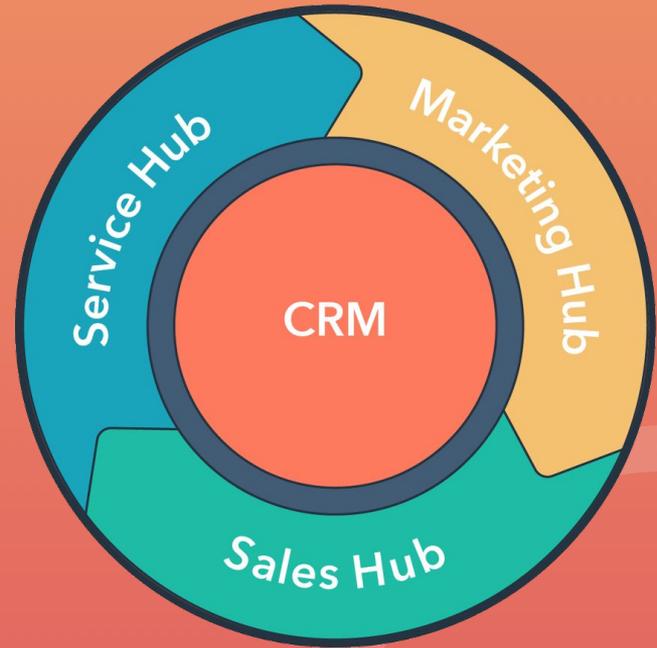
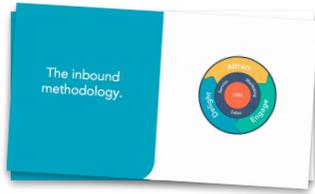


The HubSpot Growth Platform



Learn everything you need to know about HubSpot

[Introduction to HubSpot](#)



[HubSpot Platform Overview](#)

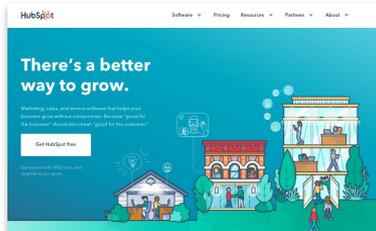
(this presentation)



[What's New in HubSpot](#)



[Hubspot.com](#)



[Why Go HubSpot?](#)



[Product Catalog + Pricing](#)

Service	Description	Basic \$50/mo	Professional \$800/mo	Enterprise \$3,600/mo
Marketing Hub	All Features of HubSpot CRM	●	●	●
Sales Hub	Marketing Hub is included in all HubSpot CRM, giving you access to all the tools you need to succeed.	●	●	●
Service Hub	None	●	●	●
Additional Services	None	●	●	●

HubSpot offers a full suite of software 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

Connect with your customers, exceed their expectations, keep them longer, and grow faster.



HubSpot CRM

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

Introducing the HubSpot Growth Suite

All the tools HubSpot has to offer at the Starter, Professional or Enterprise level, available in a single package available for 25% off

Marketing Hub



Sales Hub



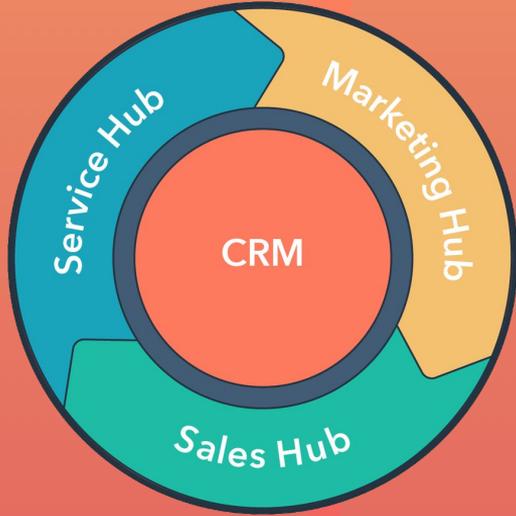
Service Hub



HubSpot CRM

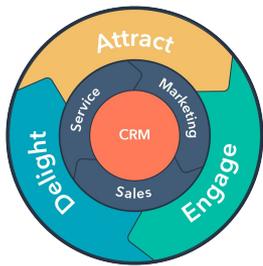
See hubspot.com/pricing for more details.

Required onboarding and contact pricing not included above.



HubSpot CRM





HubSpot CRM

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

Free

Conversations (including live chat)

Contacts

Companies

Deals

Prospects

Tasks & Activities

Tickets

Forms & Pop-ups

HubSpot CRM:

Conversations

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

The screenshot displays the HubSpot CRM 'Conversations' interface. At the top, a navigation bar includes 'Contacts', 'Conversations', 'Marketing', 'Sales', 'Service', 'Automation', and 'Reports'. Below this, the 'Support inbox' is shown with filters for 'Status: All', 'Channel: All', 'Assignee: Cody Wilson', 'Tags: None', and 'Date: All time'. A left-hand sidebar lists conversation categories: 'All conversations' (63), 'Assigned to me' (3), 'Unassigned' (2), 'Email' (50), 'Chat' (13), 'Bots' (4), and 'Filtered' (15). The main area shows a list of conversations with details for three: Johnny Appleseed (3m), Jason Williams (2hr), and Jackie Simpson (1d). A right-hand pane shows a detailed view of a conversation from Johnny Appleseed with a response from Cody Wilson. At the bottom left, a user status indicator shows 'Available'.

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.

The screenshot displays the HubSpot CRM interface for a contact named Lena Letterman. The top navigation bar includes options for Contacts, Conversations, Marketing, Sales, Service, Automation, and Reports. The main header shows the contact's name, title (Financial Manager at Oktra), and a profile picture. Below this are icons for Note, Email, Call, Log, Task, and Meet. The 'About this contact' section lists personal and professional details such as first and last name, email address (lenaletterman@demospot.org), phone number (+18578295297), company name (Vaia-Core), and company industry. The right-hand side of the interface features a timeline of activity, with tabs for Activity, Notes, Emails, Calls, and Tasks. The activity feed shows a 'Page view' event from Biglytics | Home and 8 other pages, with session details for five instances on 11/29/2018. Below this is a 'Form submission' event where Lena Letterman submitted a form on 'What is Big D'.

Contacts ▾ Conversations ▾ Marketing ▾ Sales ▾ Service ▾ Automation ▾ Reports ▾

< Contacts Actions ▾

Lena Letterman

Financial Manager at Oktra

Note Email Call Log Task Meet

▾ **About this contact**

First name
Lena

Last name
Letterman

Email
lenaletterman@demospot.org

Phone number
+18578295297

Company name
Vaia-Core

Company Industry

Activity Notes Emails Calls Tasks

Filter by: Filter activity (2/40) ▾ All users ▾ All teams ▾

November 2018

Page view

Biglytics | Home and 8 other pages

▾ Session Details

	11/29/2018 at 4:21 PM GMT		Viewed 8 C
	11/29/2018 at 4:21 PM GMT		Viewed 8 C
	11/29/2018 at 4:20 PM GMT		Viewed Wh
	11/29/2018 at 4:20 PM GMT		Viewed 8 C
	11/29/2018 at 4:19 PM GMT		Viewed Big

[Show more](#)

Form submission

Lena Letterman submitted [*] Default Form on What is Big D

No properties updated.

HubSpot CRM:

Deal Management

Whether you have an established sales process or you're starting from scratch, HubSpot CRM makes it easy to create your ideal process. Add, edit, and delete deal stages and properties without help from IT. Then drag and drop deals between stages.

The screenshot displays the HubSpot CRM Deal Management interface. At the top, a dark navigation bar contains the HubSpot logo and menu items: Contacts, Conversations, Marketing, Sales, Service, and Automation. Below this, the 'Deals' section is active, showing a 'Table' and 'Board' view selector, a search bar for deals, and a 'Deals' dropdown menu. The main area is divided into two columns representing deal stages: 'SCOPING CALL' (311 deals) and 'BUDGET SET' (1,134 deals). Each column contains several deal cards with details such as value, name, and close date. A summary row at the bottom of each column shows the total value for that stage.

Deal Stage	Count
SCOPING CALL	311
BUDGET SET	1,134

Deal Stage	Total Value
SCOPING CALL	Total: \$4,273,178.64
BUDGET SET	Total: \$9,659,683.96

Deal Cards (Left Column - SCOPING CALL):

- \$50,000.00 Ruth Simonis - Wedding (Close date: August 30, 2019)
- €26,100.00 Acme - TEST (Close date: June 30, 2019)
- \$47,100.00 Silver Deal for Hahn, Morar and Von (Close date: June 13, 2019)

Deal Cards (Right Column - BUDGET SET):

- \$3,650.00 Jaleel Jast - Test Deal (Close date: May 31, 2019)
- \$149.00 Sean Shoreman - Kangaroo (Close date: May 31, 2019)
- \$300.00 Sadye Wyman - donor (Close date: May 31, 2019)
- \$149.00 MDI Sales (Close date: May 31, 2019)

HubSpot CRM:

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.

Visits

[< Back](#)

Filtering on "All visits"

Add filter

Filter visits by...

MOST USED PROPERTIES

City

Postal Code

State/Region

ALL PROPERTIES

Prospect properties

Address

City

Country

<input type="checkbox"/>		NAME
<input type="checkbox"/>		netBlazr
<input type="checkbox"/>		Boston University
<input type="checkbox"/>		Bicon, LLC
<input type="checkbox"/>		Massport
<input type="checkbox"/>		Brightcove
<input type="checkbox"/>		Suffolk University
<input type="checkbox"/>		Partners HealthCare
<input type="checkbox"/>		Massachusetts Convention C...
<input type="checkbox"/>		Motion Recruitment Partners...

HubSpot CRM:

Business Card Scanner

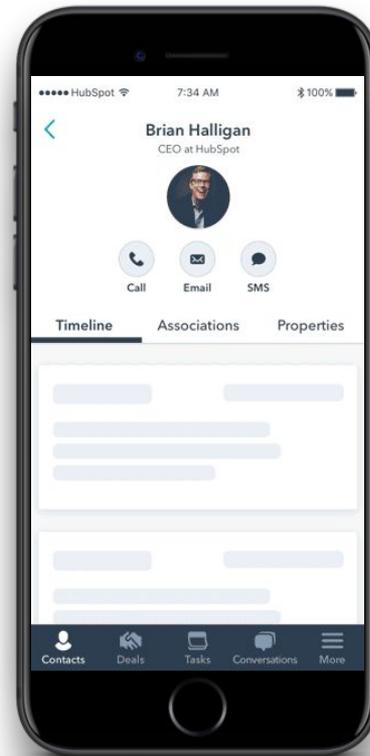
Transform your business cards into CRM contacts in seconds, so you can spend less time inputting data and more time creating great customer experiences.



HubSpot CRM:

Mobile App

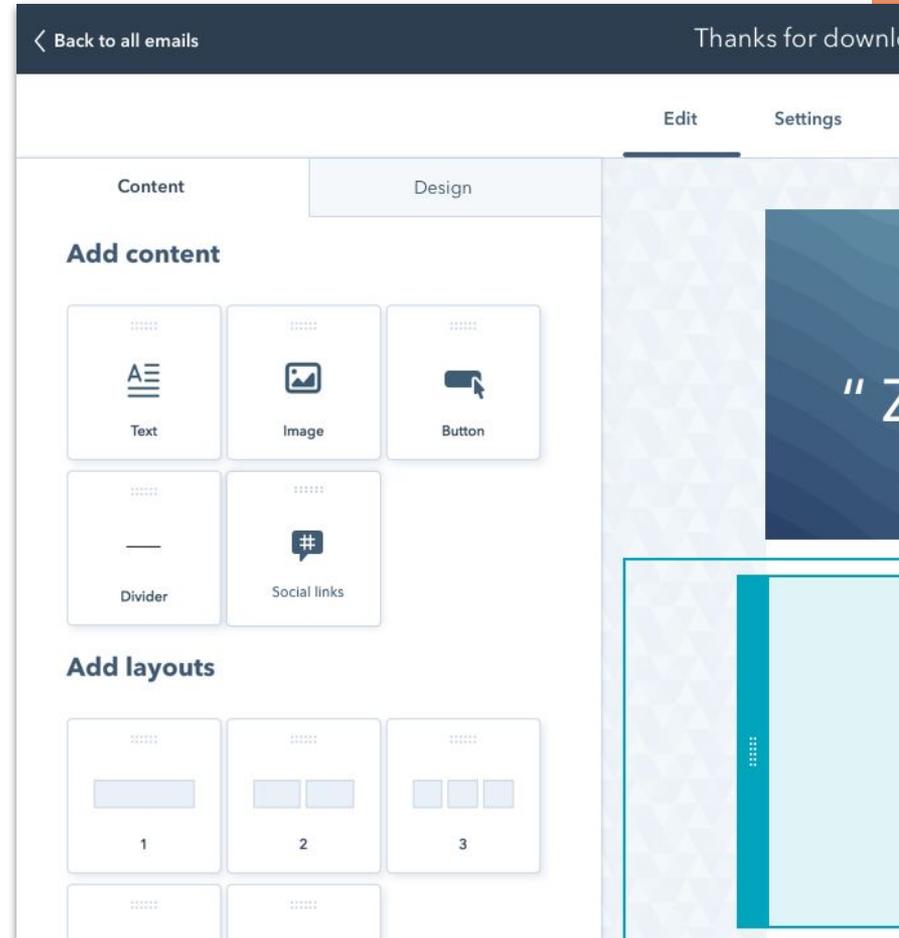
Manage your deals, contacts, and tasks on the move, and stay connected to your leads, customers, and team from anywhere.



HubSpot CRM:

Email Marketing

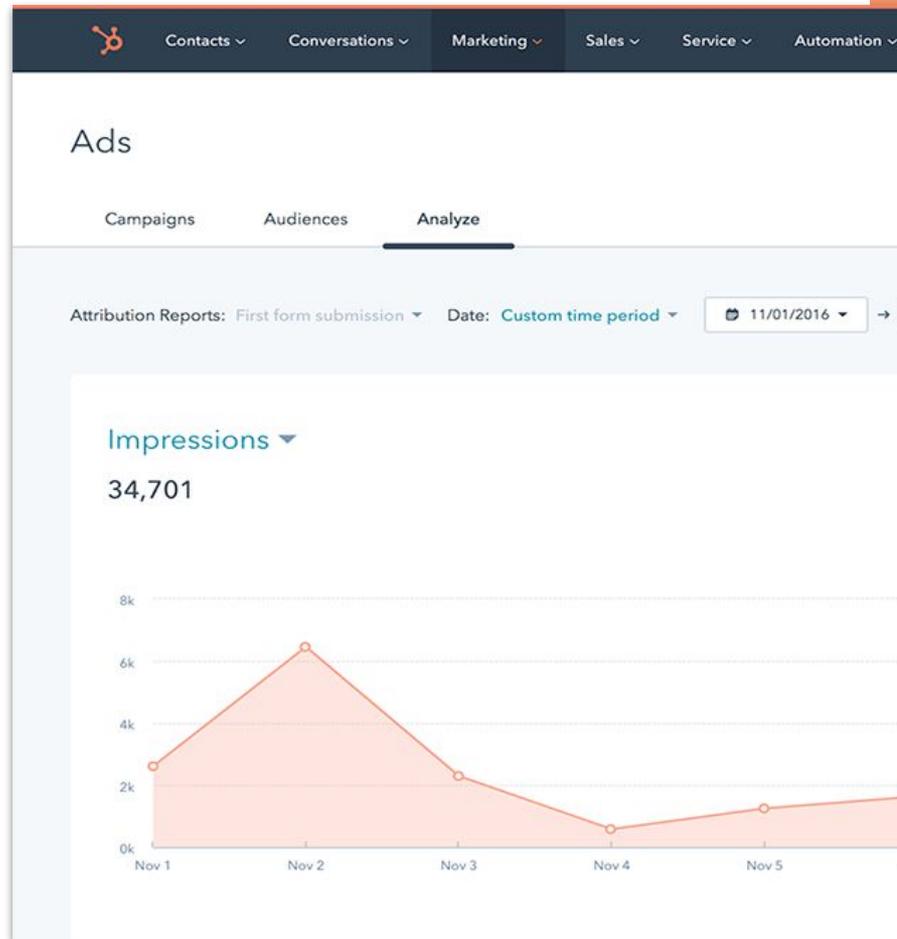
Free email marketing with up-to 2,000 sends per month using the free HubSpot CRM. Because email marketing and CRM go-together like your favorite combinations.



HubSpot CRM:

Ads

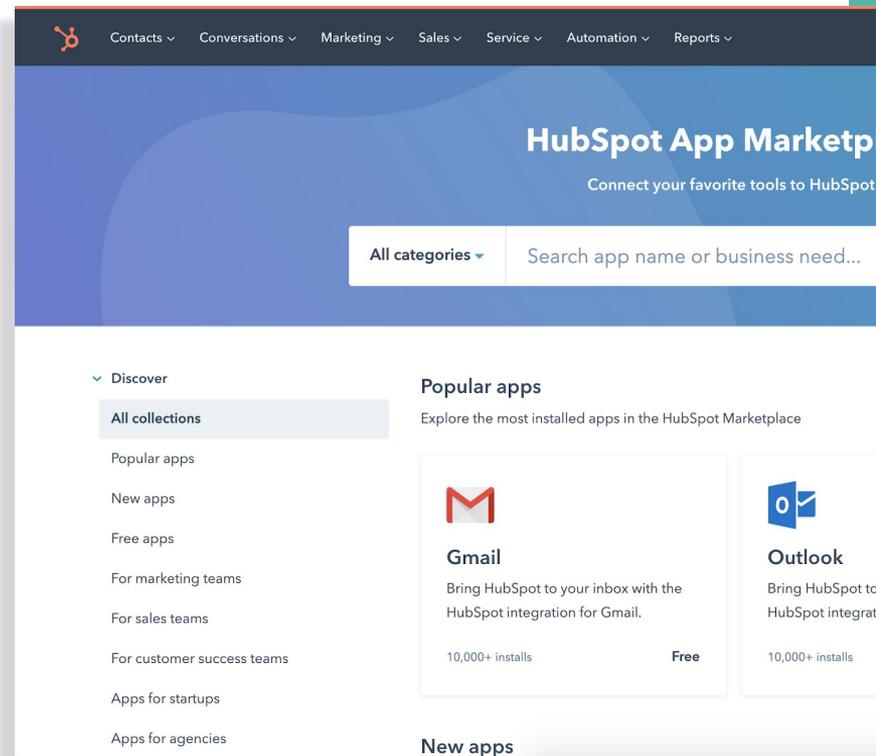
Run and measure cross-network advertising on the only platform that can easily tell you details on who converted from your ads, and the ROI.

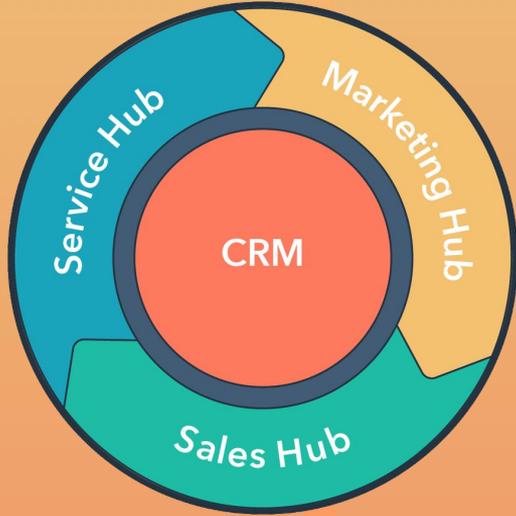


HubSpot CRM:

Part of the Growth Platform

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





Marketing Hub





Marketing Hub

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

Starter

- Conversion Tools
- Ads Creation & Management
- Basic Analytics
- Email Marketing

Professional

Everything in Starter, plus:

- Marketing Automation
- Attribution Reporting
- Personalization
- User Roles
- A/B testing

Enterprise

Everything in Professional, plus:

- Advanced Team Management
- Email Send Protection
- Predictive Lead Scoring
- Advanced Reporting
- Custom Event Triggers
- Password Protected Content

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.

Webinar Sign Up

Back to all forms

Learn more ▾

Form Options

What should happen after a visitor submits this form

Display a thank you message Redirect to another page

Please select or add a location. ▾

Follow up options

Notify contact's HubSpot owner of their submission (What's this?)

Send submission email notifications to ⓘ

Select or enter an email ▾

Error message language

English ▾

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.

The screenshot displays the 'Email' dashboard with two tabs: 'Manage' and 'Analyze'. The 'Analyze' tab is active. On the left, a sidebar lists metrics: Overview (selected), Sent, Delivery rate, Open rate, Click rate, and Contacts lost. The main content area shows an 'Overview' section with filters for 'Email type: All', 'Campaign: All', and 'Time range: Last 30 days'. Two large cards display 'SENT 28,617' and 'DELIVERY RATE 99.73% (28,540)'. Below this is an 'Email performance' section showing '44.36% Opened (12,661)' with a downward trend of 19.11% and '39.84% Clicked' with an upward trend of 1.6%.

Email

Manage Analyze

Overview

Email type: All Campaign: All Time range: Last 30 days

SENT	DELIVERY RATE
28,617	99.73%
	(28,540)

Email performance

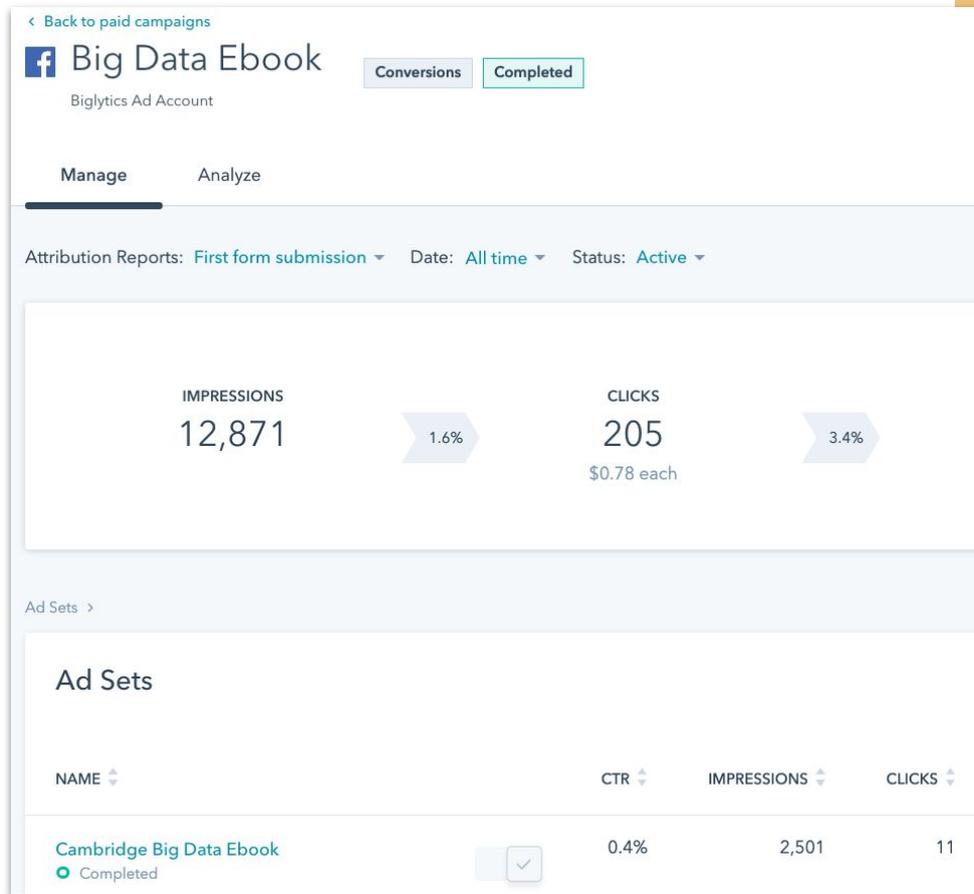
44.36% Opened (12,661) ▼ 19.11% Compared to the previous 30 days	39.84% Clicked (12,661) ▲ 1.6% Compared to the previous 30 days
--	---

Marketing Hub Starter:

HubSpot Ads

Using Google Ads, or advertising on Facebook or LinkedIn? HubSpot Ads lets you seamlessly sync all your leads and audiences between HubSpot and the networks.

With Marketing Hub Professional, get more spend and report on the real advertising ROI with complete precision by going a layer deeper. See how many leads, contacts, and customers your ads are generating.



Marketing Hub Professional: SEO

SEO has changed. Build your authority in search with tools that help you plan your SEO strategy, optimize your content, and measure real return on investment.

The screenshot shows the 'SEO Recommendations' page in the Marketing Hub Professional interface. The navigation bar at the top includes 'Contacts', 'Conversations', 'Marketing', 'Sales', 'Service', 'Automation', and 'Reports'. The main heading is 'SEO', with sub-tabs for 'Topics', 'Recommendations', and 'BETA'. A link for '< Back to domains' is visible. The section is titled 'Recommendations' with the subtitle 'Find and fix SEO issues to get more search traffic.' Below this is a table with columns for 'RECOMMENDATIONS', 'PAGES AFFECTED', 'IMPACT', and 'REASON'. Each row includes a 'View pages' button.

RECOMMENDATIONS	PAGES AFFECTED	IMPACT	REASON
Address duplicate pages View pages	182	High	Pages are duplicate. This may result in lower search engine rankings. Create more unique content.
Increase word count View pages	134	High	Top content is more than 300 words. Increase word count to improve your topic.
Remove title from meta description View pages	25	Medium	Your meta description is missing. This may result in lower search engine rankings. No meta description.
Add meta description View pages	38	Medium	Your meta description is missing. This may result in lower search engine rankings. Add meta description to help search engines understand your pages to help them rank and gets clicks.
Add a single H1 tag View pages	182	Low	A single H1 tag is required for each page to help search engines understand your content. Add a single H1 tag or have no H1 tag.
Shorten title View pages	1	Low	Titles with more than 60 characters may not display in search engine results. Shorten titles to improve search engine rankings. It doesn't get cut off.

Marketing Hub Professional:
Blogging Tools

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

The screenshot displays the HubSpot Marketing Hub Professional interface. At the top right, there are buttons for 'Draft', 'BETA', and 'Edit'. A navigation link '< Back to blog posts' is visible in the top left. A dark sidebar on the left contains icons for an eye, a bar chart, and a cube. The main content area is titled 'Optimize' and shows 'You're writing about the topic: big data'. Below this, there are sections for 'SEO recommendations TO DO' and 'DONE'. The 'TO DO' section includes: 'Add H1 tag', 'Add alt text to images'. The 'DONE' section includes: 'Word count in good range', 'Add topic to title', 'Add title', 'Page loads quickly', 'Add topic to meta description', and 'Title isn't in meta description'. On the right, a blog post titled '8 Common Misconceptions' is shown, authored by Sally Smiles on 7/8/16 at 9:15 AM. The post content begins with 'The list post is one of the most popular... composed of -- you guessed it -- a list of items about each item. Use your introduction as a way to help them. Keep it light by including... can include relating to your list, including...'

Marketing Hub Professional:

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, create custom keyword monitoring streams for everyone on your team, and measure social performance across every major channel in one place.

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

The screenshot displays the 'Social' monitoring dashboard. At the top, there are navigation tabs for 'Publishing', 'Monitoring' (which is active), 'Reports', and 'Messenger'. Below the tabs is a sidebar with 'Inbox Streams' containing a list of activity types and counts: 'All Activity' (11), 'Conversations' (2), 'Interactions' (2, highlighted), and 'New Followers' (7). Underneath is a 'Twitter Streams' section with a 'Create stream' link and several monitoring streams: '@hari_jags's Sent Messages', 'Duradry', 'AD/PD 2019', 'Mentions of @teamsolarMA', and '@hari_jags's Timeline'. A 'More streams' dropdown is also visible. At the bottom of the sidebar is a 'Competitor Streams' section with a 'BETA' badge. The main content area shows a filter for 'All networks' and a 'New only' toggle. Two social media interaction cards are visible: a 'FACEBOOK REACTIONS' card for a post by Biglytics with 1 reaction, and a 'TWITTER RETWEETS' card for a tweet by @Biglytics with 1 retweet. A disclaimer at the bottom right states: 'Under certain privacy laws and regulations, you must tell anyone who interacts with your connected social media accounts that you may have access rights or ask you to delete their information. Since it isn't always possible to know which social media accounts are connected to your account their data may not be fully removed from the social tools. Before using this feature, please review our privacy policy.'

Marketing Hub Professional:

Marketing Automation

Automate your marketing beyond just email. Setup nurturing based on contact, or run Account-Based Marketing (ABM) campaigns with company workflows.

Build your nurturing from scratch from HubSpot's powerful segmentation, or get started with a predefined template.

The screenshot shows the HubSpot Marketing Automation workflow creation interface. At the top, there is a navigation bar with a back arrow and the text "Back to workflows" on the left, and "Nurturing: New" on the right. Below the navigation bar, there are two tabs: "Start from scratch" and "Templates" (which is highlighted with a green "NEW" badge). The main content area displays four workflow templates, each with an icon and a description:

- Contact-based**: Start with a blank workflow that enrolls and is triggered off contacts. The icon shows a smartphone with a messaging app interface.
- Company-based**: Start with a blank workflow that enrolls and is triggered off companies. The icon shows a modern office building.
- Deal-based**: Start with a blank workflow that enrolls and is triggered off deals. The icon shows a brown briefcase.
- Ticket-based**: Start with a blank workflow that enrolls and is triggered off tickets. The icon shows a yellow ticket with a red border.

On the right side of the interface, there is a sidebar with the following sections:

- Choose type**: A section with three radio button options:
 - Start from scratch: Start with a blank workflow and a...
 - Center on a date: Add actions that revolve around a...
 - Center on a date property: Add actions that revolve around a...
- Preview**: A section with a preview window showing a blank area.

Marketing Hub Professional:

Granular Segmentation

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

The screenshot shows a CRM interface for creating a new list. At the top, there is a navigation link "< Back to lists" and a main heading "Name your new list" with an edit icon. Below the heading, it says "Estimation: - contacts". A dropdown menu shows "Active list" with a downward arrow and an information icon. To the right of the dropdown are "Clone" and "Delete" buttons. The main area contains two stacked criteria boxes. The first box is titled "Form submission" and contains the text "has filled out **Lead Form** on **Webinar: Big Data**". Below this is an "AND" button with an information icon. The second box is titled "GoToWebinar webinar" and contains the text "has attended **Demand Generation Webinar**". Below this is another "AND" button with an information icon. At the bottom left of the criteria area is a third "AND" button. To the right of the criteria area is a list of contacts with checkboxes and names: NAME, Kyle Russel, Karianne Rosent, Rebeka Brekke, Chris McDermot, Guy Stoltenberg, Bernadine Kunz, Caroline Leanno, Rahul Mayer, and Vince Heller. At the bottom right, there is a "Prev" button and a page indicator "1".

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 Dashboard ▾

Date range: All data ▾

Marketing Performance



Marketing Hub Professional:

Video Marketing Features

Marketers can now host and manage video files inside of HubSpot for free. Users can embed those videos into website pages, and blog posts with just one click, and add in-video CTAs and forms to make videos interactive.

New video landing page and blog post performance analytics help maximize the impact of video marketing campaigns.

The image displays a collage of HubSpot analytics and video marketing interface elements. At the top left, a 'Video views' chart shows data for 'All' videos, with a line graph showing views over time (Sep 14, Oct 14, Nov 14). Below it, a 'Video retention' chart shows a 100% retention rate. On the right, a 'Campaigns' list shows 'Ridge CTA' with 'TRY IT OUT' buttons. In the foreground, an 'Add form' modal window is open, showing a form configuration for 'Video form 1 (August 1, 2018 3:32:45PM)'. The form has a header 'Sign up for email updates' and a font size of 20.

Source	Total
Direct traffic	

Video views Video: All

Video retention

Campaign: All campaigns Type: All

TRY IT OUT

Ridge CTA
Last updated 25 Jul 2018 11:42

TRY IT OUT

Ridge CTA
Last updated 25 Jul 2018 11:42

CHECK IT OUT

CTA Large
Last updated 25 Jul 2018 11:42

CALL TO ACTION

Action
Last updated 25 Jul 2018 11:41

01:30 01:40 01:50

Add form

Name
Video form 1 (August 1, 2018 3:32:45PM)

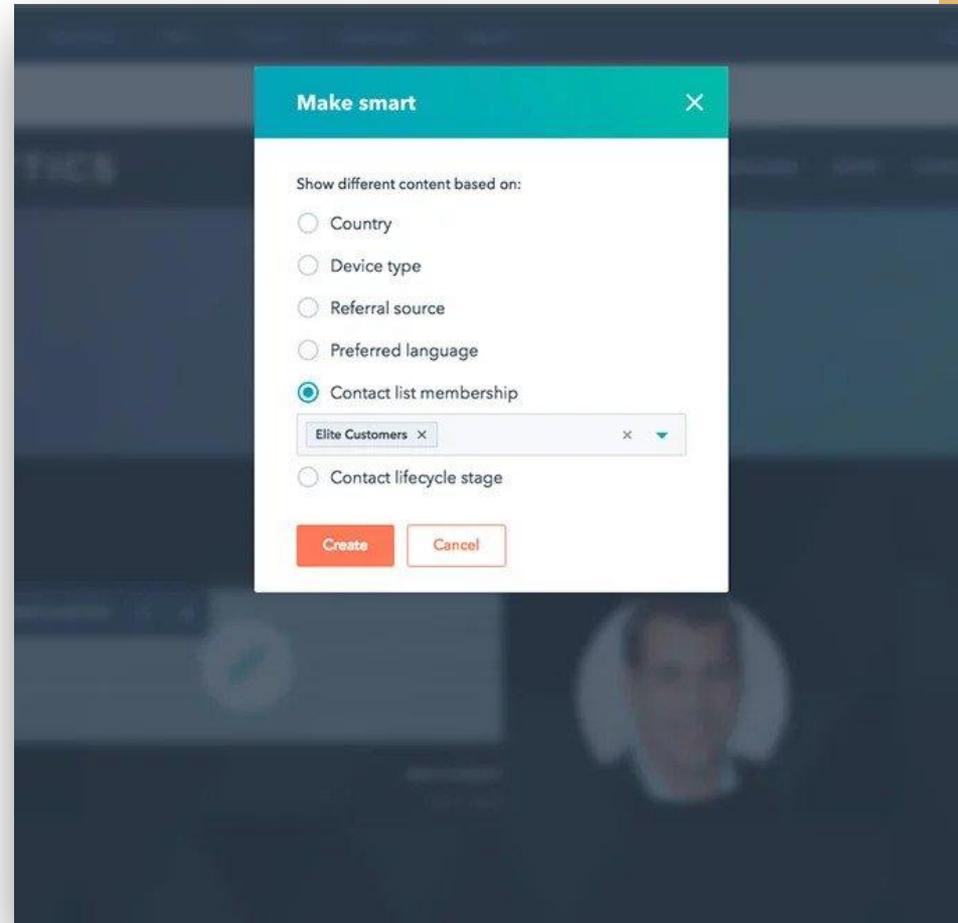
Header
Sign up for email updates

Font Arial Font size 20

Marketing Hub Professional:

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.

The screenshot displays the Marketing Hub Enterprise interface. At the top, there is a navigation bar with the following items: Contacts, Conversations, Marketing, Sales, Service, Automation, and Reports. Below the navigation bar, the page title is "Manage properties". A "Back" link is visible in the top left corner. The main content area shows a contact profile with a photo and a name. A white overlay box is positioned over the contact information, displaying the following details:

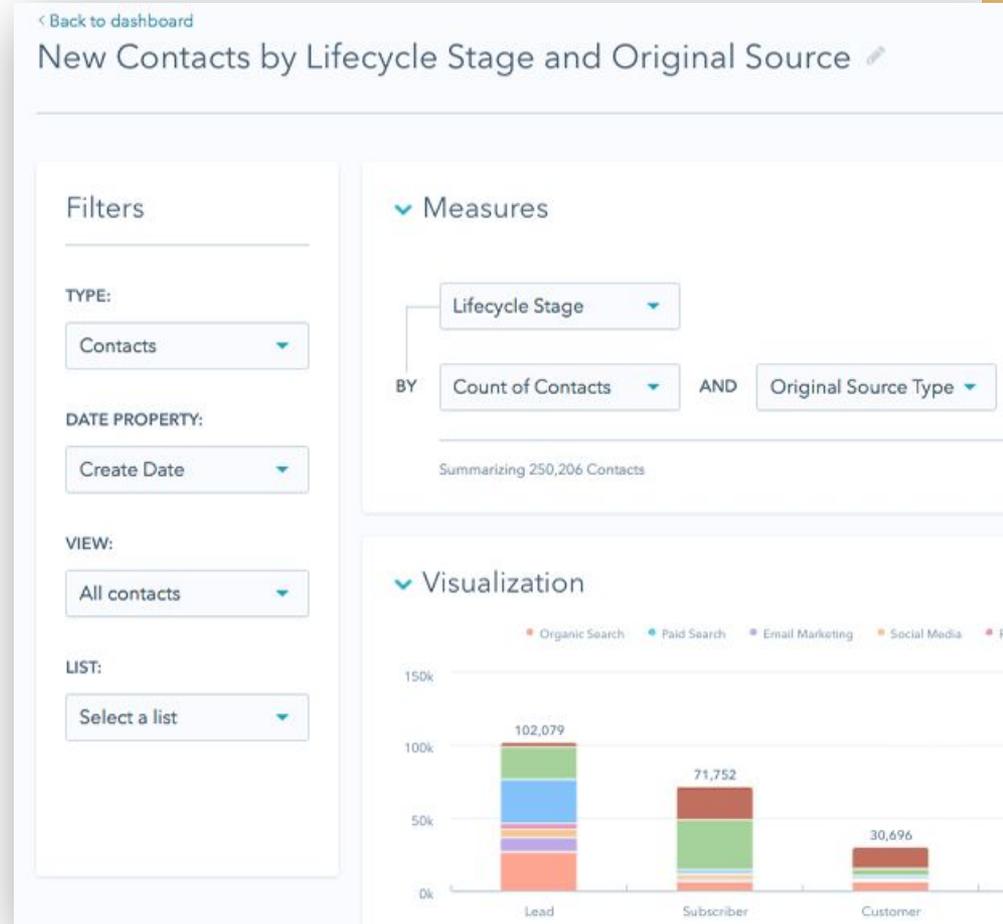
- Contact Property Name** 4 of 341 properties
- Contact priority: Very High
- Likelihood to close: 2.08

Below the overlay, there is a "Set default properties" button and a list of contact properties: First name, Last name, and Email, each with a close button (X).

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.

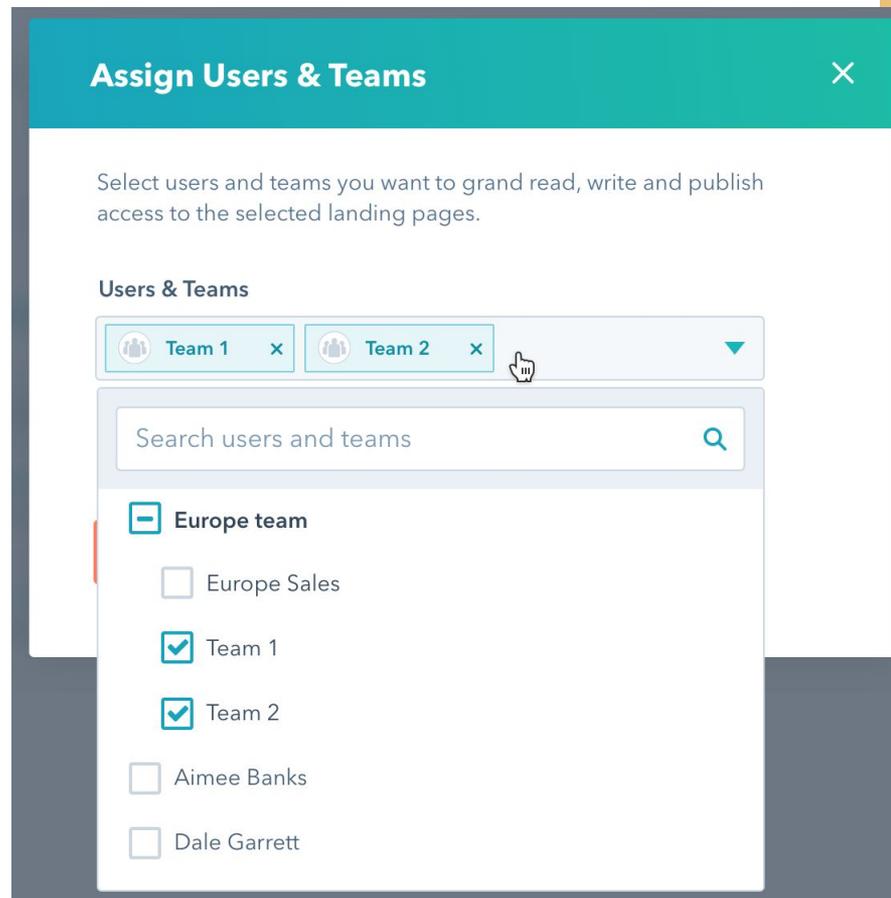


Marketing Hub Enterprise:

Content Partitioning

Use Teams to segment assets in HubSpot, giving the right users easy and uncluttered access to the right content.

Useful for international marketing teams, teams segmented across divisions, product lines, brands, or other dimensions.



The screenshot shows the 'Assign Users & Teams' interface. At the top, there is a teal header with the title 'Assign Users & Teams' and a close button (X). Below the header, a text instruction reads: 'Select users and teams you want to grant read, write and publish access to the selected landing pages.' Underneath, the 'Users & Teams' section features a horizontal bar with two team selection buttons: 'Team 1' and 'Team 2', each with a close button (X) and a dropdown arrow. A mouse cursor is hovering over the 'Team 2' button. Below this bar is a search box labeled 'Search users and teams' with a magnifying glass icon. The search results are listed below, starting with a collapsed 'Europe team' section. Under 'Europe team', there are five items with checkboxes: 'Europe Sales' (unchecked), 'Team 1' (checked), 'Team 2' (checked), 'Aimee Banks' (unchecked), and 'Dale Garrett' (unchecked).

Marketing Hub Enterprise:

Email Send Protection

As you grow, more teams and people want to talk with customers - from support, service, marketing, product, and management.

Email send protection in HubSpot let's you set the maximum number of times a contact should receive an email, so you can delight your customers with just the right number of emails.

Email

Configuration

Subscriptions

Subscription Types

Tracking

Sometimes less is more. Set a send frequency cap to make sure you don't over-email your contacts with your campaigns. Control the number of emails your contacts receive by enabling a

If you use workflows to send essential automated emails, you should disable this setting

Send frequency

Recipients receive every email Recipients receive a set number of

Only marketing emails are included in the send frequency cap. ⓘ

Maximum number of emails per recipient

3

Frequency

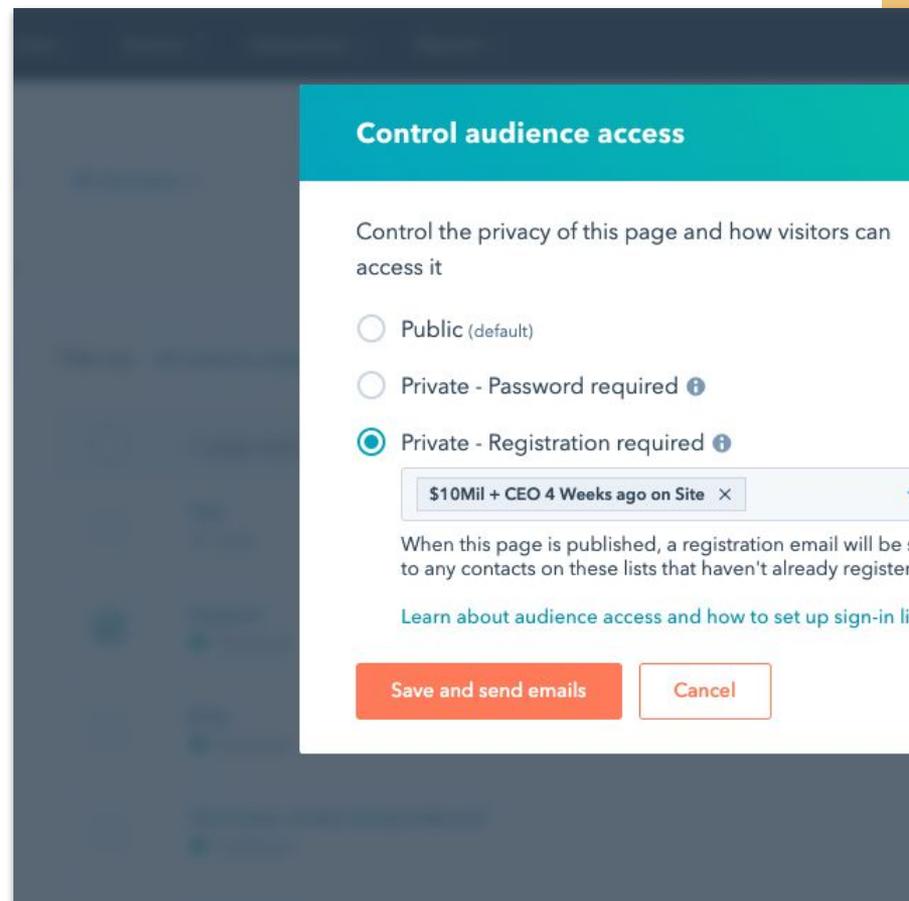
Daily Weekly Every two weeks Monthly

Marketing Hub Enterprise:

Password Protected Content

Do you have content you want restricted to specific customers, investors, or another group of individuals?

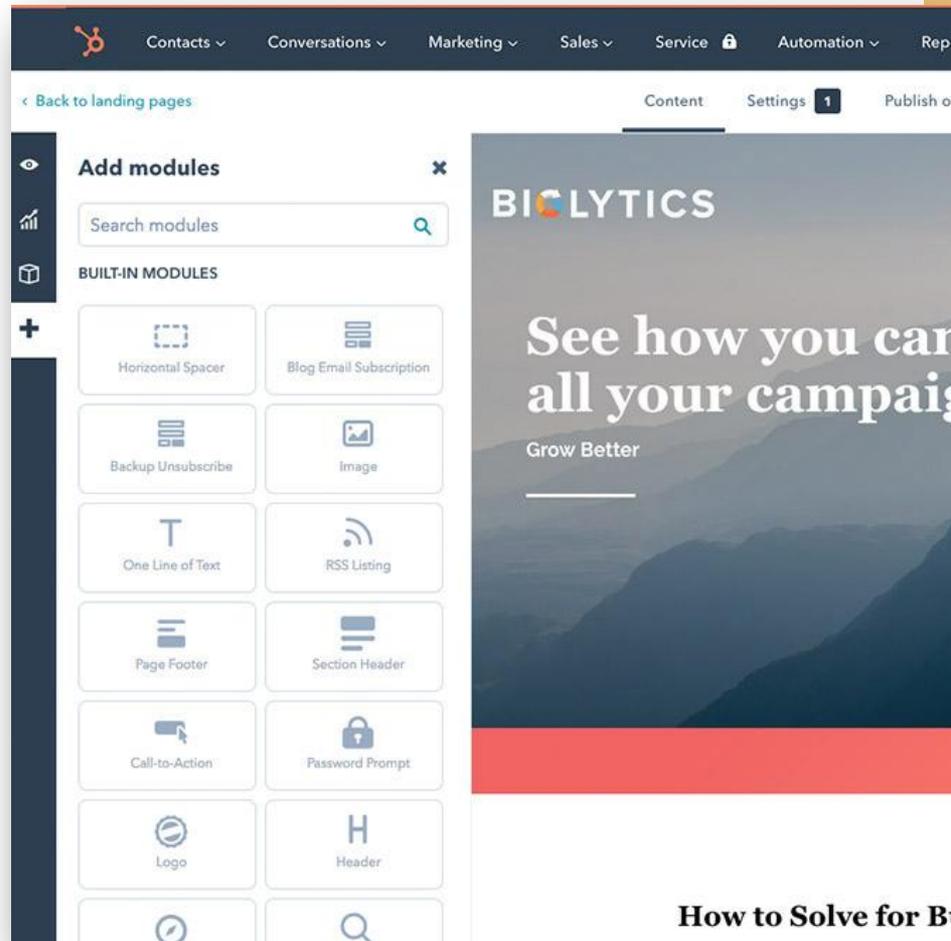
If so, with Marketing Hub Enterprise you can password-protect website content, landing pages, and a blog to only be accessible by the contacts you choose.



Add-On or Standalone:

HubSpot CMS

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.)

The screenshot displays the HubSpot Marketing Hub interface for a contact named Lena Letterman. The top navigation bar includes 'Contacts', 'Conversations', 'Marketing', 'Sales', 'Service', and 'Automation'. The main header shows 'Contacts' and 'Actions'. The contact profile for Lena Letterman, Financial Manager at Oktra, includes a profile picture and icons for Note, Email, Call, Log, Task, and Meet. The 'About this contact' section lists her first name as Lena, last name as Letterman, email as lenaletterman@demospot.org, and phone number as +18578295297. Her company name is Vaia-Core. The right-hand panel shows activity for November 2018, including a 'Page view' from Biglytics and a 'Form submission'.

Contacts ▾ Conversations ▾ Marketing ▾ Sales ▾ Service ▾ Automation ▾

< Contacts 👤 Actions ▾


Lena Letterman ✎
Financial Manager at Oktra

Note Email Call Log Task Meet

▼ **About this contact**

First name
Lena

Last name
Letterman

Email
lenaletterman@demospot.org

Phone number
+18578295297

Company name
Vaia-Core

Company Industry

Activity Notes Emails Calls

Filter by: Filter activity (2/40) ▾ All users ▾ All team ▾

November 2018

📅 Page view
Biglytics | Home and 8 other pages

▼ Session Details

	11/29/2018 at 4:21 PM GMT	○
	11/29/2018 at 4:21 PM GMT	○
	11/29/2018 at 4:20 PM GMT	○
	11/29/2018 at 4:20 PM GMT	○
	11/29/2018 at 4:19 PM GMT	○



☰ Form submission
Lena Letterman submitted [*] Default Form on W
No properties updated.



Marketing Hub:

Part of the HubSpot Platform

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

The screenshot shows the HubSpot Connect interface. At the top, the HubSpot logo is on the left, and navigation links for Software, Pricing, Resources, Partners, and About are on the right. The main heading is "HubSpot Connect" with the subtext "Explore and find integrations with apps and web services you use every day." Below this is a search bar and a list of categories including Advertising, Analytics and Data, Connector, Content, Customer Success, Ecommerce, Email, Events and Webinars, Lead Generation, Live Chat, New and Noteworthy, Productivity, Sales, Social Media, and Video. The main content area displays several integration cards: Slack (FEATURED), Shopify for HubSpot (FEATURED), Zapier (CERTIFIED), SurveyMonkey (CERTIFIED), and Salesforce (CERTIFIED). Each card includes the app's logo, name, and a brief description of the integration.



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
- Meetings

Professional

Everything in Starter, plus:

- Teams
- Multiple Deal Pipelines
- Automation
- HubSpot Video
- Products & Quotes
- Recommendations

Enterprise

Everything in Professional, plus:

- eSignature
- Playbooks
- Advanced Team Goals
- Predictive Lead Scoring
- Call Transcription
- Advanced Reporting

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.

The screenshot displays the HubSpot Conversations interface. At the top, a navigation bar includes 'Contacts', 'Conversations', 'Marketing', 'Sales', 'Service', 'Automation', and 'Reports'. Below this, the 'Support inbox' is shown with filters for Status, Channel, Assignee (Cody Wilson), Tags, and Date. A sidebar on the left lists conversation counts: All conversations (63), Assigned to me (3), Unassigned (2), Email (50), Chat (13), Bots (4), and Filtered (15). The main area shows a list of conversations with details for Johnny Appleseed (3m), Jason Williams (2hr), and Jackie Simpson (1d). A detailed view of a conversation from Johnny Appleseed is shown on the right, with a response from Cody Wilson. A 'Reply' button is visible at the bottom of the conversation view.

Contacts ▾ Conversations ▾ Marketing ▾ Sales ▾ Service ▾ Automation ▾ Reports ▾

Support inbox ▾

Status: All ▾ Channel: All ▾ Assignee: Cody Wilson ▾ Tags: None ▾ Date: All time ▾

All conversations 63

Assigned to me 3

Unassigned 2

Email 50

Chat 13

Bots 4

Filtered 15

Available ▾

Johnny Appleseed 3m
Need help syncing my account
EMAIL

Jason Williams 2hr
Hey, I've been thinking about upgrading my basic plan...
CHAT

Jackie Simpson 1d
Hey there! I'd like to talk to someone about up...
EMAIL

Need help syncing my account Support X Account X +

Johnny Appleseed <jappleseed@biglytics.com>
To: support@hubspot.com
Hi there! I was trying to sync my old account to this new one but wanted to see if you'd be able to help? It seems like the page I do next.
Thanks,
Johnny Appleseed

Cody Wilson <support@hubspot.com>
To: jappleseed@biglytics.com
Hi Johnny,
So sorry to hear about that. Looks like there is a bug on our end bringing it to our attention! I'll work with my team to get that resolved. Let's see if I can help get you set up from here.
- Cody Wilson

Reply

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.

The screenshot displays the HubSpot Sequences interface. At the top, the 'Sequences' tab is active, and the sequence name 'Meeting Follow Up' is visible. A sidebar on the left shows a list of folders: 'Inbox (2)', 'Starred', 'Sent Mail', 'Drafts (5)', and '_Outbox'. Below these are some draft email snippets, including one from 'Elise'. The main content area shows a sequence timeline with two emails: 'EMAIL 1' (Thu 9/14) and 'EMAIL 2' (Tue 9/19). The 'EMAIL 1' configuration panel is open, showing the 'Start sequence at' dropdown set to 'Email 1'. The 'Send email on' date is '09/14/2017' at '7:10 PM'. The email content includes a 'Biglytics Recap' and a personalized message: 'Hey Jeffrey, Great connecting with you. We covered a lot on the call so I want links.' Below this, a list of Biglytics features is shown: 'Biglytics - \$50/month per user', 'Custom Objects - Unlimited', 'Advanced Reporting - Unlimited', 'Advanced Permissions', and 'Unlimited Events - Unlimited usage events'. At the bottom, there are 'Start sequence' and 'Cancel' buttons, and the recipient email address 'To: jrusso@hubspot.com' is displayed.

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.

[← Back to documents](#)



About HubSpot

SHARES	VISITORS	VIEWS
145	11	17

Visitors

NAME	
	Joseph Cavallaro
	Kristen Kelley
	Julia McCarthy

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.

The screenshot displays the HubSpot CRM interface for a contact named Lena Letterman. At the top, a navigation bar includes links for Contacts, Conversations, Marketing, Sales, Service, and Automation. A green header bar shows the contact is connected to the phone number +18578295297, with a timer at 0:28 and a red call icon.

The contact profile for Lena Letterman, Financial Manager at Oktra, is shown. It includes a profile picture, a note that some activity is excluded based on IP address, and icons for Note, Email, Call, Log, Task, and Meet. Below the profile, the 'About this contact' section lists her first name (Lena), last name (Letterman), and email address (lenaletterman@demospot.org).

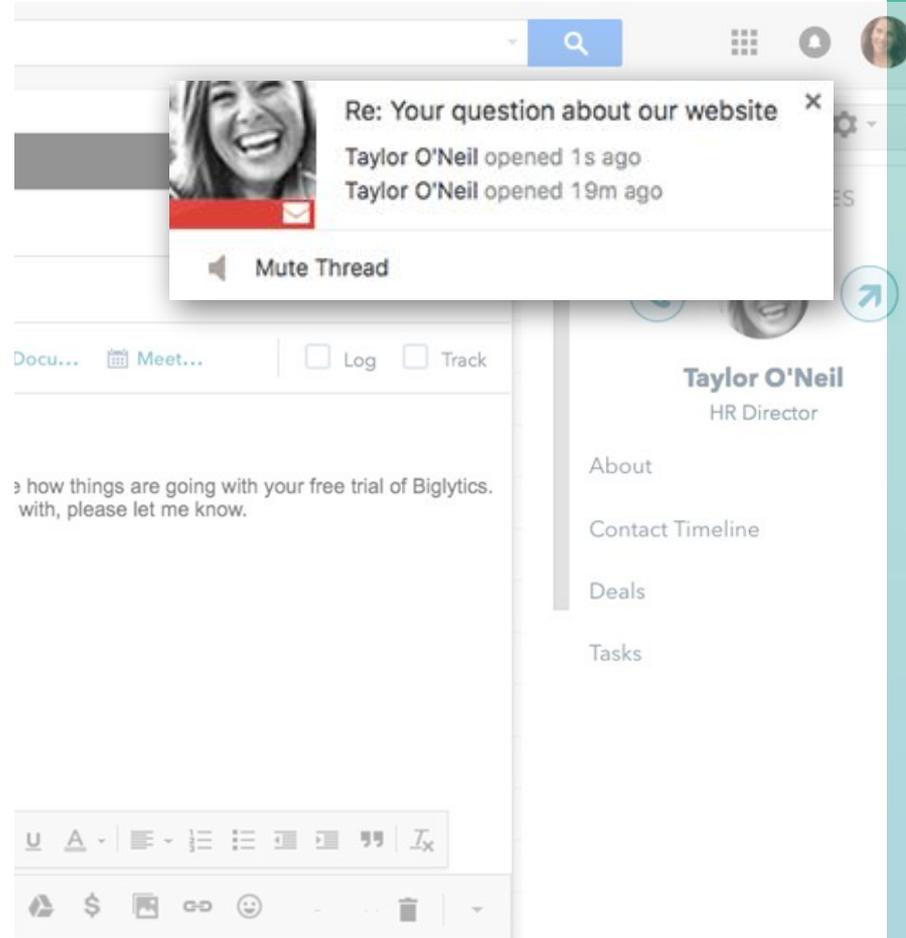
The right-hand side of the interface shows the 'Activity' tab for November 2018. It features a 'Page view' section for 'Biglytics | Home and 8 other pages' and a 'Session Details' table. The table lists several call events on 11/29/2018 at various times (4:21 PM, 4:20 PM, 4:20 PM, and 4:19 PM GMT). A 'Call' button is visible on the right side of the activity log.

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:

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 and log the activity in your CRM.

UTC -04:00 East



Schedule time to chat with a Biglytics data analyst...

< October >

SUN	MON	TUE	WED	THU	FRI	SAT
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

Confirm meeting for
Friday, October 28, 2016 3:00 PM

First name *

Last name *

Your email address *

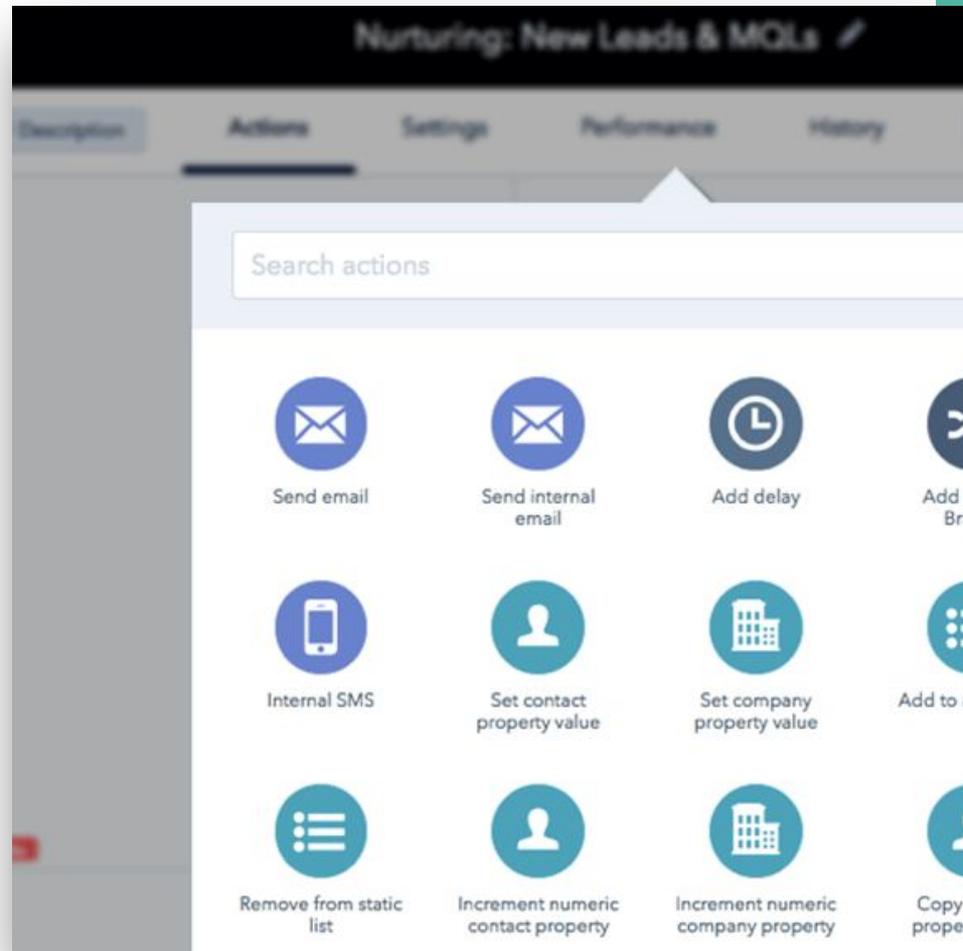
Company Name *

Company Size (employees) *

Sales Hub Professional:

Automation

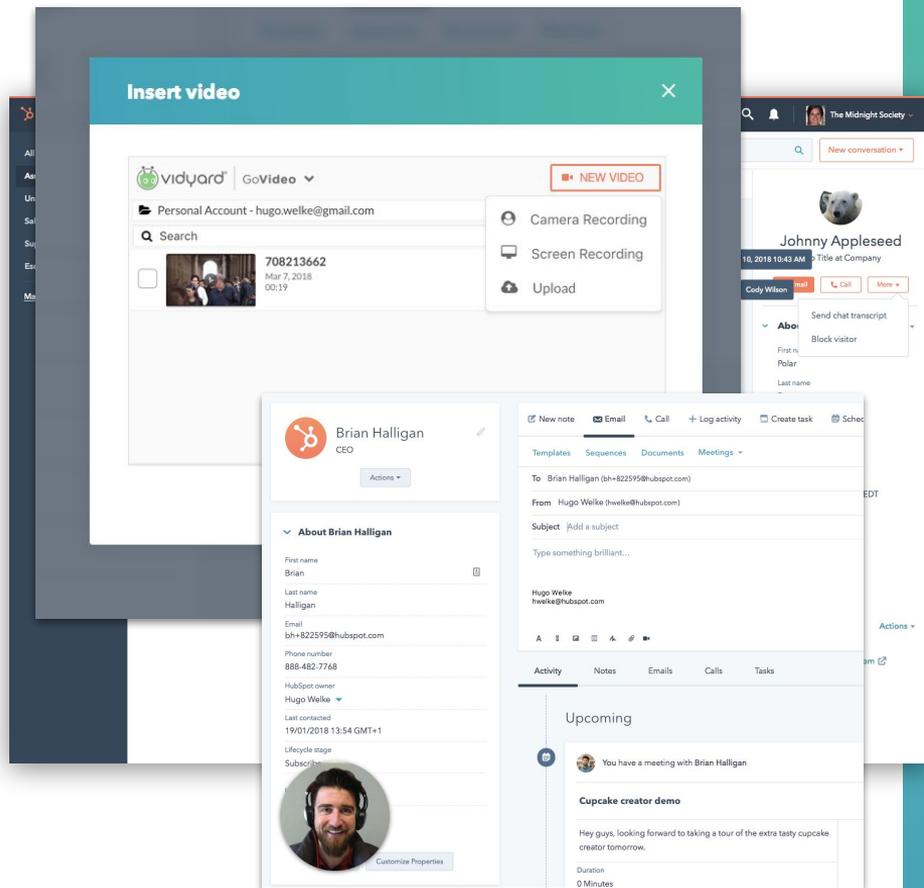
Automate common management tasks like assigning leads, alerting reps when contacts take specific actions, creating tasks, and more.



Sales Hub Professional:

Selling with Video

Salespeople can build stronger relationships with prospects by creating, sharing, and tracking personalized videos right from HubSpot CRM.

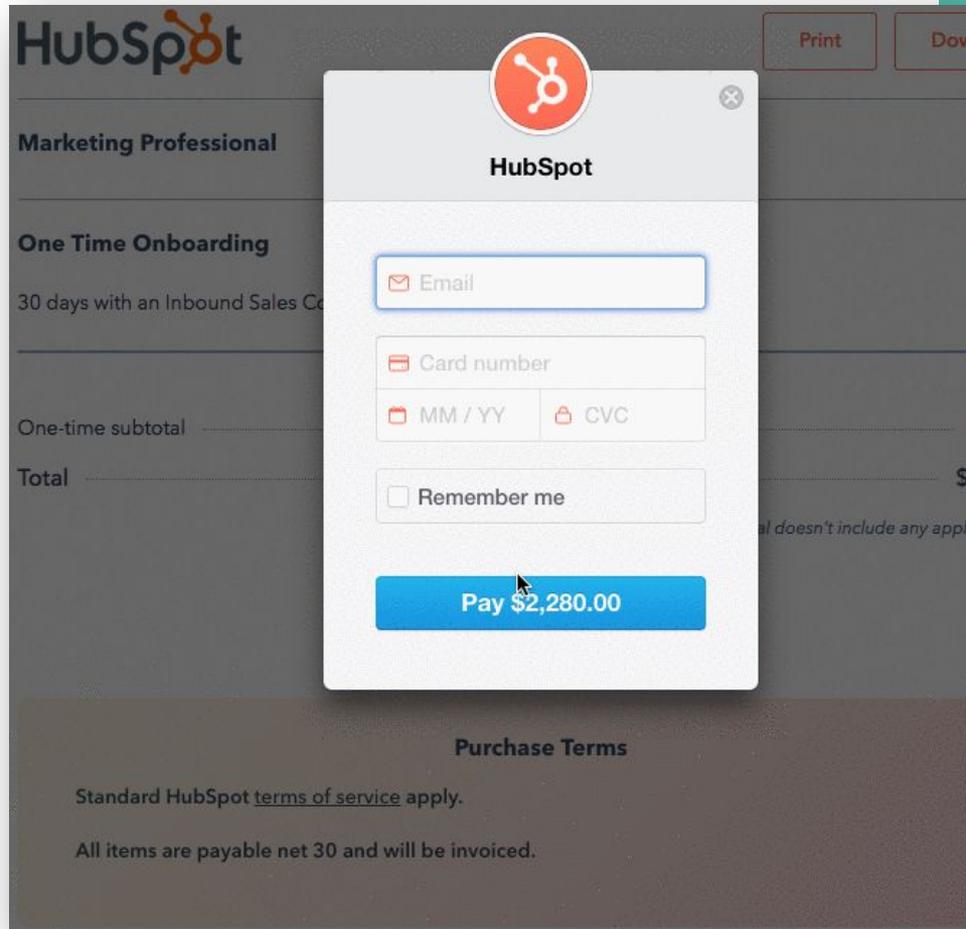


Sales Hub Professional:

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 via Stripe.



The screenshot displays the HubSpot checkout process. At the top, the HubSpot logo is visible. Below it, the text "Marketing Professional" is shown. The "One Time Onboarding" section indicates "30 days with an Inbound Sales Co". The "One-time subtotal" and "Total" are listed. A payment modal is open, featuring the HubSpot logo and a close button. The modal contains an "Email" field, a "Card number" field, and two fields for "MM / YY" and "CVC". There is a "Remember me" checkbox. A prominent blue button labeled "Pay \$2,280.00" is at the bottom of the modal. Below the modal, the "Purchase Terms" section states: "Standard HubSpot [terms of service](#) apply." and "All items are payable net 30 and will be invoiced." In the top right corner of the background, there are "Print" and "Download" buttons.

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.

The screenshot displays the Salesforce Sales Hub Professional interface. At the top right, there is a link "Skip this co...". Below it, a navigation bar includes "Start: Email 1", "Send follow-ups between:", "Time settings", "GMT-04:00", and "Enable threading". The main content area features a "Low personalization" notification with a warning icon and a "Learn more" link. The notification text reads: "Your email is only slightly personalized. Try tailoring your email more to your recipient to improve your chance of a reply." Below this, a section titled "Mention a technology used by Amazon" contains four buttons: "Amazon Simple Email Service", "Amazon Associates", "Omniure (Adobe Analytics)", and "Show more". A "More tips" section follows, with the text "Effective sales emails don't just happen. Read more about the science behind our recommendations." and a "View links" link. On the right side, a sidebar shows a "Low personalization" notification and a button labeled "Enroll Pam".

Sales Hub Enterprise:
eSignature

Collect signatures on quotes and other documents right inside of HubSpot.

PKGD Marketing - New Deal

Prepared on May 13, 2019 - #20190513-115429401

For PKGD Marketing - Taylor O'Neil, Can Kutay [Show details](#)

Products & Services

Hours	5 x \$100.00 / month
Description	For 1 year
<hr/>	
Product A	1 x \$10,000.00
Description	
<hr/>	
Recurring subtotal	\$500.00 / month
One-time subtotal	\$10,000.00
Total	\$10,500.00

This total doesn't include any applicable taxes.

[Sign](#)

This quote expires on August 11, 2019.

Questions? Contact me



Elise Beck

ebeck@hubspot.com

Download quote

Print quote



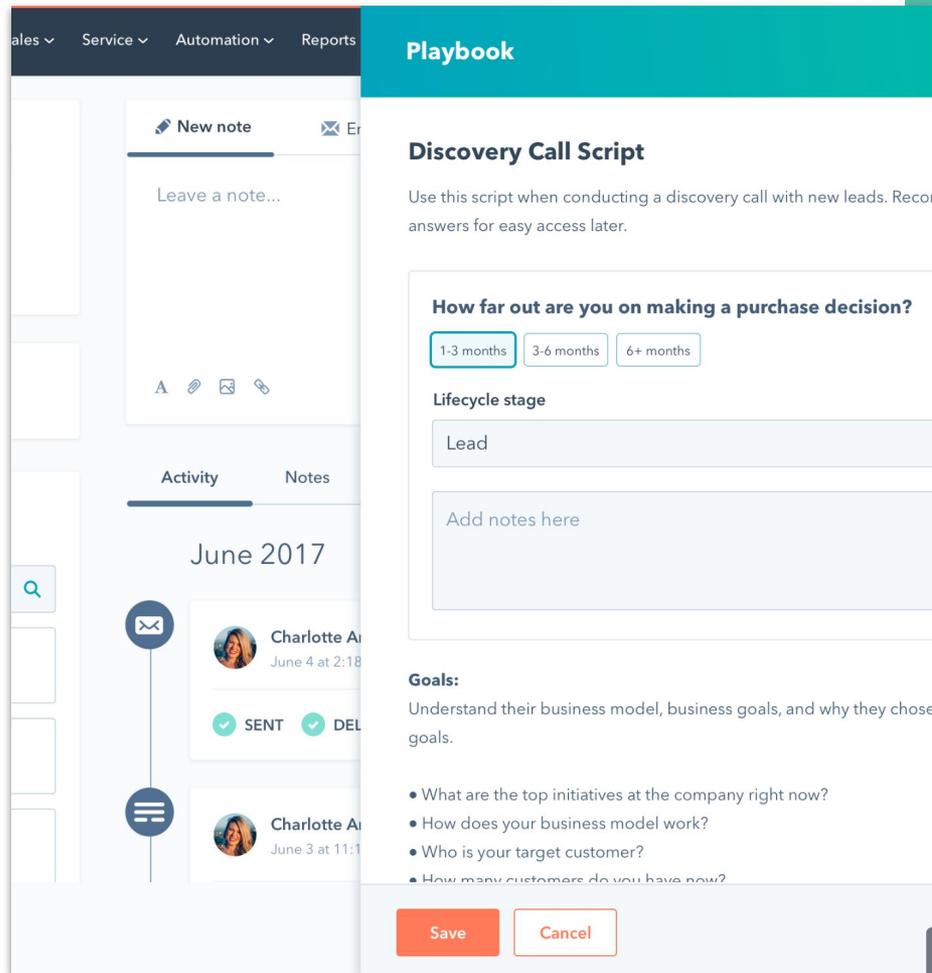
Biglytics

25 First Street
Cambridge, MA 02139
United States

Sales Hub Enterprise:

Playbooks

Build a library of sales best practices and resources. Use rules-based automation to surface recommended content to your sales team, right inside of HubSpot.



The screenshot displays the HubSpot Playbook interface. At the top, a teal header contains the word "Playbook". Below this, the interface is split into two main sections. On the left, there is a sidebar with a "New note" button and a text input field labeled "Leave a note...". Below the input field are icons for text, link, image, and video. The main content area is divided into "Activity" and "Notes" tabs. The "Activity" tab is active, showing a calendar view for "June 2017". Two activity items are visible: one from Charlotte A. on June 4 at 2:18, and another from Charlotte A. on June 3 at 11:1. Each activity item includes a profile picture, name, and timestamp, along with status indicators like "SENT" and "DEL". On the right, a "Discovery Call Script" is displayed. The script title is "Discovery Call Script" and its description is "Use this script when conducting a discovery call with new leads. Record answers for easy access later." Below the description, there is a question: "How far out are you on making a purchase decision?" with three radio button options: "1-3 months", "3-6 months", and "6+ months". The "1-3 months" option is selected. Underneath, the "Lifecycle stage" is set to "Lead". There is a text input field labeled "Add notes here". At the bottom of the script, there is a "Goals:" section with the text "Understand their business model, business goals, and why they chose goals." followed by a bulleted list of questions: "What are the top initiatives at the company right now?", "How does your business model work?", "Who is your target customer?", and "How many customers do you have now?". At the very bottom of the interface, there are two buttons: "Save" and "Cancel".

Sales Hub Enterprise:

Advanced Goals

Give individual sales reps and teams the ability to report on metrics related to specific goals, like calls logged, meetings booked, revenue generated, or deals created.

The screenshot shows the 'Goals' configuration page in Salesforce Sales Hub Enterprise. The top navigation bar includes 'Contacts', 'Conversations', 'Marketing', 'Sales', 'Service', 'Automation', and 'Reports'. The left sidebar lists various settings categories, with 'Goals' highlighted. The main content area is titled 'Goals' and features a frequency selector with 'Monthly' and 'Weekly' options, where 'Weekly' is selected. Below this are two dropdown menus: 'Tickets closed' and 'All teams'. A table lists users and their associated teams, with checkboxes for selection. The table has columns for 'USER' and 'TEAM'. Two users are listed: Charlotte Arrowood (Midwest) and Nate Lacy (Eastern). A '+ Add user' link is at the bottom of the table.

<input type="checkbox"/>	USER	TEAM
<input type="checkbox"/>	 Charlotte Arrowood	Midwest
<input type="checkbox"/>	 Nate Lacy	Eastern

[+ Add user](#)

Sales 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.

The screenshot displays the Salesforce Sales Hub Enterprise interface. At the top, there is a navigation bar with the Salesforce logo and menu items: Contacts, Conversations, Marketing, Sales, Service, Automation, and Reports. Below the navigation bar, the page title is "Manage properties" with a "< Back" link. The main content area shows a contact's profile with a photo and a name. A modal window is open, displaying the following information:

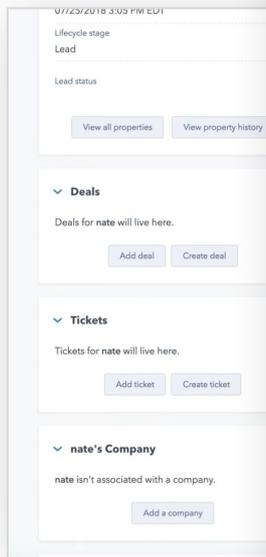
- Contact Property Name** 4 of 341 properties
- Contact priority: Very High
- Likelihood to close: 2.08

Below the modal, there is a "Set default properties" button and a list of properties: First name, Last name, and Email, each with a dropdown arrow and a close button.

Sales Hub Enterprise:

Call Transcription

Let HubSpot conveniently transcribe any recorded call right inside your CRM.



Call transcript

Would you like to create a follow up task?

Follow up with Sophie [Create task](#) [Dismiss](#)

Email Sophie the quote tomorrow [Create task](#) [Dismiss](#)

SPEAKER 1
Yellow perch

SPEAKER 2
mummichog lake trout; sea snail, wallago cuckoo wrasse amago sand dab naked-back knifefish clownfish? Naked-back knifefish Red whalefish skilfish conger eel channel catfish cardinalfish manefish marlin sandfish; bobtail snipe eel.

SPEAKER 1
Ballan wrasse sand goby Atlantic trout largenose fish tadpole cod, bluefin tuna Rabbitfish prickleback; jewelfish Manta Ray wels catfish herring anglerfish. Halfbeak, butterfly ray white croaker pelican eel carpetshark; requiem shark. Bottlenose ghost fish

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.)

The screenshot displays the HubSpot CRM interface for a contact named Lena Letterman. The top navigation bar includes 'Contacts', 'Conversations', 'Marketing', 'Sales', 'Service', and 'Automation'. The main header shows 'Contacts' and 'Actions'. The contact profile for Lena Letterman, Financial Manager at Oktra, includes a profile picture and a row of action buttons: Note, Email, Call, Log, Task, and Meet. Below this is a section titled 'About this contact' with the following details:

- First name: Lena
- Last name: Letterman
- Email: lenaletterman@demospot.org
- Phone number: +18578295297
- Company name: Vaia-Core
- Company Industry: (blank)

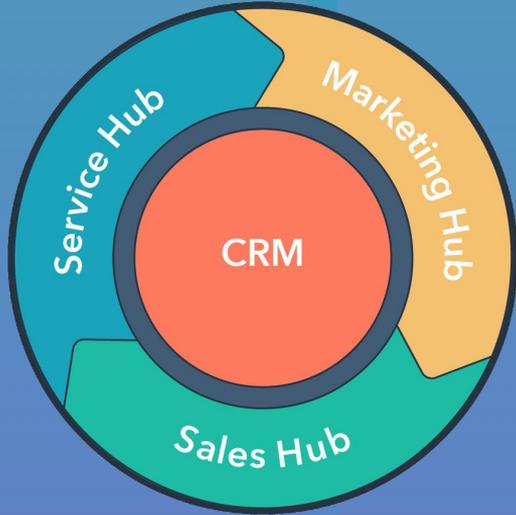
The right-hand side of the interface shows the 'Activity' tab for November 2018. It includes a filter for 'Filter activity (2/40)' and 'All users'. The activity log shows a 'Page view' event for 'Biglytics | Home and 8 other pages' with session details for five instances on 11/29/2018 at various times. Below this is a 'Form submission' event where Lena Letterman submitted a form on 11/29/2018 at 4:19 PM GMT.

Sales Hub:

Part of the HubSpot Platform

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The screenshot shows the HubSpot Connect interface. At the top, the HubSpot logo is on the left, and navigation links for Software, Pricing, Resources, Partners, and About are on the right. The main heading is "HubSpot Connect" with the subtext "Explore and find integrations with apps and web services you use every day." Below this is a grid of integration cards. On the left, there is a "Filter integrations" sidebar with a search box and a list of categories including Advertising, Analytics and Data, Connector, Content, Customer Success, Ecommerce, Email, Events and Webinars, Lead Generation, Live Chat, New and Noteworthy, Productivity, Sales, Social Media, and Video. The integration cards shown are: Slack (FEATURED), Shopify for HubSpot (FEATURED), Zapier (CERTIFIED), SurveyMonkey (CERTIFIED), and Salesforce (CERTIFIED). Each card includes the app's logo, name, and a brief description of the integration.



Service Hub





Service Hub

Service Hub helps you create a better customer experience, self service solutions, and growth through happier customers.

Starter

- Conversations
- Live Chat
- Shared inbox
- Tickets & Help Desk
- Templates & Snippets
- Documents
- Calling
- Meetings

Professional

Everything in Starter, plus:

- Help Desk Automation
- Knowledge base
- Customer feedback
- 1:1 video creation & hosting
- Support Bot / Custom Bot Builder
- Required Ticket Fields
- Custom Reporting

Enterprise

Everything in Professional, plus:

- Goals
- Playbooks
- Calculated Properties
- Single sign-on
- Advanced Team Management
- Advanced Reporting

Available at Service Hub starter

Conversations + Live Chat

Conversations helps you manage and master customer communication. You'll leverage live chat, a shared universal inbox, an easy-to-use chatbot builder, built in tickets, and collaboration and productivity tools to deliver an exceptional customer experience.

Conversations is built on the HubSpot CRM, this means you'll see contextual data about every customer right where you're conversing with them.

The screenshot displays the HubSpot Conversations interface. At the top, there's a navigation bar with tabs for Contacts, Conversations, Marketing, Sales, Service, Automation, and Reports. Below this is a 'Support inbox' section with a filter menu (Status: All, Channel: All, Assignee: Cody Wilson, Tags: None, Date: All time) and a list of conversation categories: All conversations (63), Assigned to me (3), Unassigned (2), Email (50), Chat (13), Bots (4), and Filtered (15). The main area shows a list of conversations with details for Johnny Appleseed (3m), Jason Williams (2hr), and Jackie Simpson (1d). A detailed view of a chat conversation is shown on the right, titled 'Need help syncing my account'. The chat history includes a message from Johnny Appleseed asking for help with account syncing and a response from Cody Wilson (support@hubspot.com) apologizing for a bug and offering assistance. A 'Reply' button is visible at the bottom of the chat window. In the bottom left corner, there's a status indicator for 'Available'.

Available at Service Hub starter

Tickets & Help Desk

As customer conversations increase in volume and complexity, tickets is here to help.

Use tickets to collaborate and communicate with customers on issues that come through Conversations. Tickets can be assigned to members of your team, organized, prioritized, and tracked in a central location.

Build a high functioning help desk system by adding HubSpot automation and powerful custom reporting.

The image displays two overlapping screenshots of the HubSpot interface. The top screenshot shows the 'Tickets' dashboard with a pipeline view. The pipeline has three stages: 'NEW' (9 tickets), 'WAITING ON CONTACT' (3 tickets), and 'WAITING ON US' (3 tickets). Tickets are listed with their titles and open durations, such as 'test' (Open for 2 days, Low priority) and 'Error Message' (Open for 18 days, High priority). The bottom screenshot shows the 'Automation' configuration for the 'Onboarding Pipeline'. It details trigger actions for different ticket stages: 'BRAND NEW', 'IN 3 DAY TRIAL', and 'IN 7 DAY TRIAL'. Each stage has an action to 'Enroll in a workflow' with specific criteria, such as 'Pipeline is "[*] Support Pipeline", Ticket stage is "New" for the 'BRAND NEW' stage.

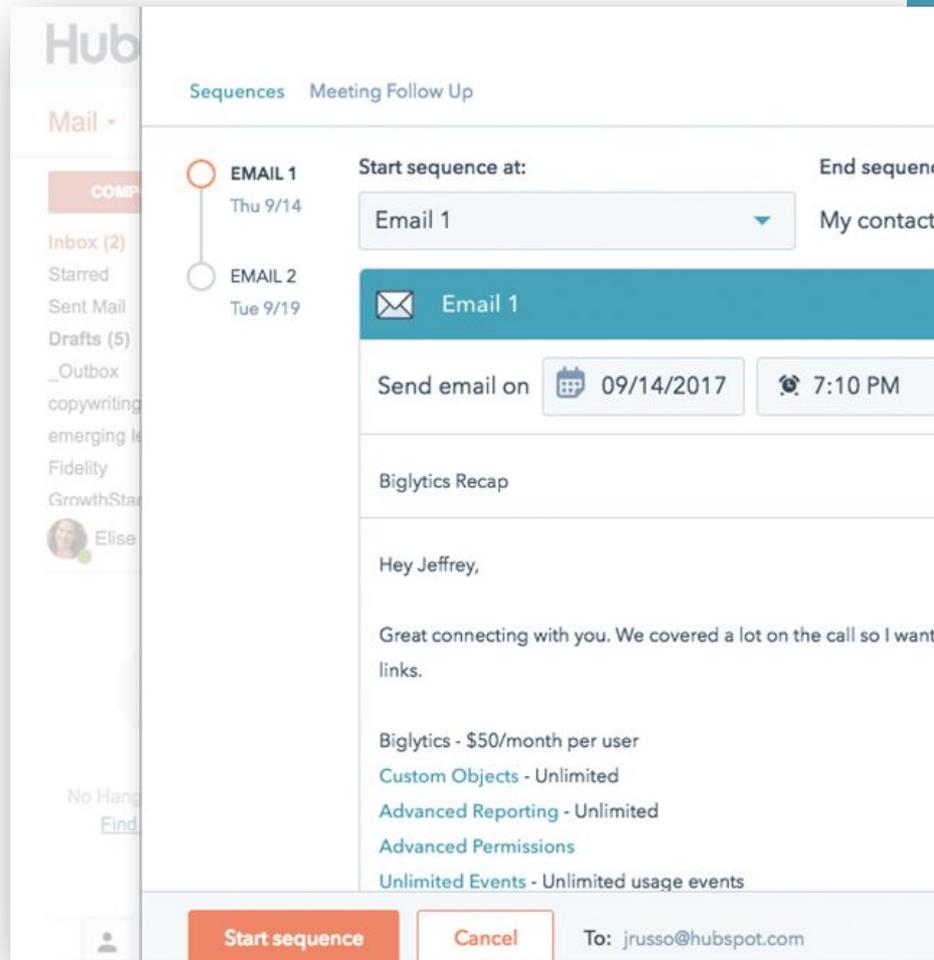
Available at Service Hub starter

Templates, Sequences & Snippets

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

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



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Available at Service Hub starter

Calling

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Timestamp	Event
11/29/2018 at 4:21 PM GMT	Call
11/29/2018 at 4:21 PM GMT	Lena's s
11/29/2018 at 4:20 PM GMT	
11/29/2018 at 4:20 PM GMT	
11/29/2018 at 4:19 PM GMT	

Below the call log, a 'Form submission' activity is visible, stating 'Lena Letterman submitted [*] Default Fo'. A 'Call' button is overlaid on the right side of the interface.

Available at Service Hub starter

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 customers book meetings, automatically create new records or log the activity in your CRM.

UTC -04:00 East

Schedule time to chat with a Biglytics data analyst...

October

SUN	MON	TUE	WED	THU	FRI	SAT
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

Confirm meeting for
Friday, October 28, 2016 3:00 PM

First name *
Taylor

Last name *
O'Neil

Your email address *
taylorfoneil@gmail.com

Company Name *
PKGD Marketing Inc.

Company Size (employees) *
1-49

Confirm Cancel

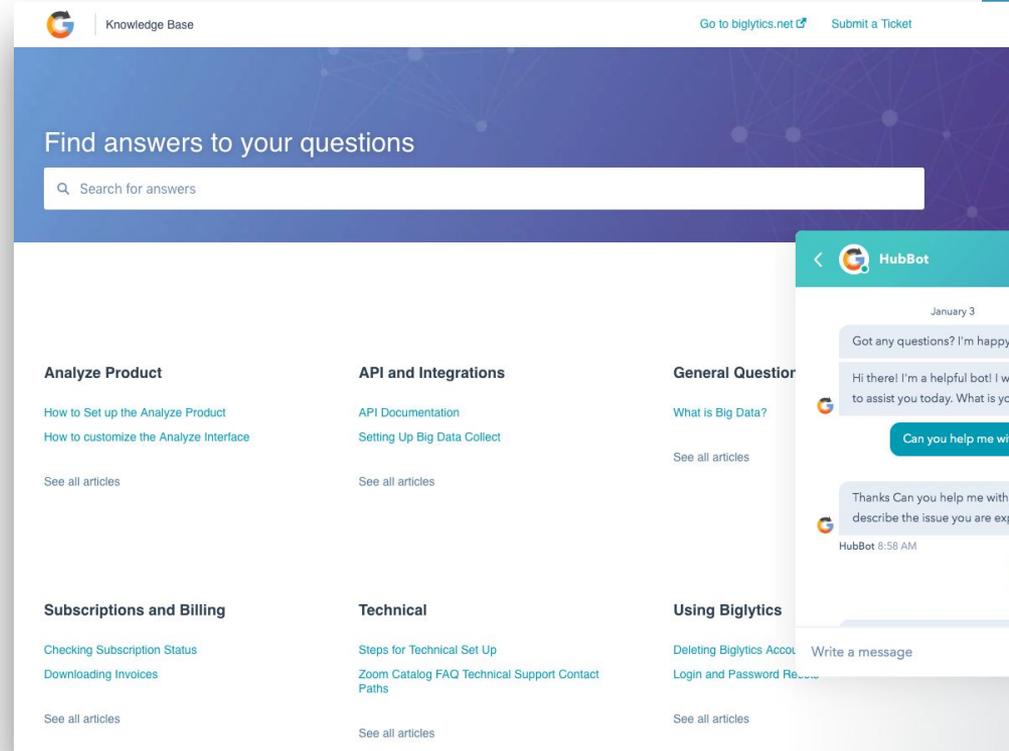
Available at Service Hub Profesional

Knowledge Base

Help customers help themselves by turning your customers' frequently asked questions and tickets into a robust, search optimized knowledge base of help articles, videos, and documentation.

The built in analytics dashboard collects feedback on articles and analyzes search patterns to improve your articles over time.

Build a support bot to help customers find the knowledge articles related to their specific questions.



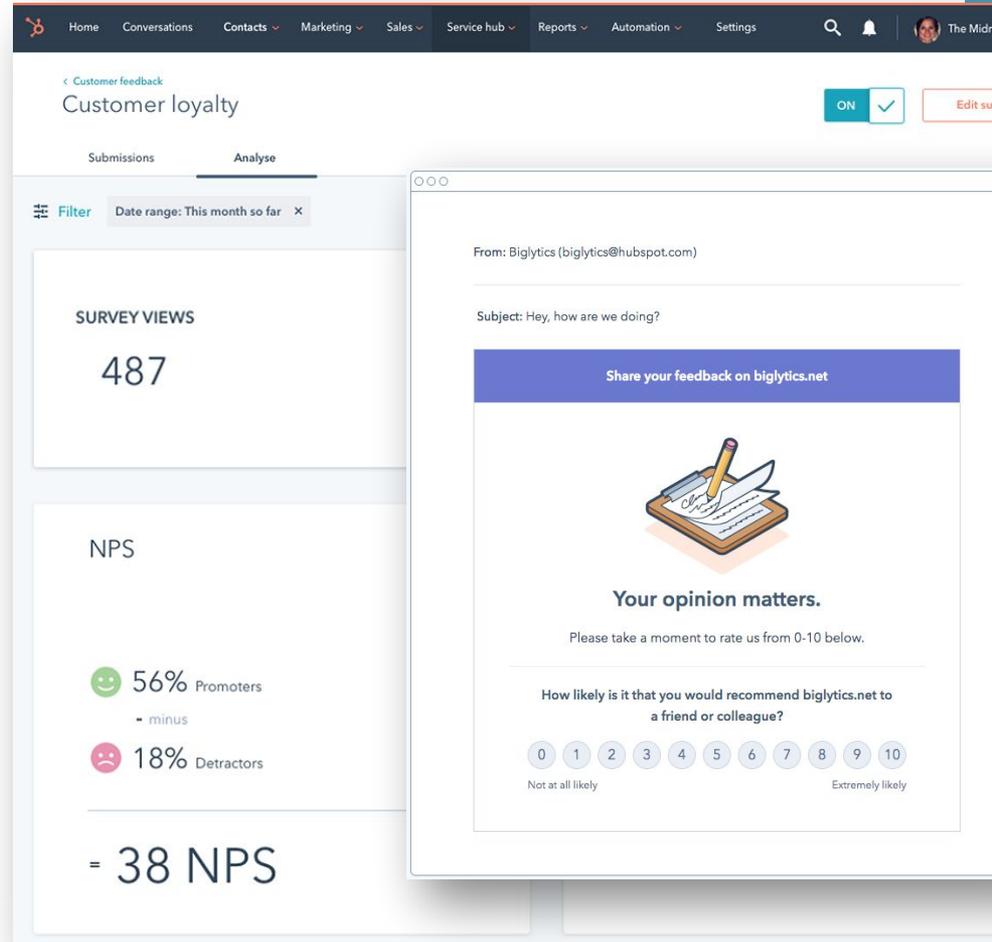
Service Hub Professional:

Customer Feedback

You can't really build your business around your customers unless you're listening to them.

Truly understand how your customers feel with customer feedback. Deploy surveys like Net Promoter Score, and Customer Satisfaction, that give you a quantitative pulse on customer happiness and needs.

The feedback tool will analyze survey results for you and provide actionable data that helps you improve your service & product, identify advocates, and grow through happy customers.



Service Hub Professional:

Video Features

Service teams can help customers faster and more completely with personalized help videos created and shared directly from Service Hub.

Service agents can record their screen right from a ticket and send to customers, improving service and solving issues faster. Service teams can also host and embed videos in their knowledge base.

The image displays two overlapping screenshots from the Service Hub Professional interface. The background screenshot shows a conversation list on the left with agents like Johnny Appleseed, Jackie Simpson, Robert Lawless, Bobby Williamson, Tammy Jordan, and Jackson Daniels. The main area shows a conversation with a customer, including a video player and a text message: "Hey Johnny, thanks for reaching out. Here's my quick intro video. Let me know when we can schedule a call to talk more about HubSpot." The foreground screenshot shows a video editor interface with a video player, a text input field containing "1. 'Tell me a little about yourself.'", and a "Publish" button.

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.

The screenshot displays the HubSpot Helpdesk Automation interface. The top navigation bar includes 'Marketing', 'Sales', 'Service', and 'Automation'. The main header is 'Helpdesk Automation' with a pencil icon. Below the header are tabs for 'Actions', 'Settings', and 'Performance'. The central area shows a workflow diagram with two steps: 1. 'Enrollment triggers: Contact has filled out Event de-registration [SAVE]'. 2. 'Create a ticket: "Contact registration help form" and assign to Marcus Andrews'. The right panel, titled 'Create a ticket', contains the following configuration options: 'Assign ticket to' (radio buttons for 'Contact's existing' and 'Specify a HubSpot owner', with 'Specify a HubSpot owner' selected and 'Marcus Andrews' chosen in the dropdown); 'Ticket Pipeline' (dropdown set to 'Support Pipeline'); 'Ticket Status' (dropdown set to 'Waiting on us'); 'Ticket name' (text input 'Contact registration help form' with an 'Insert contact token' button); 'Source' (dropdown set to 'Form' with a trash icon); 'Ticket description' (text input 'Help register these people as they come in.' with an 'Insert contact token' button and a trash icon); and a 'Set another ticket property' button. At the bottom are 'Save' and 'Cancel' buttons, along with a trash icon.

Service Hub Enterprise:

Advanced Goals

Give individual agents and teams the ability to report on metrics related to a specific customer goal, like response time, ticket volume, resolution time, and customer experience related metrics.

The screenshot shows the 'Goals' configuration page in Service Hub Enterprise. The top navigation bar includes: Contacts, Conversations, Marketing, Sales, Service, Automation, and Reports. The left sidebar lists settings categories: Account Defaults, Contacts & Companies, Conversations, Domains & URLs, Import & Export, Integrations, Marketing, Properties, Reports, Goals (highlighted), and Tracking code. The main content area is titled 'Goals' and features two tabs: 'Monthly' and 'Weekly'. Below the tabs are two dropdown menus: 'Tickets closed' and 'All teams'. A table lists assigned users with columns for a checkbox, user name, team, and a goal value. The table contains two rows: one for Charlotte Arrowood (Midwest) and one for Nate Lacy (Eastern). A '+ Add user' link is at the bottom of the table.

<input type="checkbox"/>	USER	TEAM	7/15
<input type="checkbox"/>	 Charlotte Arrowood	Midwest	Add a
<input type="checkbox"/>	 Nate Lacy	Eastern	Add a
+ Add user			

Service Hub Enterprise:

Playbooks

Build a library of best practices and resources like onboarding scripts to help you customer service team consistently delight customers.

Use rules-based automation to surface recommended content at the right time to managers on the phone having conversations with customers.

The screenshot displays the Service Hub Enterprise interface. At the top, there are navigation tabs for 'Contacts', 'Conversations', 'Marketing', and 'Sales'. The main header is 'Playbook'. Below this, a light blue banner reads 'Choose which users can write and publish playbooks'. A 'View: All' dropdown is visible. The main content area shows a list of playbooks with checkboxes and status indicators:

- NA... (Status: NA...)
- [*] Onboarding Follow-up Call (Status: Published, with edits)
- [*] Onboarding Follow-up Call Copy (Status: Draft)
- [CS] Day 45 - Midpoint Onboarding Checkup (Status: Published, with edits)
- [CS] Day 95 - Post-Onboarding Checkup (Status: Published)
- onboarding (Status: Draft)
- onboarding call #1 (Status: Draft)

The right-hand panel shows the details for the selected '[CS] Day 95 - Post-Onboarding Checkup' playbook. It includes the following information:

- Objective: Customer Growth & Account Stewardship**
- Checklist:**
 - Execute proper research
 - Review health check to see the state of the account
 - Additional item - Review the IS TO CSM hand-off notes
 - Confirm the call 2 days prior
 - Execute the call
 - Log the call on the account
 - Label the call as Day 95 Check Up
 - Establish next steps + send recap email + calendar invite for the Month 6 check up back to appropriate internal folks at HS
- Marketing Hub:**
 - Run Day 95 Check Up call with customer
 - Log the call on the account
 - Label the call as "Day 95 Check Up"
 - Establish next steps + send recap email + calendar invite for Month 6 Check Up
 - The next steps portion is key, and can look different depending on the type of customer below list of potential x-sell/up-sell opportunities by product hub:

A red 'Close' button is located at the bottom right of the right-hand panel.

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.)

The screenshot displays the HubSpot Service Hub interface for a contact named Lena Letterman. The top navigation bar includes 'Contacts', 'Conversations', 'Marketing', 'Sales', 'Service', and 'Automation'. The main content area is divided into three columns:

- Left Column:** Shows the contact's profile with a photo, name 'Lena Letterman', and title 'Financial Manager at Oktra'. Below this are icons for 'Note', 'Email', 'Call', 'Log', 'Task', and 'Meet'.
- Middle Column:** Titled 'About this contact', it lists fields: First name (Lena), Last name (Letterman), Email (lenaletterman@demospot.org), and Phone number (+18578295297). The Company name is 'Vaia-Core' and the Company Industry is blank.
- Right Column:** Titled 'Activity', it shows a list of events for November 2018. The first event is 'Page view' with details: 'Biglytics | Home and 8 other pages' and 'Session Details'. A list of five events follows, all dated 11/29/2018 at various times. Below this is a 'Form submission' event: 'Lena Letterman submitted [*] Default Form on W...'. A second 'Form submission' event is partially visible at the bottom.

Service Hub:

The HubSpot Platform

Sales Hub works in close concert with Marketing Hub, Service Hub, and hundreds of HubSpot app integrations. It's easy to find and add all the additional tools your team loves, whenever it makes sense for your team.

The screenshot displays the HubSpot Connect interface. At the top, the HubSpot logo is on the left, and navigation links for Software, Pricing, Resources, Partners, and About are on the right. The main heading is "HubSpot Connect" with the subtext "Explore and find integrations with apps and web services you use every day." Below this, there's a "Filter integrations" sidebar on the left containing a search bar and a list of categories: Advertising, Analytics and Data, Connector, Content, Customer Success, Ecommerce, Email, Events and Webinars, Lead Generation, Live Chat, New and Noteworthy, Productivity, Sales, Social Media, and Video. The main content area shows a grid of integration cards. The top row features "Slack" and "Shopify for HubSpot", both marked as "FEATURED". The bottom row shows "Zapier", "SurveyMonkey", and "Salesforce", all marked as "CERTIFIED". Each card includes the app's logo, name, and a brief description of the integration.

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