HubSpot AI
2024 Roadmap

Marketing Hub™

Sales Hub™

Service Hub™

CMS Hub™
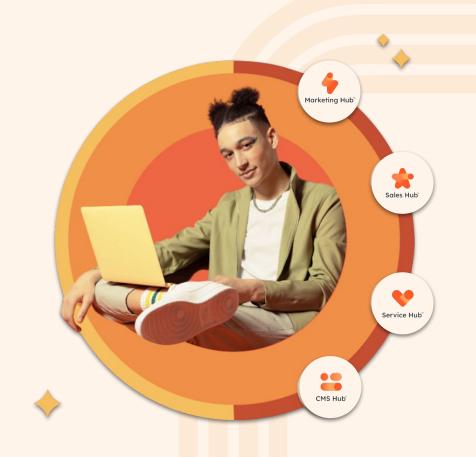
HubSpot

A Note Regarding Forward-Looking Statements

This presentation includes statements regarding planned or future development efforts for our existing or new products or services. These statements are not intended to be a promise or guarantee of future availability of products, services, or features but merely reflect our current plans based on factors currently known to us. They also are not intended to indicate when or how particular features will be offered or at what service tier(s) or price. These planned and future development efforts may change without notice. Purchasing decisions should not be made based on reliance on these statements.

These statements are being made as of today 04/26/24 and we assume no obligation to update these forward-looking statements to reflect events that occur or circumstances that exist or change after the date on which they were made. If this presentation is viewed after this date, these statements may no longer contain current or accurate information.

HubSpot

HubSpot's Product Development Philosophy

Hubspot's ambition is to be the #1 Customer Platform that helps your business connect and grow better. To achieve this goal, we have identified and oriented around core customer "Use Cases". For each Product Line, we've identified the key ways that customers get value out of the Product. Clearly identifying and elevating Use Cases ensures that our investments in the product are aligned to deliver even more value to customers.

For example, we know customers come to Marketing Hub to (1) generate leads and (2) automate marketing. All of the Marketing Hub Product teams are aligned to these use cases and are able to connect their product development work back to this value proposition. While individual features may evolve over time, these core Use Cases are the constant north star at the heart of our Product offerings. Orienting around use cases puts the customer at the center of everything we do in Product.

Dharmesh Shah
Chief Technical Officer

HubSpot

HubSpot Use Case Framework

Marketing Hub®

Generate leads

Automate marketing

Sales Hub®

Build pipeline

Close deals

Service Hub®

Scale support

Drive retention

Content Hub™

Create content

Manage content

Operations Hub®

Manage data

Activate data

Commerce Hub™

Collect payments and subscriptions

Automate billing and invoicing

Smart CRM

Unify customer profiles

Unify teams

Unify tech stack

Marketplace

Find integrations, templates, & services

Academy

Learn new skills, gain credentials

Network

Join our community, grow your craft

HubSpot AI in 2024

1 **Increase AI-powered efficiency across your business**
HubSpot AI helps businesses eliminate repetitive tasks that once took time, money, and deep expertise. Marketers, sellers, and service reps can now generate content in seconds and automate tasks to unlock time and boost productivity.

2 **Drive effectiveness using AI for better business outcomes**
AI will not only improve your company's efficiency, but more importantly, its effectiveness. HubSpot AI unlocks intelligent insights that take your information from accessible to actionable, creating more opportunities to drive marketing conversions, sales wins, and customer satisfaction.

3 **Work smarter with AI-powered tools embedded across all hubs**
HubSpot AI tools are embedded right where you need them on our customer platform. These powerful tools leverage your Smart CRM data across your business to unify your front office and tailor AI capabilities to your needs.

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HubSpot AI

Product Roadmap

Currently in Development

AI Chatbot

Deploy an AI-powered chatbot on your website to automatically answer customer inquiries and deflect cases.

Content Remix

Create new content with the click of a button by taking your best performing content and turning it into new blog posts, social posts, audio files, images, and more.

Brand Voice

Define your brand voice and create consistently on-brand content that instills trust with your audience.

ChatSpot In-App

Interact with your HubSpot platform in natural language using ChatGPT and your data.

AI-Powered Guided Prospecting

Prospect smarter with AI-powered guided actions, proactive insights and meeting summaries.

AI-Powered Guided Selling

Sell smarter with predictive deal scoring, proactive deal recommendations, suggested activities, automated follow-ups and meeting summaries.

AI Generated Podcasting

Repurpose written content into engaging podcasts that cater to your content.

AI-Assisted Reporting

Leverage the power of AI to help create, interpret and action reports within HubSpot.

Being Planned

AI Social Agent

Analyze your post performance data, suggest tailored content, and streamline social media management with AI for better engagement and lead generation.

AI Messaging Insights Agent

Scale your messaging efforts with automated analysis, deliverability guidance, and content optimization across your entire portfolio of emails

Prospecting Agent

Automate time-consuming prospecting activities, including enrolling leads in sequences and assisting with qualification.

Service Insights

Analyze your customer tone and sentiment to auto-categorize tickets and drive CSAT.

AI Voicebots

Manage incoming calls and answer repetitive questions with AI-powered voice bots that utilize your knowledge base.

AI Generated Video

Create videos that boost your content marketing effectiveness across social, web, and more.

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AI Product Recap

Marketing Hub	Sales Hub	Service Hub	Content Hub	Operations Hub
Content Assistant across landing pages, social, marketing email, CTAs, SMS **Image Generation** **AI Email Subject Line Generator** **Social Post Captions & Blog Summaries into Social**	**Assistant for Sales Email Generation** **Predictive Lead Scoring** **AI Forecasting** **Conversation Intelligence**	**Content Assistant in Inbox** **AI Call and Conversation Summaries**	**AI Website Builder** **Content Assistant for Pages and Blog** **Image Generation** **Meta description Generator** **Title Generator** **Blog Generator**	**AI Powered Formatting Recommendations** **Duplicate Management** **Anomaly Detection** **Gen AI Formulas in Datasets**

Workflow descriptions | AI-assisted report creation & descriptions | ChatSpot | AI-Powered In-App Help | AI Microapps

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