

# Cheat Sheet: What's New in HubSpot for Marketers

October 7, 2025

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## Content Hub

[AI Engine Optimization](#) [Pro]

[Create personalized content from segments](#) [Pro]

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## Marketing Hub

[Marketing Studio](#) [Pro]

[Personalization](#) [Pro]

[Segments: Create Segment\\*](#)

[Segments: Insights & AI Recommendations](#) [Pro]

[Create personalized content from segments](#) [Pro]

[AI-Powered Email: Generate Emails](#) [Pro]

[AI-Powered Email: Optimize Send Time](#) [Pro]

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## Breeze\*

[Customer Agent](#) [Pro]

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## Data Hub

[Data Studio](#) [Pro]

[Data Quality](#) [Starter\*\*]

[Data Agent](#) [Starter\*\*]

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## HubSpot Marketplace\*\*\*

[HubSpot Marketplace](#)

Connectors: [ChatGPT](#), [Claude](#), [Gemini](#)

Prompt Library: [ChatGPT](#), [Claude](#)

### Product Access Key

[Starter] Starter Plans and Above

[Pro] Professional Plans and Above

[Ent] Enterprise Plans and Above

\* Available in Marketing, Sales, Service, Data, and Content Hub

\*\* Availability varies with Hub

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

