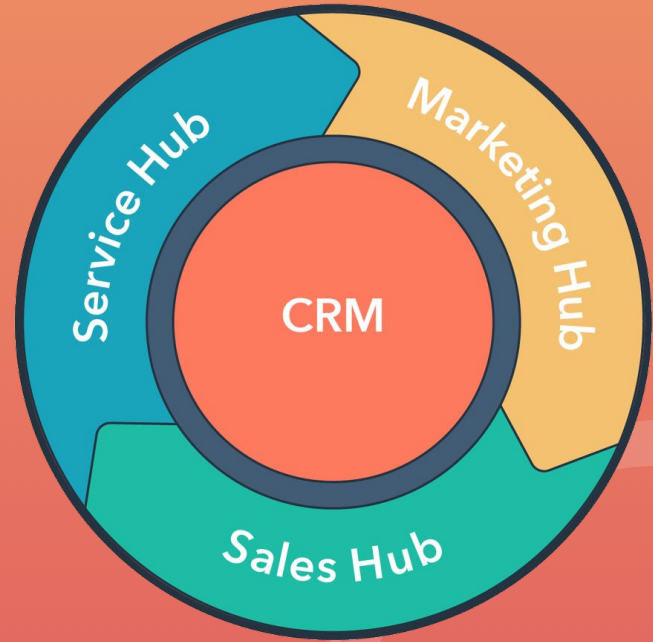
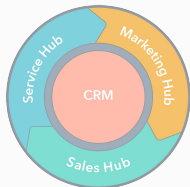


# The HubSpot Growth Platform



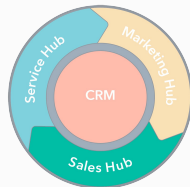
Hubspot offers a full stack of products for marketing, sales, and customer relationship management that are powerful alone, and even better when used together.

---



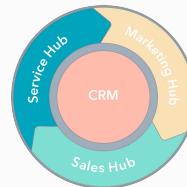
### Marketing Hub

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



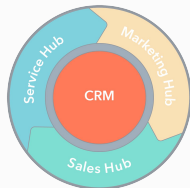
### Sales Hub

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



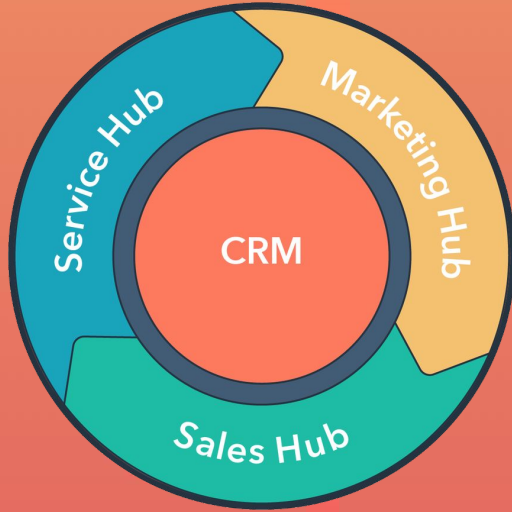
### Service Hub

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



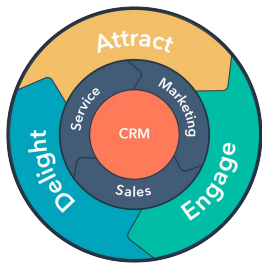
### HubSpot CRM

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

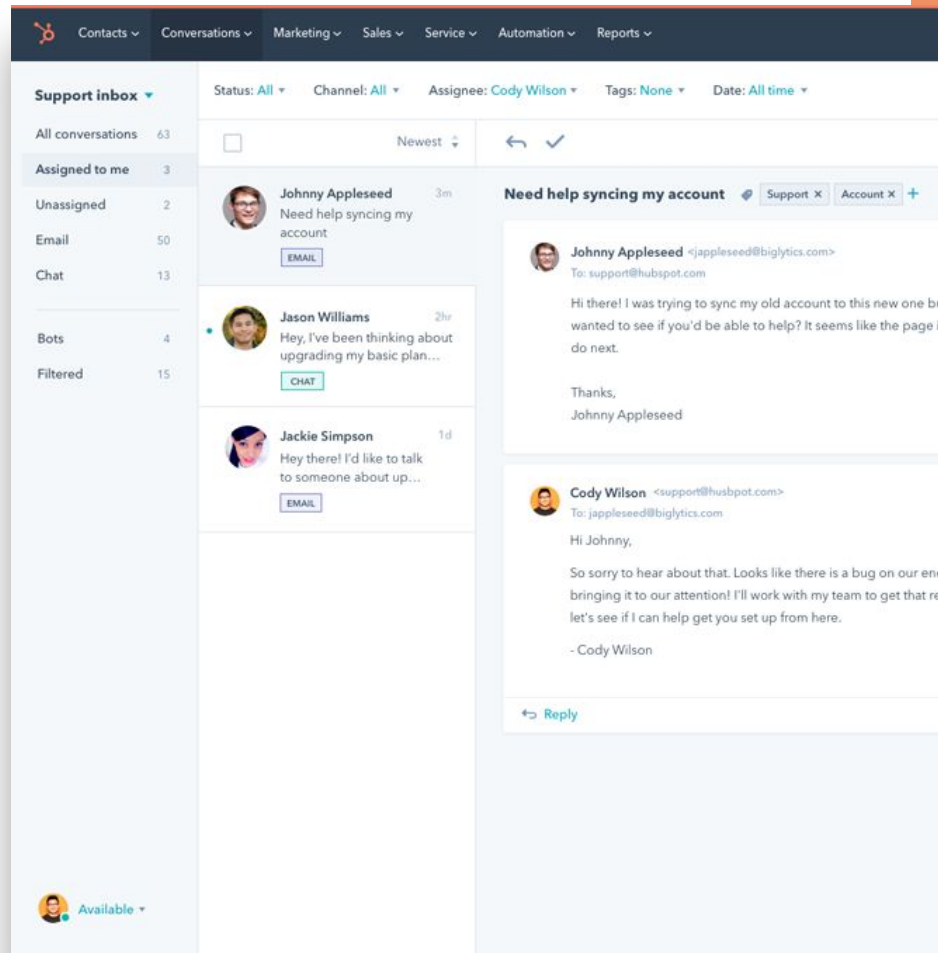
Deals

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.

The screenshot displays the HubSpot CRM interface for a contact named Emily Keefe. The top navigation bar includes options like 'New note', 'Email', 'Call', 'Log activity', and 'Create'. Below this, a dropdown menu shows 'Templates', 'Sequences', 'Documents', and 'Meetings'. The contact's profile card at the top features a circular profile picture, the name 'Emily Keefe', and the affiliation 'Xavier University', with an 'Actions' button below. The main content area is divided into two sections: 'About Emily Keefe' and 'Emily's Company'. The 'About' section shows 'Became a Lead Date' as '12/06/2016 9:27 AM EST' and includes buttons for 'View all properties' and 'View property history'. The 'Company' section features the Xavier University logo, name, and website URL 'http://xavier.edu', along with an 'Actions' button. On the right, a sidebar shows a calendar view for December with a meeting entry for Emily Keefe, and a chat window titled 'Chat about Sales platform' containing a call link, dial-in number, and PIN.

New note   Email   Call   + Log activity   Create

Templates   Sequences   Documents   Meetings

To Emily Keefe (ekeefe@hubspot.com)

From Lauren Pacifico (lpacifico@hubspot.com)

Subject Add a subject

Type something brilliant...

B I U   No font selected   Size

December

You have a meeting with Emily Keefe

**Chat about Sales platform**

View or join the call: <https://www.uberconference.com/lpac>  
Dial-in number: 401-283-6228  
PIN: 52890

Duration  
1 Hour

**About Emily Keefe**

Became a Lead Date  
12/06/2016 9:27 AM EST

View all properties   View property history

**Emily's Company**   Actions

Xavier University  
<http://xavier.edu>

Name  
Xavier University

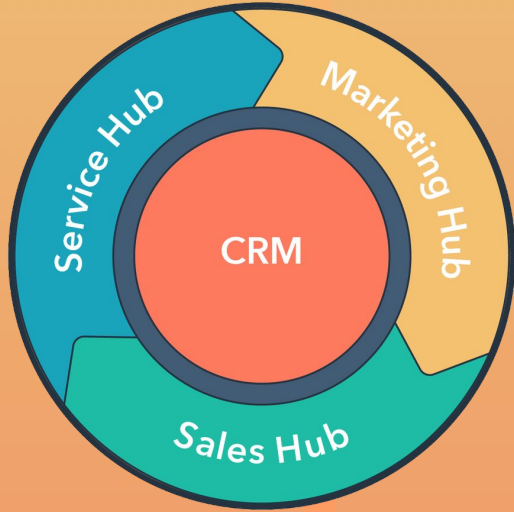
HubSpot CRM:

## 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.

The screenshot displays the HubSpot CRM interface for managing deals. The top navigation bar includes links for Sales, Dashboard, Productivity, Content, Social, Contacts, Reports, and a search bar. The main section is titled 'Deals' and features a 'Table' and 'Pipeline' view toggle, with 'Pipeline' selected. A search bar for deals is also present. On the left, a sidebar shows the 'Pipeline' set to 'Sales Pipeline' and the 'View' set to 'All Deals'. It indicates there are 84 deals and provides an 'Add Filter' button. The main area shows a Kanban-style pipeline with two columns: 'APPOINTMENT SET' (32 deals) and 'APPOINTMENT COMPLETED' (21 deals). Each column contains deal cards with details like deal name, value, and close date. The bottom of each column shows a total value: \$400 for the 'APPOINTMENT SET' column and \$800 for the 'APPOINTMENT COMPLETED' column.

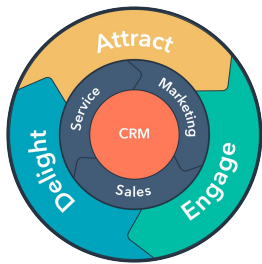
APPOINTMENT SET	APPOINTMENT COMPLETED
<b>\$100 Biglytics - New Deal</b> Close date: 10/25/16	<b>\$150 HubSpot - New Deal</b> Close date: 10/20/16
<b>\$200 Hub.IO - New Deal</b> Close date: 10/31/16	<b>\$250 BigDataX - New Deal</b> Close date: 10/31/16
<b>\$100 Change.ly - New Deal</b> Close date: 10/24/16	<b>\$100 Mauiventures - New Deal</b> Close date: 10/31/16
	<b>\$300 Traditionsoft - New Deal</b> Close date: 10/31/16
<b>Total: \$400</b>	<b>Total: \$800</b>



# 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

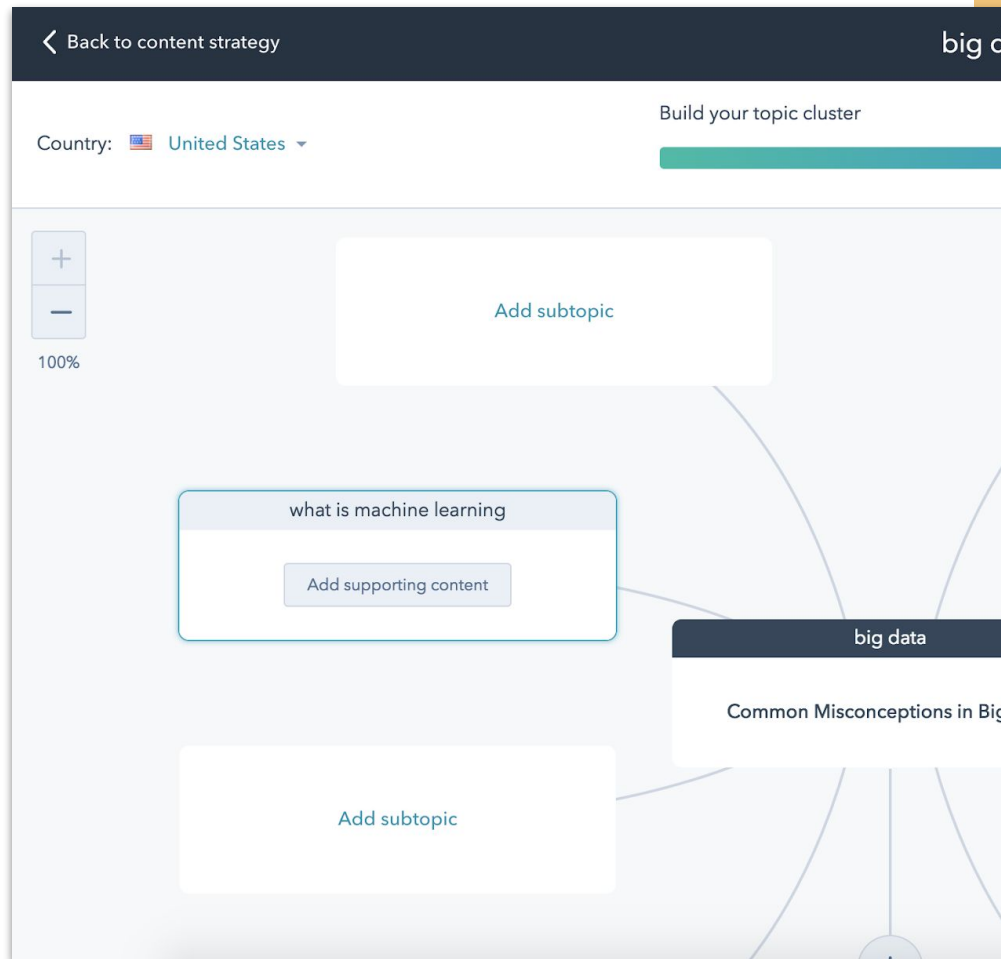
### Enterprise

*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.

The screenshot shows the HubSpot Blog Editor interface. On the right, there's a dark header with the 'BIGLYTICS' logo and 'Edit' and 'Settings' buttons. Below the header, the article title '5 Signs It's Time to...' is visible, along with the author 'Sally Smiles' and a date '7/8/16 9:'. The main content area shows the start of an article: 'The list post is one of the... web. It is composed of --... explanatory paragraphs a...'. Below this, another paragraph begins: 'Use your introduction as... will help them. Keep it lig... data that you can include... introduction, too.'

On the left, the 'Optimize' sidebar is open, featuring a close button (X) and three icons: an eye, a bar chart, and a cube. The sidebar contains the following information:

- Optimize**: Improve your content for better performance by following these suggestions.
- This blog post is about:** A dropdown menu with the placeholder text 'Add keywords...'.
- TO-DO**:
  - Content Body (511 Words)**:
    - There are 0 call-to-actions in the blog post. ⓘ
    - market research keyword not used. ⓘ
  - Your blog post includes 0 internal links.
    - Explore some internal links you might use in this blog post. ⓘ
  - Meta**:
    - There are 0 keywords in your URL. ⓘ
  - Title**:
    - Your title has no keywords. ⓘ

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.

[Back to all forms](#)

Webinar Sign Up

[Learn more](#)

FormOptions

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



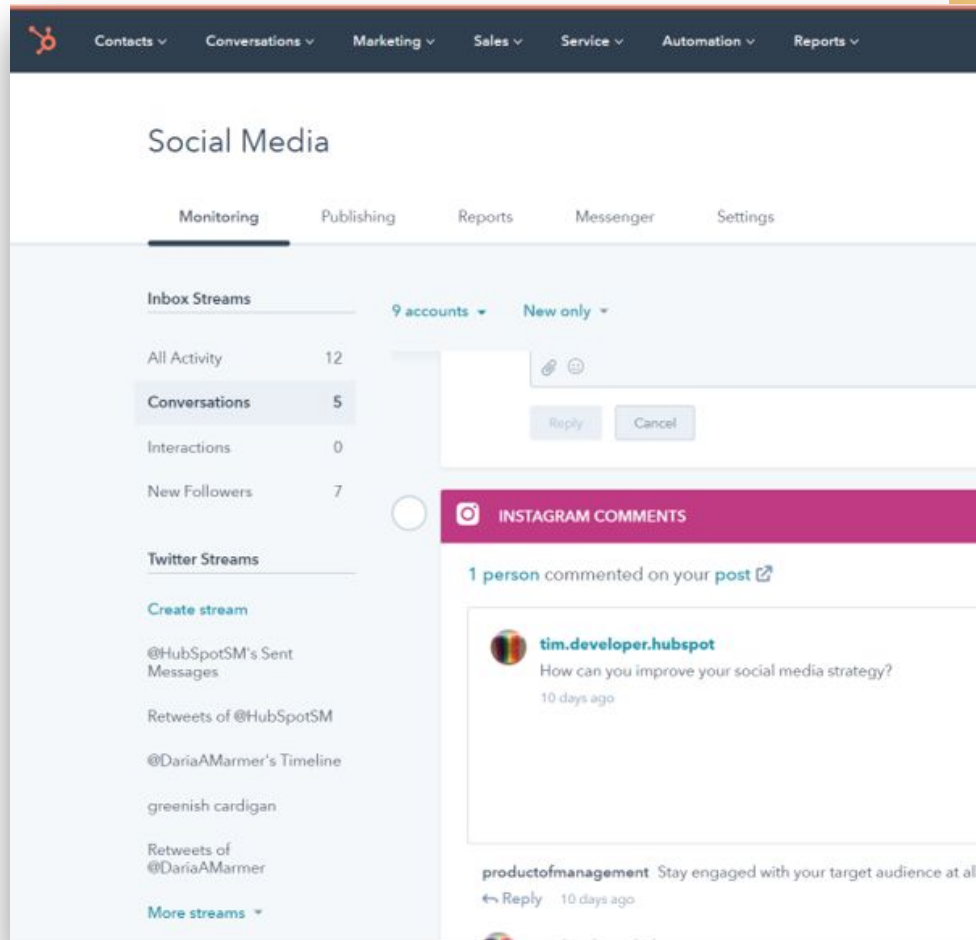
Marketing Hub Basic:

## 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.

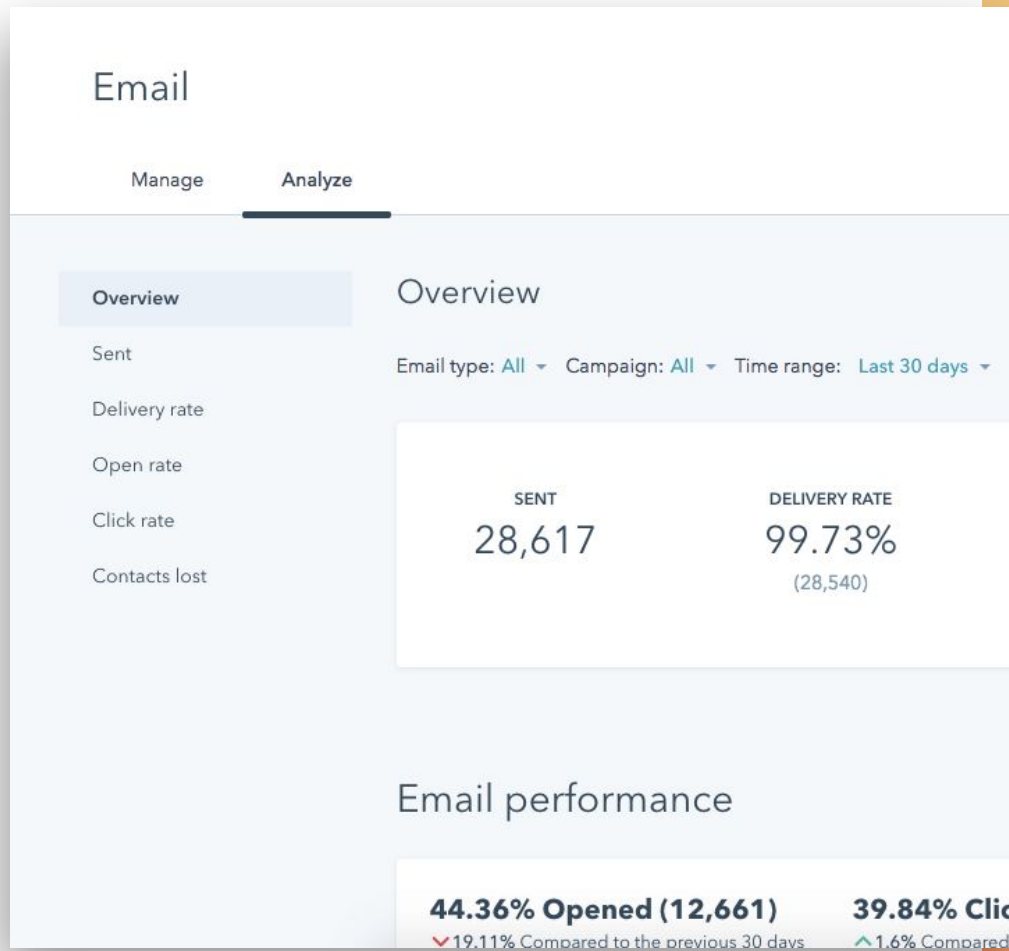




Marketing Hub Starter:

## 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.

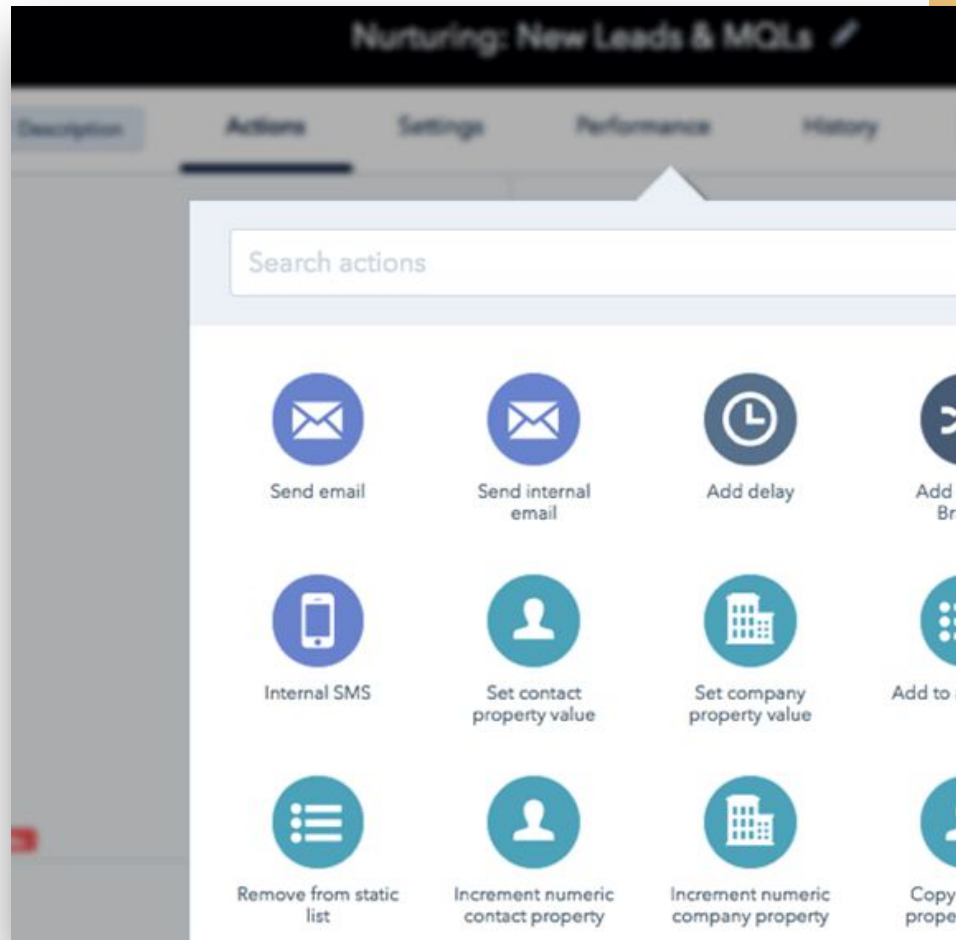




Marketing Hub Professional:

## 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.

A screenshot of the HubSpot Segmentation interface. At the top, there's a header bar with a "Back to lists" link, "Test contact" and "More" buttons, and a "Saved" button. Below this, the segment title is "Attended Webinar: How to Leverage Webinars to Fuel Your Marketing and Sales Engine - HubSpot Customers", followed by a gear icon and "132 contacts". A "Show more info" button is visible. The main area shows a list of criteria for the segment, connected by "and" logic. The criteria are: 1. "Contact has filled out Lead Form on Webinar Page." (with a checkbox icon), 2. "Contact has attended How to Leverage Webinars to Fuel Your Marketing and Sales Engine." (with a gear icon), and 3. "The contact property Lifecycle Stage is equal to Customer." (with a flag icon). Each criterion has an edit icon. At the bottom, there are "and..." and "or..." buttons to add more criteria.



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

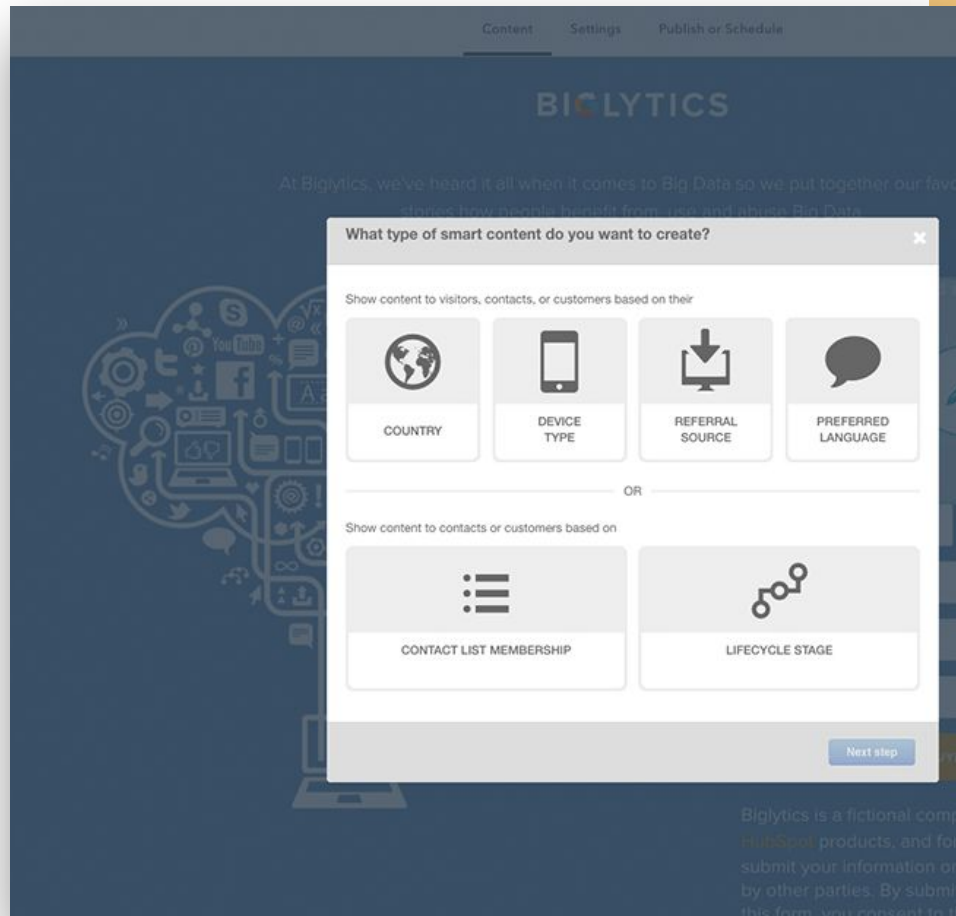




Marketing Hub Enterprise:

## 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.

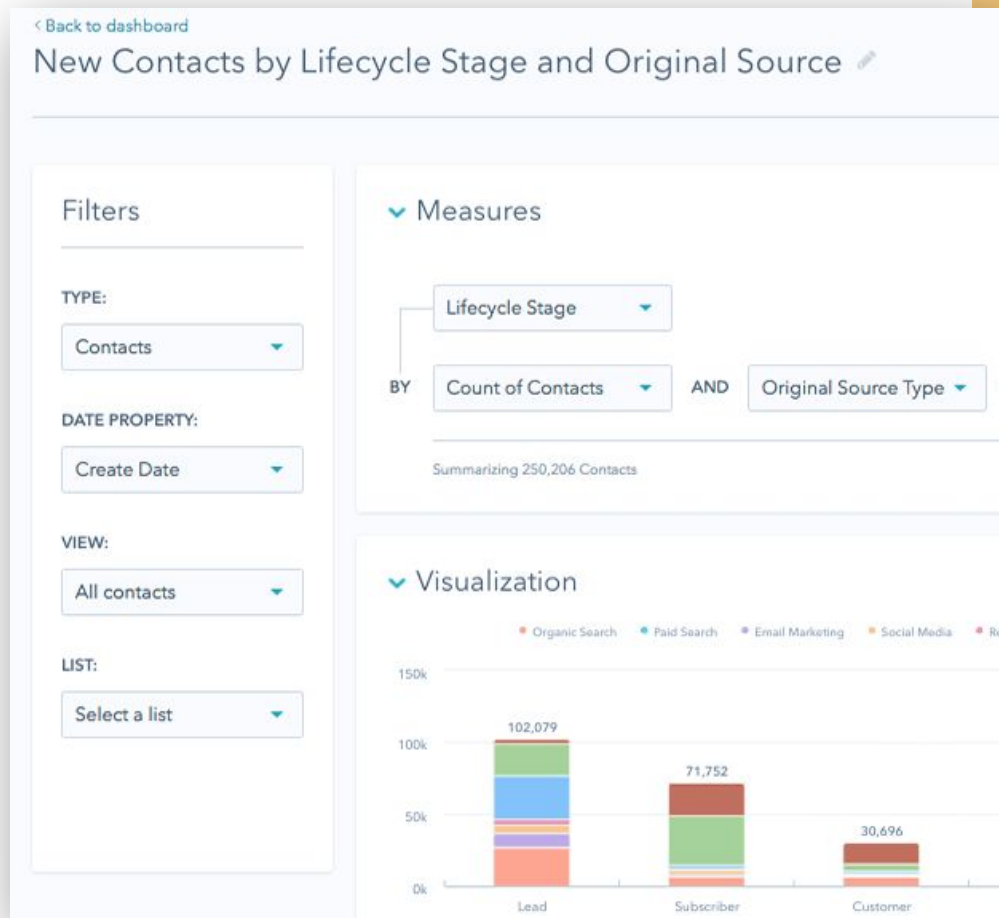
The image is a screenshot of a CRM interface. In the background, a contact profile for "Emily Keefe" from "Xavier University" is visible. It includes a profile picture, a name, a company, and a section titled "About Emily Keefe" which shows a "Became a Lead Date" of "12/06/2016 9:27 AM EST". There are also buttons for "View all properties" and "View properties". Below this is a section for "Emily's Company" showing the "Xavier University" logo and website "http://xavier.edu".  
Overlaid on the right side of the screen is a "Predictive Lead Scoring" modal. At the top, it has a green checkmark icon and the title "Predictive Lead Scoring". In the center, a large number "52" represents the lead score. Below the score, there are two sections: "Positive Factors" and "Negative Factors".  
Under "Positive Factors", there are two green boxes with white text: "Original Source Type is Social Media" and "Job Title is Data Scientist".  
Under "Negative Factors", there are two red boxes with white text: "Emails Opened is 1 - 3" and "Company Size is 1 - 10".  
At the bottom of the modal, there is a link that says "Learn more about your model".  
The top of the CRM interface shows navigation tabs: "New note", "Email", "Call", "Log activity", and "Create". Below these are dropdown menus for "Templates", "Sequences", "Documents", and "Meetings".



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.

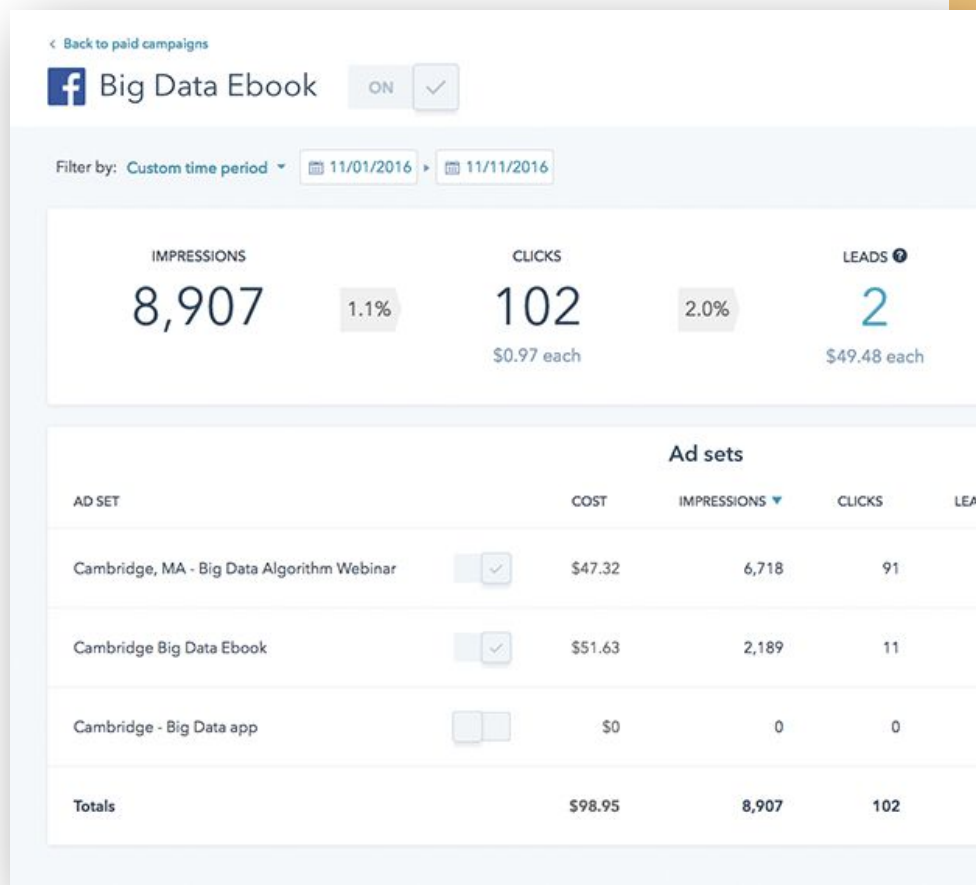




Add-On:

## 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.



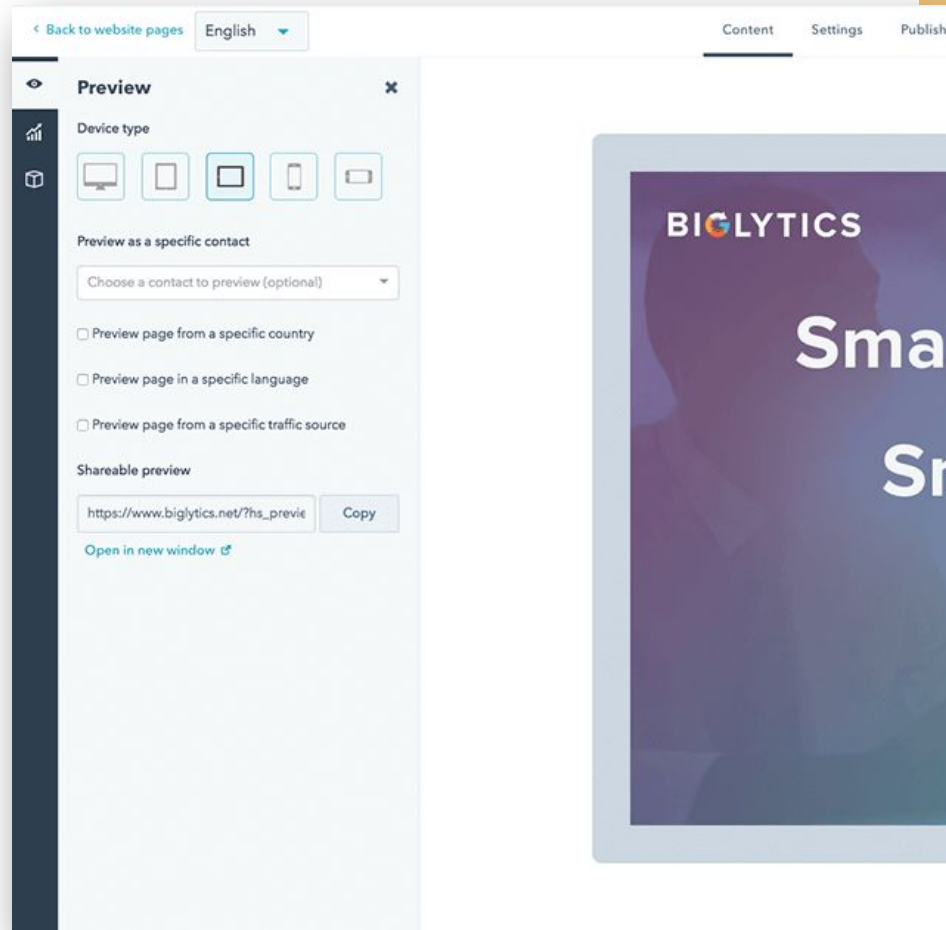


Add-On:

## 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.)

A screenshot of the HubSpot Marketing Hub interface. The top navigation bar includes icons for "New note", "Email", "Call", "Log activity", and a search icon. Below this, a dropdown menu shows "Templates", "Sequences", "Documents", and "Meetings". The main content area is divided into two columns. The left column displays the contact profile for "Emily Keefe" at "Xavier University", including a circular profile picture, an "Actions" button, and sections for "About Emily Keefe" (showing "Became a Lead Date" as "12/06/2016 9:27 AM EST") and "Emily's Company" (showing the Xavier University logo and website URL). The right column shows an email composition window with fields for "To" (Emily Keefe), "From" (Lauren Pacifico), and "Subject" (Add a subject). Below the email fields is a rich text editor with various formatting options. At the bottom right, a "December" calendar view shows a meeting with Emily Keefe, with a chat window titled "Chat about Sales platform" displaying a call link, dial-in number, and PIN.

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.

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 grid of integration cards. On the left, a sidebar titled "Filter integrations" includes 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 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.

HubSpot

Software ▾ Pricing Resources ▾ Partners ▾ About

### HubSpot Connect

Explore and find integrations with apps and web services you use every day.

Showing 1 - 15 of 16

Filter integrations

Search

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
- Video

For Developers

FEATURED

#### Slack

Slack is a digital workplace that connects you to the people and tools you work with everyday. Tools like HubSpot. Get HubSpot notifications, tasks, and slash commands within Slack with this integration.

FEATURED

#### Shopify for HubSpot

Now live, this HubSpot built Shopify integration for shared customers. With it you'll be able to sync products, customers, and orders and enable true inbound for ecomm.

CERTIFIED

#### Zapier

An integration platform that allows you to connect your HubSpot CRM and Marketing data to all the other tools your team uses automatically, eliminating manual effort and saving time.

CERTIFIED

#### SurveyMonkey

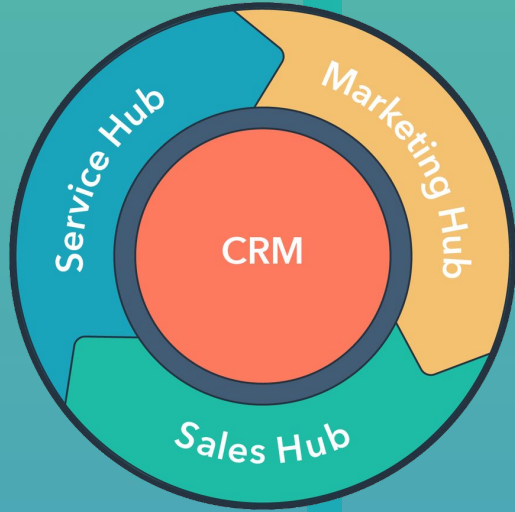
Gain actionable insights into your prospects, leads and customers with SurveyMonkey.

CERTIFIED

#### Salesforce

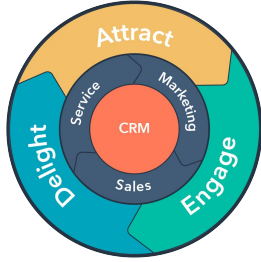
Sync HubSpot with Salesforce a fast, reliable, and powerful integration between your databases. No technical s required.





# 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:*

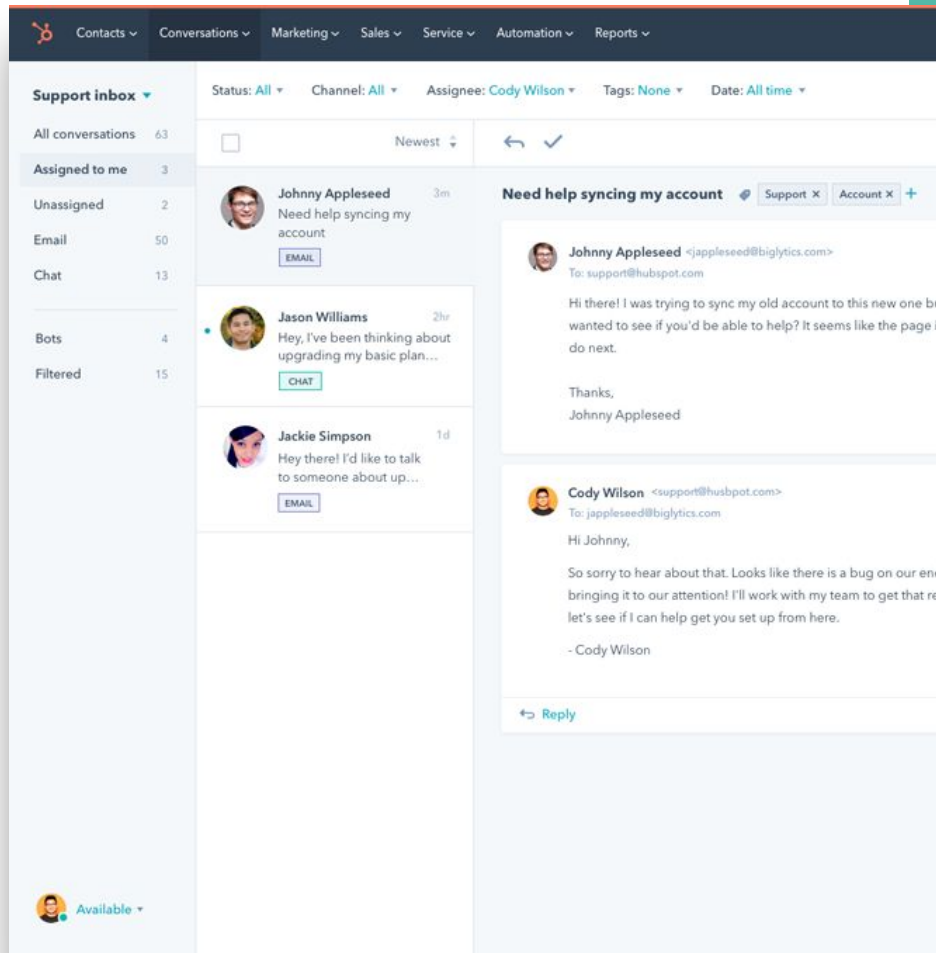
- Team Management
- Automation
- Predictive Lead Scoring
- Products & Quotes
- Smart Features
- Recommendations



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.





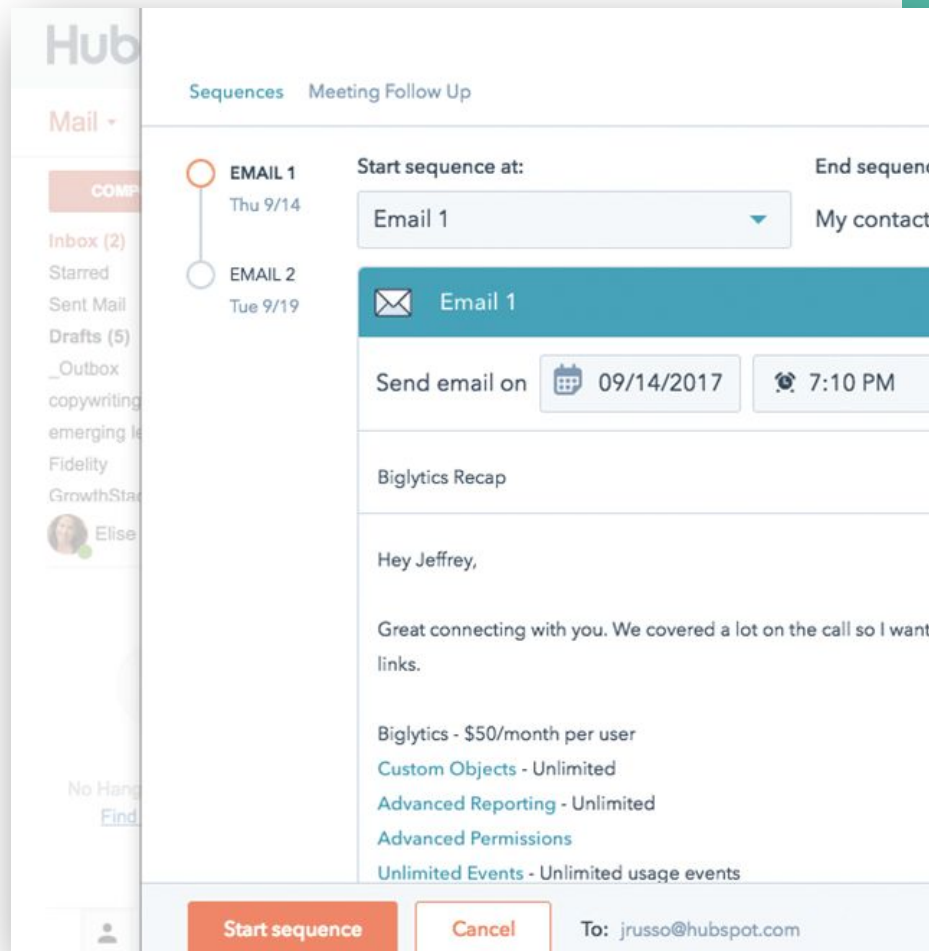
Sales Hub Starter:

## 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.

[← Back to documents](#)



### About HubSpot

SHARES

145

VISITORS

11

VIEWS

17

### Visitors

NAME



Joseph Cavallaro



Kristen Kelley



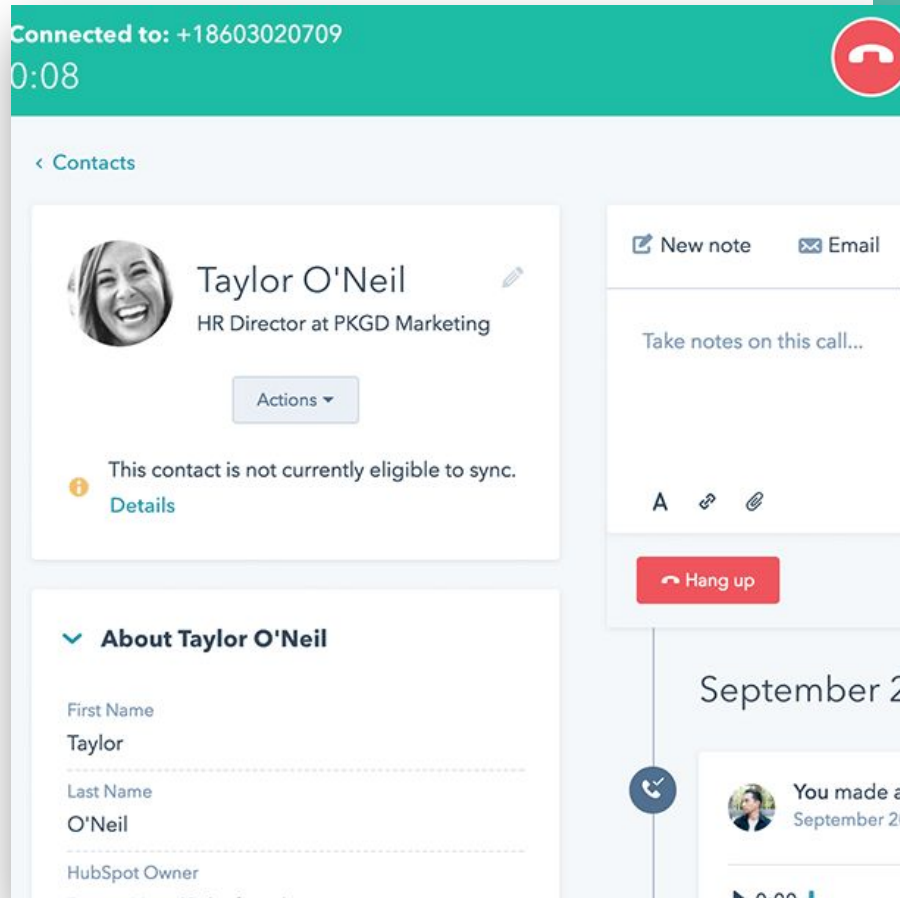
Julia McCarthy



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.



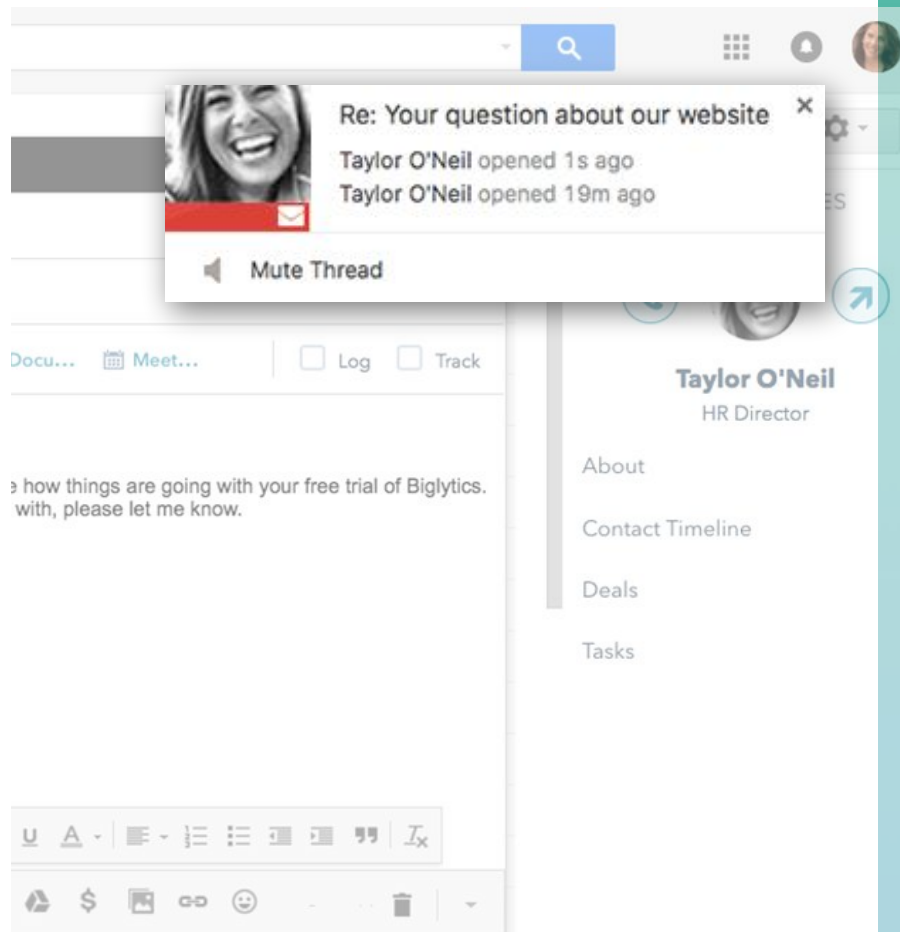


Sales Hub Starter:

## 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.

### 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



NAME



netBlazr



Boston University



Bicon, LLC



Massport



Brightcove



Suffolk University



Partners HealthCare



Massachusetts Convention C..



Motion Recruitment Partners..




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.

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 \*

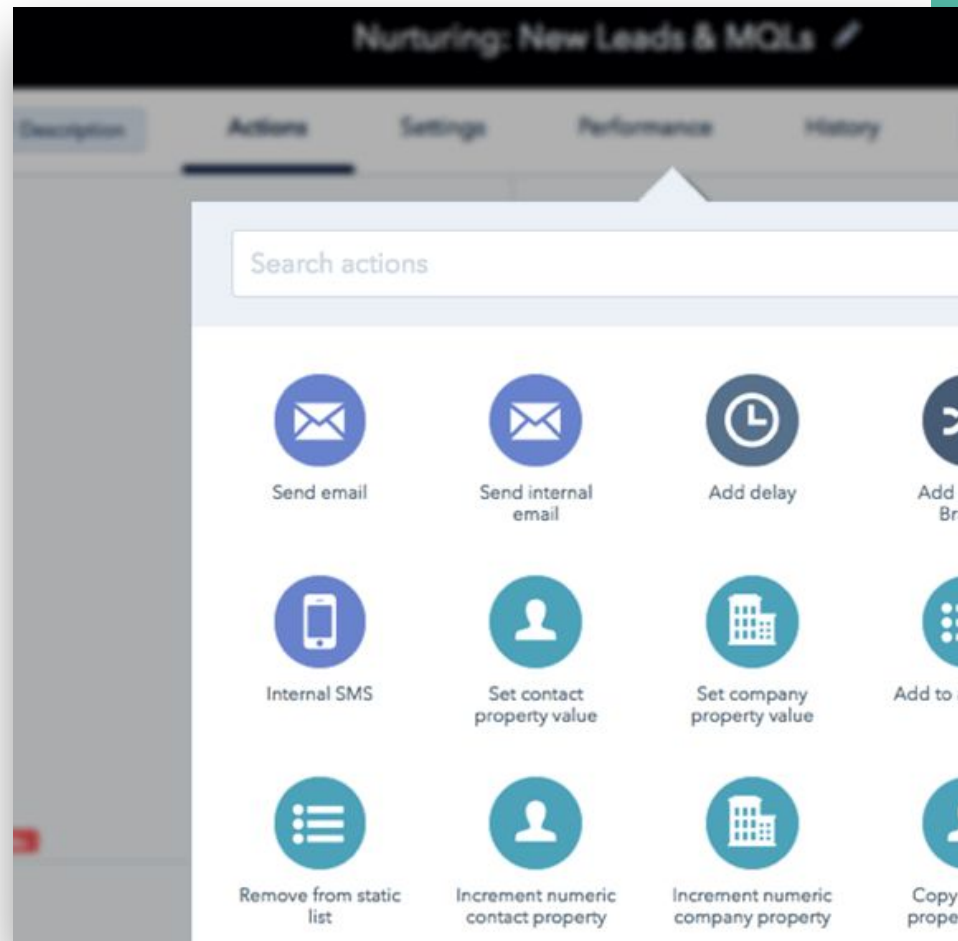
Company Name \*

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:

## 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.

A screenshot of the Salesforce Sales Hub Professional interface. The main contact card for Emily Keefe is visible, showing her profile picture, name, and affiliation with Xavier University. Below this, there are sections for "About Emily Keefe" and "Emily's Company". A modal window titled "Predictive Lead Scoring" is overlaid on the right side of the screen. This modal displays a large score of 52. It lists "Positive Factors" in green boxes: "Original Source Type is Social Media" and "Job Title is Data Scientist". It also lists "Negative Factors" in red boxes: "Emails Opened is 1 - 3" and "Company Size is 1 - 10". At the bottom of the modal, there is a link that says "Learn more about your model". The background interface includes navigation tabs like "New note", "Email", "Call", "Log activity", and "Create", as well as a sidebar with "Templates", "Sequences", "Documents", and "Meetings".

New note Email Call + Log activity Create

Templates Sequences Documents Meetings

**✓ Predictive Lead Scoring**

52

**Positive Factors**

- Original Source Type is Social Media
- Job Title is Data Scientist

**Negative Factors**

- Emails Opened is 1 - 3
- Company Size is 1 - 10

[Learn more about your model](#)

**Emily Keefe**  
Xavier University

Actions

**About Emily Keefe**

Became a Lead Date  
12/06/2016 9:27 AM EST

View all properties View properties

**Emily's Company**

Xavier University  
<http://xavier.edu>

Name  
Xavier University

Duration  
1 Hour



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.

A screenshot of the HubSpot interface showing a payment modal. The modal is white with a grey border and a close button in the top right corner. It features the HubSpot logo at the top, followed by the text "HubSpot". Below this, there are input fields for "Email", "Card number", "MM / YY", and "CVC". There is also a checkbox labeled "Remember me". At the bottom of the modal is a large blue button with the text "Pay \$2,280.00". The background shows a blurred view of the HubSpot interface, including the "Marketing Professional" header, "One Time Onboarding" section, and a "Purchase Terms" section at the bottom.

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.

Skip this co

Start: Email 1 ▾ Send follow-ups between: Time settings ▾ 🌐 GMT-04:00 ☐ Enable threading

### Low personalization

[Learn more](#)

Your email is only slightly personalized. Try tailoring your email more to your recipient to improve your chance of a reply.

#### Mention a technology used by Amazon

[Amazon Simple Email Service](#)[Amazon Associates](#)

[Omniure \(Adobe Analytics\)](#)[Show more](#)

#### More tips

Effective sales emails don't just happen. Read more about the science behind our recommendations.

[View links](#)

### Low personalization

amazon and show you what

Enroll Pam



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.

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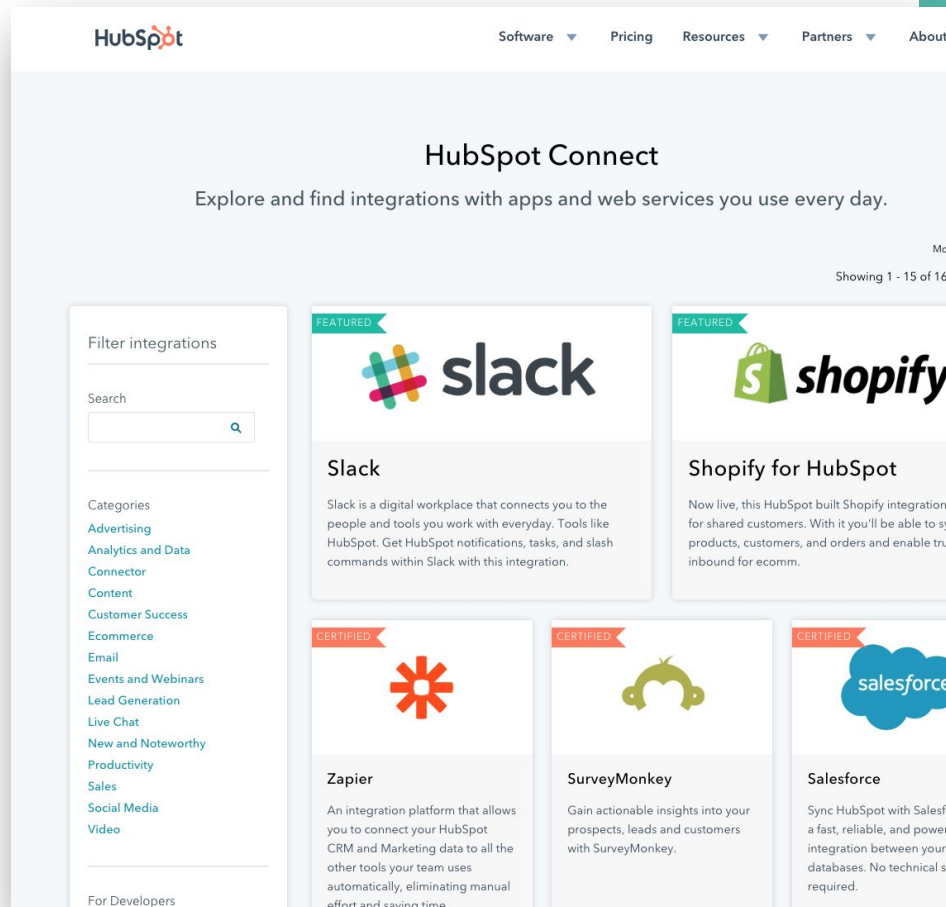
A screenshot of the HubSpot Sales Hub interface. The top navigation bar includes icons for "New note", "Email", "Call", "Log activity", and a search icon. Below this, a dropdown menu shows "Templates", "Sequences", "Documents", and "Meetings". The main content area is divided into two columns. The left column displays the contact profile for "Emily Keefe" at "Xavier University", including a circular profile picture, a name, company, and an "Actions" button. Below this is a section titled "About Emily Keefe" with a "Became a Lead Date" of "12/06/2016 9:27 AM EST" and two buttons: "View all properties" and "View property history". The bottom section is titled "Emily's Company" and features the Xavier University logo, name, and website URL "http://xavier.edu", along with another "Actions" button. The right column shows an email composition area with fields for "To" (Emily Keefe), "From" (Lauren Pacifico), and "Subject" (Add a subject). Below the email fields is a rich text editor with various formatting options. At the bottom of the right column, a "December" calendar view shows a meeting reminder for "You have a meeting with Emily Keefe". Below the calendar is a "Chat about Sales platform" section with a link to "https://www.uberconference.com/", a dial-in number "401-283-6228", a PIN "52890", and a duration of "1 Hour".

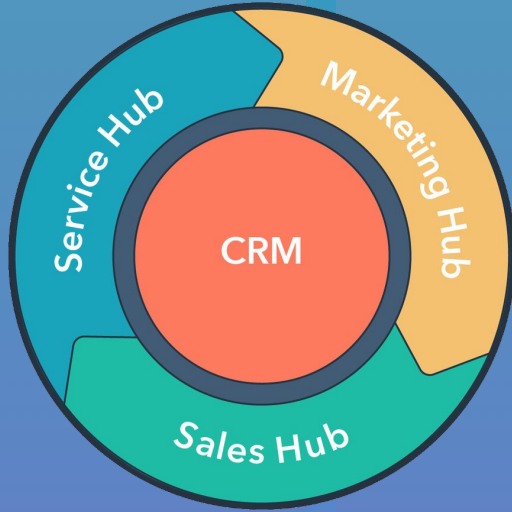


Sales Hub:

## 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.

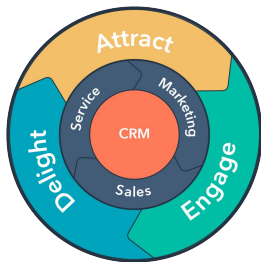




# Service Hub







# Service Hub

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

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## Professional

Conversations & Live Chat

Tickets

Knowledgebase

Templates, Sequences & Snippets

Documents, Meetings & Calling

Bots & Automation

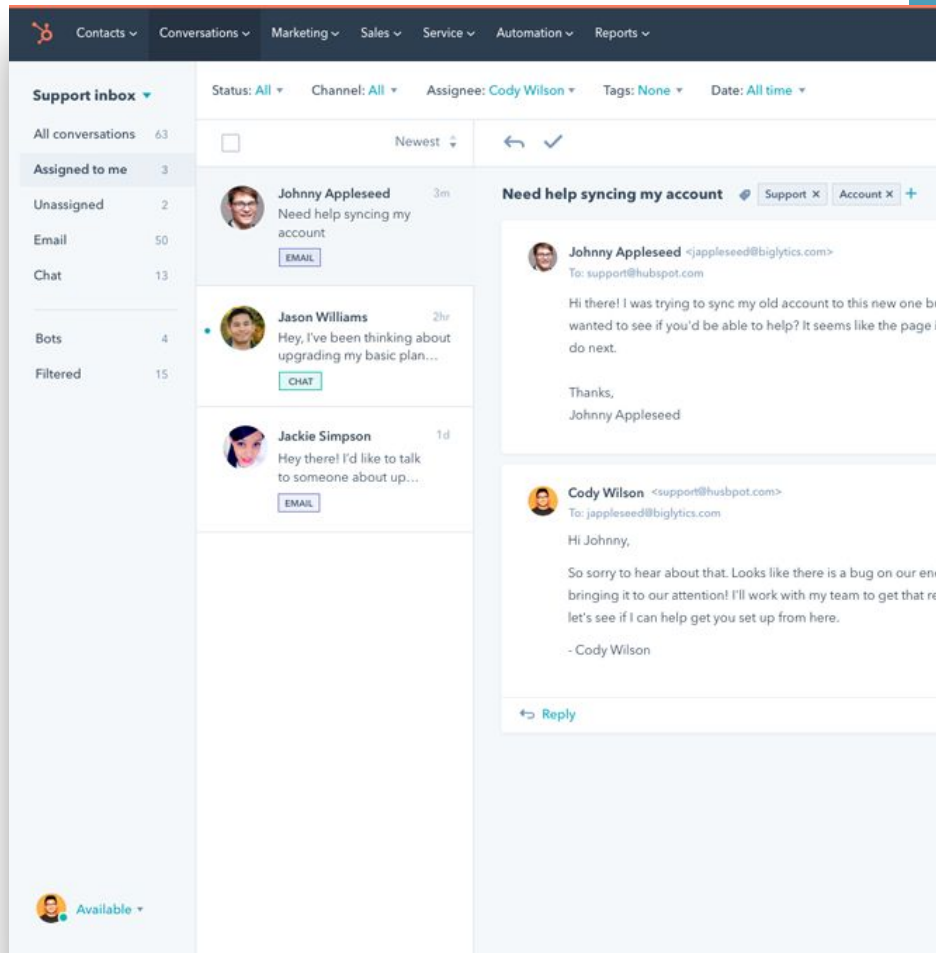
Feedback & Reporting



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.

A screenshot of the Trew Marketing Service Hub Professional interface, specifically the Tickets section. The top navigation bar is dark blue with white text for various modules: Contacts, Conversations, Marketing, Sales, Service, Automation, and Dashboards. The main header area shows "Tickets" with a dropdown arrow and tabs for "Table" and "Board". The left sidebar contains a section for "All tickets" with a "Pipeline" dropdown set to "Ticket Pipeline" and a "+Add filter" button. The main content area is a Kanban board with three columns: "NEW" (9 tickets), "WAITING ON CONTACT" (3 tickets), and "WAITING ON US" (3 tickets). Each column contains several ticket cards with titles, durations, and priority indicators (Low, High).

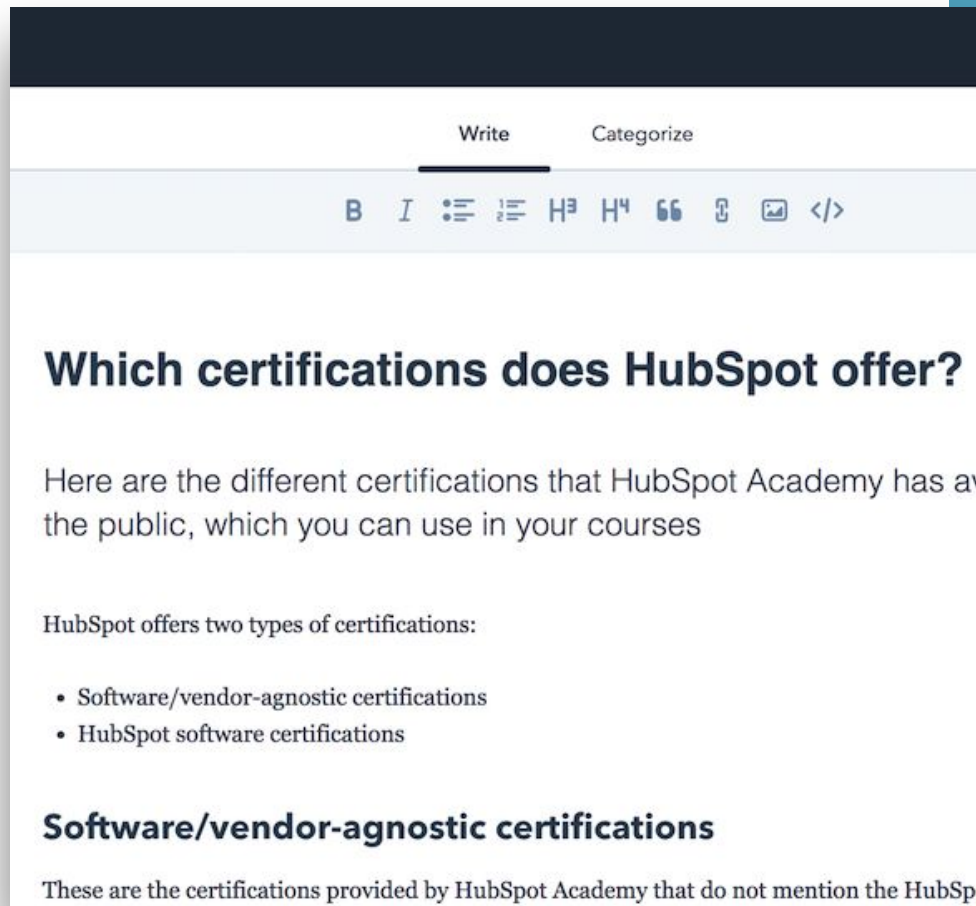
NEW	WAITING ON CONTACT	WAITING ON US
<p>test Open for 2 days ● Low</p>	<p>Help adding a user Open for 18 days ● High</p>	<p>Trouble logging in Open for 23 days ● Low</p>
<p>Error Message Open for 18 days ● High</p>	<p>Export doesn't contain the right fields Open for 22 days ● Low</p>	<p>Credit card issue Open for 23 days ● High</p>
<p>Extension of free trial? Open for 18 days ● Low</p>	<p>Recover deleted folder Open for 22 days ● Low</p>	<p>Storage question Open for 25 days ● Low</p>
<p>Free trial? Open for 21 days ● High</p>		
<p>Can't log in Open for 22 days ● High</p>		
<p>Lost item Open for 22 days ● High</p>		
<p>Trouble sharing files Open for 22 days ● High</p>		

Service Hub Professional:

## Knowledgebase

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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.



# TREW

MARKETING

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.

The screenshot displays the HubSpot 'Sequences' interface. On the left, a sidebar shows a list of email templates: 'Inbox (2)', 'Starred', 'Sent Mail', 'Drafts (5)', and several others including '\_Outbox', 'copywriting', 'emerging le', 'Fidelity', 'GrowthSta', and a contact named 'Elise'. The main area is titled 'Sequences' and 'Meeting Follow Up'. It shows a sequence with two emails: 'EMAIL 1' (Thu 9/14) and 'EMAIL 2' (Tue 9/19). The 'Start sequence at:' dropdown is set to 'Email 1'. The 'Send email on' date is '09/14/2017' at '7:10 PM'. The sequence content includes a 'Biglytics Recap' and a personalized message to 'Hey Jeffrey,'. The message body lists several features: '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 email address 'To: jrusso@hubspot.com' is visible.



Service Hub Professional:

## Documents

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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

145

VISITORS

11

VIEWS

17

### Visitors

NAME



Joseph Cavallaro



Kristen Kelley



Julia McCarthy




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.

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) \*



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.

The screenshot displays a user interface for a calling application. At the top, a teal header bar shows "Connected to: +18603020709" and a timer at "0:08", accompanied by a red circular button with a white phone handset icon. Below the header, a "Contacts" section features a profile card for Taylor O'Neil, HR Director at PKGD Marketing. The card includes a profile picture, a name, a title, and an "Actions" dropdown menu. A warning message states, "This contact is not currently eligible to sync," with a "Details" link. To the right of the profile card are buttons for "New note" and "Email". Below these is a text input field labeled "Take notes on this call...". Further down are icons for text (A), link, and attachment, followed by a red "Hang up" button. The bottom section, titled "About Taylor O'Neil", contains a form with fields for "First Name" (Taylor), "Last Name" (O'Neil), and "HubSpot Owner". On the far right, a vertical timeline shows a date "September 2" and a notification bubble stating "You made a" followed by "September 2". At the bottom right, a small video player shows a person's face and a "0:00" duration.

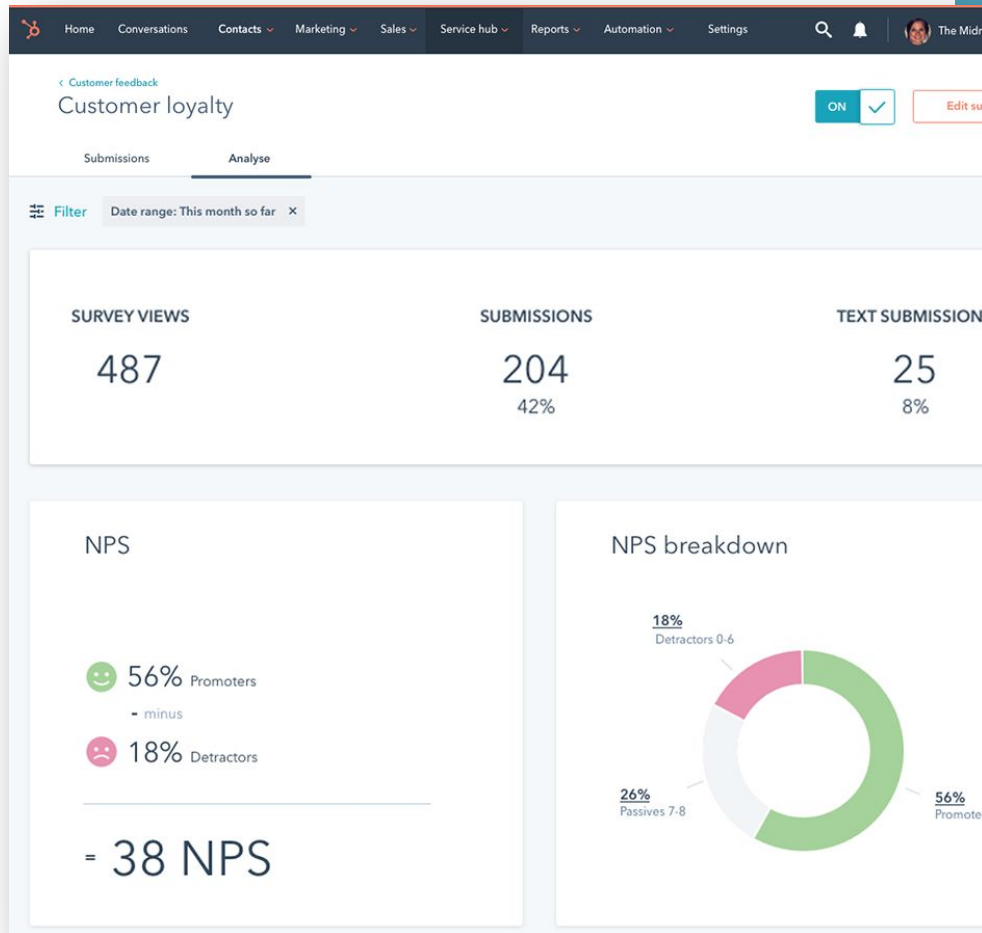




Service Hub Professional:

## 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.

The screenshot displays the Trew Marketing Helpdesk Automation interface. The top navigation bar includes 'Marketing', 'Sales', 'Service', and 'Automation'. The main header is 'Helpdesk Automation'. Below this, there are tabs for 'Actions', 'Settings', and 'Performance'. The 'Actions' tab is active, showing a workflow diagram. The workflow starts with an 'Enrollment triggers' box: 'Contact has filled out Event de-registration [SAVE]'. This is followed by a 'Create a ticket' box: '"Contact registration help form" and assign to Marcus Andrews'. The workflow ends with a checkered flag icon. To the right of the workflow is a 'Create a ticket' configuration panel. This panel has a teal header with a back arrow and a close button. It contains the following fields: 'Assign ticket to' (radio buttons for 'Contact's existing' and 'Specify a HubSpot owner', with 'Specify a HubSpot owner' selected and a dropdown for 'Marcus Andrews'); 'Ticket Pipeline' (dropdown for 'Support Pipeline'); 'Ticket Status' (dropdown for 'Waiting on us'); 'Ticket name' (text input with 'Contact registration help form' and an 'Insert contact token' button); 'Source' (dropdown for 'Form' with a trash icon); 'Ticket description' (text input with 'Help register these people as they come in.' and an 'Insert contact token' button and a trash icon). At the bottom of the panel are buttons for 'Set another ticket property', 'Save', and 'Cancel'.



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. At the top, there are navigation tabs: "New note", "Email", "Call", "Log activity", and a "More" icon. Below these are sections for "Templates", "Sequences", "Documents", and "Meetings". The main content area shows a contact profile for "Emily Keefe" at "Xavier University". The profile includes a circular profile picture, a name, a company, and an "Actions" button. Below the profile is a section titled "About Emily Keefe" with a "Became a Lead Date" of "12/06/2016 9:27 AM EST" and two buttons: "View all properties" and "View property history". Another section titled "Emily's Company" shows the "Xavier University" logo and name, along with the URL "http://xavier.edu" and an "Actions" button. On the right side, there is a "December" calendar view showing a meeting with Emily Keefe. Below the calendar is a "Chat about Sales platform" section with a link to "https://www.uberconference.com/", a "Dial-in number: 401-283-6228", a "PIN: 52890", and a "Duration" of "1 Hour".

Service 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, there's a grid of integration cards. On the left, a sidebar titled "Filter integrations" contains 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 grid features cards for Slack (labeled "FEATURED"), Shopify (labeled "FEATURED"), Zapier (labeled "CERTIFIED"), SurveyMonkey (labeled "CERTIFIED"), and Salesforce (labeled "CERTIFIED"). Each card includes the app's logo, name, and a brief description of the integration.

HubSpot

Software ▾ Pricing Resources ▾ Partners ▾ About

### HubSpot Connect

Explore and find integrations with apps and web services you use every day.

Showing 1 - 15 of 16

Filter integrations

Search

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
- Video

For Developers

**FEATURED**

#### Slack

Slack is a digital workplace that connects you to the people and tools you work with everyday. Tools like HubSpot. Get HubSpot notifications, tasks, and slash commands within Slack with this integration.

**FEATURED**

#### Shopify for HubSpot

Now live, this HubSpot built Shopify integration for shared customers. With it you'll be able to sync products, customers, and orders and enable true inbound for ecomm.

**CERTIFIED**

#### Zapier

An integration platform that allows you to connect your HubSpot CRM and Marketing data to all the other tools your team uses automatically, eliminating manual effort and saving time.

**CERTIFIED**

#### SurveyMonkey

Gain actionable insights into your prospects, leads and customers with SurveyMonkey.

**CERTIFIED**

#### Salesforce

Sync HubSpot with Salesforce a fast, reliable, and powerful integration between your databases. No technical s required.

# 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

# What Others Are Saying About HubSpot



#1 in Marketing Automation  
(Summer 2016 Report)

#1 Web Content  
Management Software  
(2017)

Top Marketing Automation  
Platform (2016)



#1 in Marketing Automation  
(October 2016)

GetApp #1 in Content  
Marketing  
(October 2016)

**More people use HubSpot than any other marketing platform.**

# The All-in-One Marketing Software for Your Entire Team

## BLOGGING

Publish relevant, engaging, conversion-optimized content with tools that speed up creation, keep formatting consistent, and make it easy to optimize for search.

## LANDING PAGES

Launch landing pages that look perfect across devices, add forms optimized for completion in one click, and automatically change content based on who's viewing your page.

## EMAIL

Create stunning email templates, automatically personalize subject lines and content for each recipient, and run A/B tests to improve open rates and click-throughs.

## MARKETING AUTOMATION

Let your leads find their own path to purchase to close more deals. With marketing automation, you can use each lead's behavior to tailor emails, content, offers, and outreach at scale.

## CRM

Access each contact's information and see every interaction you've already had. Use this data to create hyper-targeted campaigns that close more deals.

## ANALYTICS

Gain insight into your entire funnel to see which marketing assets are working the hardest, and to show how marketing impacts the bottom line.

## WEBSITE

Drag and drop your way to a responsive, SEO-friendly, and fully integrated website. Save your best designs as templates to launch pages even faster.

## SOCIAL MEDIA

Monitor brand mentions and relevant conversations, track engagements automatically, and schedule your socials posts to be published when the right people will see them.

## SEO

Find high-traffic keywords, then optimize your blog posts, landing pages, and website with as-you-type SEO suggestions, and measure your impact with integrated tracking.

## CALLS-TO-ACTION

Design CTAs visitors can't help but click, know who clicks which CTAs, and measure performance to optimize click-through rates over time.

## ADS

Track the ROI of your Facebook, AdWords, and LinkedIn advertising with precision and accuracy, and stop struggling to justify your paid ad spend.

## SALESFORCE INTEGRATION

Bi-directional sync with Salesforce means a record of every email open, CTA click, and form submission is at your fingertips. Use this data to score leads and create segmented lists.



# The All-in-One Sales Platform Your Team Will Actually Use

## EMAIL SEQUENCES

Put prospecting on autopilot to keep them from slipping through the cracks and to free up more time to close warm leads.

## EMAIL TEMPLATES

Turn your most effective and repetitive sales emails into templates you can access inside your inbox and share with your team.

## EMAIL TRACKING

Know the second a lead opens an email, clicks a link, or downloads an attachment – then send a perfectly timed follow-up.

## EMAIL SCHEDULING

Schedule emails to send at times your leads will actually read them.

## PROSPECTS

Know which companies are visiting your website and which pages they spend time on.

## DOCUMENTS

Optimize your documents and personalize your pitch by seeing who views each document and which pages they spend time on.

## MEETINGS

Share a link that gives leads the power to choose a time that works for everyone. Works with Google Calendar, Outlook Calendar, and HubSpot CRM.

## PIPELINE MANAGEMENT

Deal boards to manage pipeline, as well as sort deals won and lost, appointments scheduled, and contracts sent.

## CALLING

Queue up a list of sales calls, make them from inside your browser, log calls to your CRM automatically, and record calls with a single click.

# Results

## TREW and HubSpot is where all of your marketing and sales comes together.

Here's how TREW and HubSpot will help your team grow traffic, convert leads, increase sales and track your entire funnel in one place.

1. **Build and modify your website without IT**
2. **Convert more visitors into qualified leads**
3. **Turn leads into customers with less effort**
4. **Track customers and report your impact on the bottom line**
5. **Increase productivity of sales by automating manual tasks**
6. **Manage sales pipeline in a CRM that sales reps actually want to use**

## The ROI Companies See From HubSpot

With inbound marketing and HubSpot organizations increase lead generation, reduce costs, and grow new markets. Based on data from HubSpot, companies can expect the following results within one year:

- **3.3X increase in website visitors**
- **3.5X increase in leads**
- **2X increase in new business close rate**
- **79% of respondents saw an increase in sales revenue**