leads to closed deals" - so you can optimize your marketing mix.	ChatGPT, Performance & Analytics "Segment email recipients by engagement level (high, medium, low) and create re-engagement campaigns for each segment based on their lifecycle stage." - so you can improve email deliverability and conversion.	ChatGPT, Funnel Optimization "Identify where prospects drop off most frequently in your marketing funnel and create specific interventions for each stage to improve progression rates" - so you can optimize your sales pipeline.

offers.hubspot.com/thank-you/claude-connector-prompt-library

offers.hubspot.com/thank-you/connector-prompts



Questions?



Request a Demo

If you want a more specific demo of any of the products shown today, fill out the poll on screen now.



Thank You



HubSpot