

2014

YEAR *in* REVIEW

EXCLUSIVE. Inside the IPO

SPOTLIGHT ON CUSTOMER GROWTH

Welcome to Sydney, HubSpot

INTRODUCING THE HUBSPOT SALES PLATFORM

READY. SET. GROW!

Looking Back at HubSpot's Best Year Yet

PLUS BEHIND THE SCENES AT INBOUND 2014

HubSpot

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snapping a photo
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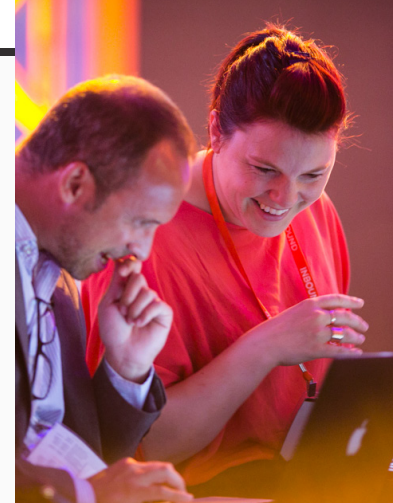
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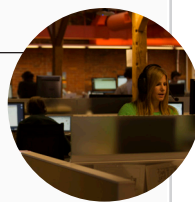
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FROM THE EDITOR: BRIAN HALLIGAN

Eight years ago, HubSpot was started with one simple goal: make it easier to get going with inbound, so businesses could get growing. One phone number to call, one password to remember, one platform to learn. One integrated system, designed from the ground up to transform how organizations market and sell.

But, when we started HubSpot in a tiny one-room office a block from the MIT campus, we didn't know the magnitude of what we were starting. We thought we were starting a software company. We were wrong. We had not just started a software company, we had sparked an entire movement.

This year that movement has grown to reach over 13,500 HubSpot customers in more than 90 countries around the world. More than 10,000 of our closest friends joined us in Boston for the INBOUND conference while our HubSpot team grew to 785 employees. We took the movement 'down under,' opening our third office globally in Sydney, Australia. And, we were proud to expand further into sales with Sidekick and a free CRM. Inbound isn't just a way of thinking about marketing, it's a way of doing business.

After years of dedication, hard work, and overwhelming support from our customers, we were able to make our initial public offering and take HubSpot public on October 9th, 2014. It was a milestone that we've been looking



Romeo, Brian
Halligan's dog,
is a fixture around
the office, at
INBOUND, and
on earnings calls

forward to for some time and none of it could have happened without our incredible customers, marketing agency partners, and millions of fans who have supported our mission to make the world inbound. We couldn't be more grateful.

But, while it was nice to glance back and appreciate all that we've accomplished, our eyes are set firmly on what's ahead. We are still in the early innings of what the inbound movement can and will become, and we've built a company and a community that is ambitious, crazy, and talented enough to transform how the world's organizations market and sell.

It takes years of hard work to get to the starting line and we wouldn't be here today without the support of our customers, partners, and employees. Thank you for making 2014 a banner year. We can't wait to work with you for years to come.

BRIAN HALLIGAN
Co-founder & CEO, HubSpot

MILESTONES

For HubSpot, 2014 was full of new endeavours, hard work, and celebration. Our customers' growth fueled the inbound movement, now reaching more businesses, countries, and people than ever before. Here's a snapshot of some of our proudest moments from 2014.

\$115.9M

Total Revenue

We increased annual revenue by 49% in 2014 thanks to the success of our customers, partners, and community.

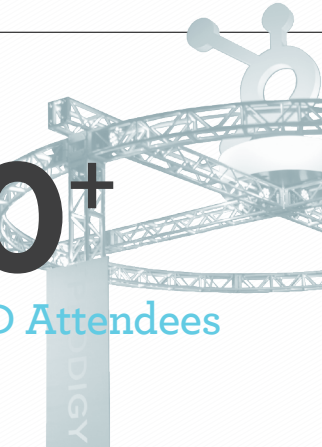
We opened a brand new office in

SYDNEY AUSTRALIA



10,000+

Registered INBOUND Attendees



Total Customers

13,607

Customers are at the core of the inbound movement and we're proud to say that we now have an even larger customer base around the world that is changing the way businesses market and sell.

\$HUBS

Now trading on the NYSE

On October 9th, 2014, HubSpot became a public company. Keep reading for an inside look at the big day!

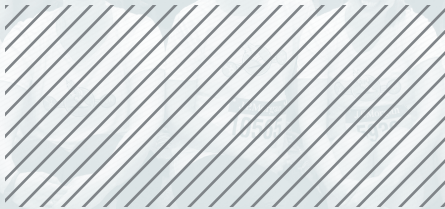


300,000+

Monthly Active Sidekick Users

We launched the HUBSPOT CRM in September

785 Employees



90+

Countries with HubSpot Customers



AROUND THE WORLD IN 365 DAYS

DUBLIN

Our DubSpot team continued to fuel inbound's international reach in 2014. Our co-founder and CTO, Dharmesh Shah, said it best to the Irish Independent when he was in town speaking at the Web Summit, "I can't see the growth here slowing down. Dublin is now a great place to be for tech firms."



LATIN AMERICA

Thanks to our growing community of inbound experts in Latin America, HubSpot launched Spanish and Portuguese language blogs this past year.



Our customer, OCC Mondial, in Mexico rocking some HubSpot gear!

FACT:

You can now find HubSpot customers and partners in over 90 countries worldwide. From Tokyo to Toronto, inbound is making a dent in the way businesses connect with buyers. To keep up with this rapidly-growing community, HubSpot expanded our global footprint in 2014 with a few exciting announcements and milestones.

4 E-Mail Marketing Fehler, die Sie leicht vermeiden können

by Inken Kuhlmann

February 9, 2015 at 2:30 AM

Es gibt nicht viele Momente im E-Mail Marketing, die frustrierender sind, als wenn Sie einen Schreibfehler in der Überschrift der Kampagne entdecken, deren E-Mail Sie gerade abgesendet haben. Sicherlich machen wir alle von Zeit zu Zeit Fehler in der Rechtschreibung oder Zeichensetzung (fangen wir gar nicht erst mit ungültigen Links, falschen Personalisierungen oder fehlenden Bildern an).



welterlesen

GERMANY

Did you know we launched our website in German this year? That's right, we took our international reach to new levels with [hubspot.de](#), a German blog, and [MarketingGrader.com/de](#). Inbound is being embraced worldwide and we're excited to share more and more content with this growing audience. So to all of our followers in Germany: danke schön!

HELLO, SYDNEY!

Australia is home to the Great Barrier Reef, Vegemite, and now, HubSpot. In 2014, we opened a new office in Sydney so that we can better support businesses in Australia, New Zealand, Japan, and Singapore as they become inbound marketing and sales leaders. Join us in welcoming our new HubSpotters down under!



HUBSPOT USER GROUPS (HUGs)

We welcomed 23 new international HUGs in 2014 including Johannesburg, Madrid, and Sao Paulo.

THE YEAR IN CONTENT

TOP 5 BLOG POSTS



How to Set
Gmail as Your
Browser's
Default Email
Client



What No One
Tells You About
Your Career
When You're 22



9 Hilarious Out-
of-Office Email
Auto-Replies



The Best Cold
Email Pitch I've
Ever Gotten



The 7 Elements
of Modern Web
Design

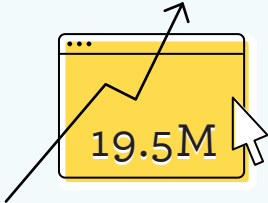
SAY HELLO TO OUR BRAND NEW BLOGS

When it comes to creating an inbound experience, we've always believed that marketing is just one piece of the puzzle. That's why we launched two new blogs in 2014, a Sales blog and Agency Post, to share helpful content with out sales and agency followers.

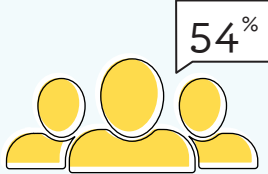
CONTENT BY THE NUMBERS



GROWTH IN MONTHLY
SALES BLOG VISITS



TOTAL VISITS TO ALL
HUBSPOT BLOGS



GROWTH IN MARKETING
BLOG SUBSCRIBERS



MARKETING OFFERS
LAUNCHED

HUBSPOT COMMUNITY

CUSTOMERS

From book retailers to dental practices, over 13,500 customers are using HubSpot to shape the way they market and sell. Check out what they're saying about our software!



DMA Solutions
Marketing agency in the fresh produce space.

"We love Hubspot because it makes us better marketers. HubSpot empowers us to provide meaningful and measurable marketing data that matters to our clients and their customers."

Dan'l Mackey Almy | CEO

After 12 months of using HubSpot:
40% increase in revenue



Vanderbloemen Search Group
Leading executive search firm.

"Ever since we retained HubSpot, our company growth has been up and to the right. They saw the future of marketing and made it available to small businesses like ours, empowering us to compete on a level like never before. I'm beyond a referral. I'm a raving fan!"

William Vanderbloemen | CEO
After 12 months of using HubSpot:
81% increase in traffic

HUGS

HubSpot User Groups gained serious traction this past year; thank you to all our HUG leaders!

125 HUGs worldwide
263 HUG meetups
23 new international HUG locations



OVER
10,000
PEOPLE BECAME
INBOUND CERTIFIED

PARTNERS

2,200+
Agency Partners worldwide



The Partner Awards celebrated domestic and international agencies.



Square 2 Marketing became the first-ever Diamond Level Agency Partner.



Over 60 Gold and Platinum Agency Partners gathered at our Cambridge office for Partner Day.

Inbound.org

Brainchild of Dharmesh Shah and Rand Fishkin of Moz, inbound.org is a platform to help marketers connect, learn, and grow.

36,000+ members

SOCIAL STATS



453,563
TWITTER
FOLLOWERS



697,960
FACEBOOK
LIKES



24,469
PINTEREST
FOLLOWERS



78,500+
LINKEDIN
CONNECTIONS



A

PUBLIC affair

In 2014, HubSpot reached one of our biggest milestones to date: becoming a public company. The hard work and growth of our customers, partners, and employees paved the way for a successful IPO. Here are some behind the scenes highlights and memorable moments from October 9th, 2014.

Oct. 9th, 2014

\$HUBS
OUR STOCK TICKER SYMBOL



Ready to ring the bell



Checking the stocks app



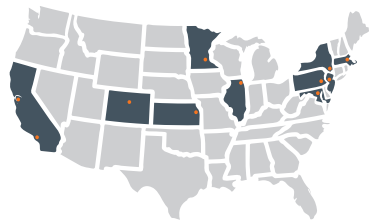
HubSpotters back in Cambridge watching the NYSE live feed



HubSpot flare at the IPO breakfast



Developer Tom Petr won a spot to ring the bell at our charity auction



ROADSHOW!

Before the big day, our executive team had a long road ahead of them...

50+ drafts of the Roadshow deck

11 cities visited on the trip

1 shopping trip to get NYSE-ready



Sprocket on Wall Street

INBOUND 2014

In September, over 10,000 people flocked to Boston's Convention and Exhibition Center for INBOUND 2014. Over four days, HubSpot launched a CRM (and much, much more), caught up with customers and partners, rocked out with Janelle Monáe, and welcomed keynotes including Malcolm Gladwell, Simon Sinek, and Martha Stewart.

HIGHLIGHTS

10,000+ REGISTERED ATTENDEES

297 SPEAKERS

SIMON SINEK TOP RATED SPEAKER

83,703 TWITTER MENTIONS

1 ELECTRIC PERFORMANCE FROM JANELLE MONÁE

360K+ POSTS TO THE INBOUND MOBILE APP

68 MILES OUR CHIEF SECURITY OFFICER WALKED AT INBOUND (THANKS, JAWBONE!)

GET INSPIRED

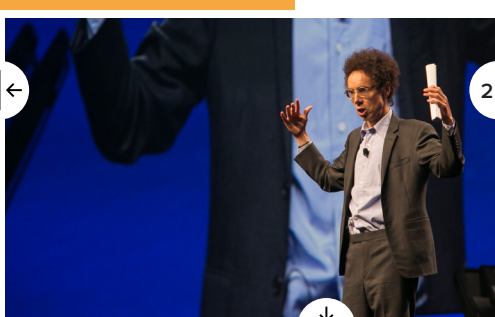


ALL STAR SPEAKERS

1 | ←



2 | ←



↓
3



At its core, inbound is about valuable content. For INBOUND 2014, we brought remarkable content to the stage with world-class keynotes including business mogul Martha Stewart, best-selling author and social sciences expert Malcolm Gladwell, “Leaders Eat Last” author Simon Sinek, co-founder & CEO of the Malala Fund, Shiza Shahid, and Chief Evangelist at Canva, Guy Kawasaki. These thought leaders delivered eye-opening insights to attendees throughout the week making INBOUND a true content hub.

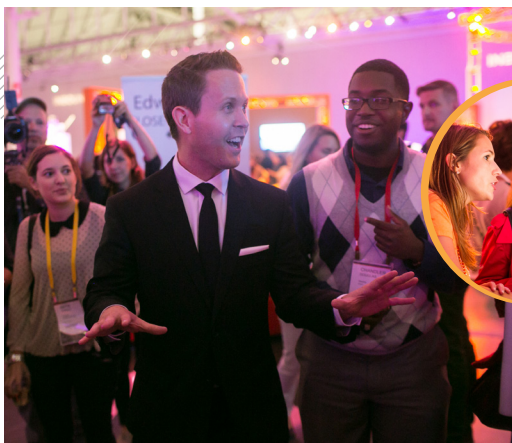
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JOIN THE CLUB



When attendees weren’t getting inspired by our keynotes or learning tactical tips from marketing and sales experts, you could find them at Club INBOUND. We brought the inbound experience to life with HubSpot HQ, the Social Media Command Center, Agency Hub, and a real-life HubShop. Not to mention, Club INBOUND quickly became a favorite destination for its photobooth, chalkboard walls, book signings, daytime DJs, and magician. That’s right, INBOUND brought the magic.

FEATURED SPEAKERS

1 | SIMON SINEK

“Customers will never love a company until the employees love it first.”

2 | MALCOLM GLADWELL

“Transformative innovators have a sense of urgency, they’re not willing to wait to change the world.”

3 | MARTHA STEWART

“Successful people have passion and a curiosity to learn.”

4 | GUY KAWASAKI

“Have a standard that you hire better than you in your functional area- A players hire A+ players.”

5 | SHIZA SHAHID

“There are no superheroes. There’s just us.”



#INBOUND14 TWITTER MENTIONS



#INBOUND14 is the best thing I've done for my company and my clients' future this year. Here's to building.
[@Janmaclatchie](#)

Been going to food trucks ever since @HubSpot #inbound14 (they brought in dozens of trucks - it was amazing!)
[@LarryKim](#)

Blown away by #INBOUND14. Amazing job @hubspot. And to all my new friends, great to connect.
[@Heyheyman](#)

Am I seriously starting my day making #greenjuice with @MarthaStewart ?! This is amazing! #INBOUND14
[@Socialzigi](#)

LET LOOSE

From morning till night, there was no shortage of entertainment at INBOUND. The Lawn on D quickly became a playground for attendees with lawn games, live music, glow-in-the-dark swings, and Boston’s finest food trucks. For lunch, attendees chowed down with trucks like Bon Me, Roxy’s Grilled Cheese, Mei Mei Street Kitchen, and Captain Marden’s Cod Squad. At night, this spot became a hub for live music (thanks to some very talented HubSpotters), cocktails, dancing, and lots of Instagramming.

Of course, Wednesday night was the moment we’d all been waiting for. INBOUND Rocks was more electric than ever thanks to headliner Janelle Monáe. Her contagious energy and hits like ‘Tightrope’ and ‘Cold War’ made the show a night to remember.

The only time attendees took a break from dancing



was to snap a photo with Janelle when she hopped off the stage and into the crowd at the end of her set.

But perhaps the biggest surprise of the week was OkGo’s bright and early performance on the main stage. Before Malcolm Gladwell’s 8:30am keynote, the band behind ‘This Too Shall Pass’ rocked out with attendees to kick things off. Of course, their treadmills made the trip to Boston, too.





INTRODUCING THE HUBSPOT SALES PLATFORM

A NEW
LEVEL OF
MARKETING
SOFTWARE



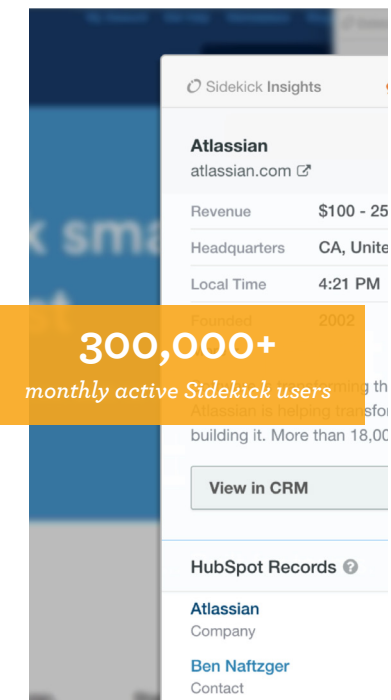
To extend the inbound experience beyond marketing, we launched the HubSpot Sales Platform in 2014. Now businesses can transform the way they sell with our CRM and sales acceleration solution, Sidekick.

CRM

HubSpot's CRM is built for the modern sales team making it intuitive to track emails, record calls, and manage data, freeing up valuable selling time in the process. The CRM, connected with major email clients, features a database of contacts, companies, deals, tasks, and a simple and powerful timeline view of opportunities. The best part? It's free.

Sidekick

Sidekick is a browser extension that makes prospecting seamless with real-time notifications tell you when contacts open or click your emails or visits your website, and a "send later" feature for effective emailing. Integration with major CRMs combined with company intelligence means you can learn about an organization and contacts just by visiting their site.



Name	Company Name	Contacted	Lead Score	Date Added	Phone Number	Source
Jay Simms	Atlassian	08/09/2014	88	08/09/2014	(278) 254-1002	Manually Added
Clive Jander	Zendesk	08/09/2014	88	08/09/2014	(819) 953-8811	INBOUND 2014 Registration - Requested Contact
Rory Goodwin	Aesop	08/09/2014	44	08/09/2014	(603) 459-3817	Content Download - "Inbound Marketing Book ...
Chris Brail	Care.com	08/09/2014	88	08/09/2014	(202) 200-0300	Content Download - "Inbound Marketing Book ...
Scott Riel	Hess School of Business	08/09/2014	92	08/09/2014	(888) 472-6590	INBOUND 2014 Registration - Requested Contact
Carlos Mendez	Workday	08/09/2014	75	08/09/2014	(814) 556-6547	Manually Added
Andrew Calk	Okta	08/09/2014	81	08/09/2014	(415) 156-1661	Content Download - "Inbound Marketing Book ...
Gareth Flynn	Dell	08/09/2014	40	08/09/2014	(202) 248-3425	Manually Added
Logan Spangler	University of Virginia	08/09/2014	85	08/09/2014	(803) 781-2587	INBOUND 2014 Registration - Requested Contact
Stephanie Scarci	Vocus	08/09/2014	86	08/09/2014	(719) 587-6228	Content Download - "5 Social Media Secrets"
Damon Hall-Quan	Boston University	08/09/2014	91	08/09/2014	(800) 888-6434	Demo Request
Jeff Bradford	Levi's	08/09/2014	58	08/09/2014	(800) 372-2083	Manually Added
Matthew Books	Colliers	08/09/2014	48	07/23/2015	(1703) 555-5901	Content Download - "Inbound Marketing Book ...
Michael Baskie	PR	08/09/2014	63	08/09/2015	(888) 244-8029	Manually Added
Scott Mandlen	Uber	08/09/2014	97	08/09/2014	(202) 854-8406	Demo Request
James Ferris	Oracle	08/09/2014	48	08/09/2014	(512) 220-0891	Content Download - "Inbound Marketing Book ...
Colin Staley	Heavenly Packard	08/09/2014	80	08/09/2014	(803) 535-4848	Content Download - "Inbound Marketing Book ...
Thomas Burd	Vocus	08/09/2014	93	08/09/2014	(949) 820-4201	Manually Added



I think a "hallelujah" is totally appropriate - Hubspot enters CRM biz! #INBOUND14 #sales #salesenablement #salesacceleration @ANIelsenLDK

Shut up and take my money! @hubspot just announced their #CRM #Inbound14 @michaelhurczyn

OMG Sidekick AMAZING! Will totally make u a better more efficient sales person! @HubSpot #INBOUND14 #marketinglove @katiehoke

Some of the best ideas we've ever had at HubSpot, we never actually had. You did. In the last year, we implemented over 140 ideas into our marketing platform directly from customer feedback. Here are ten new marketing software features, created for customers, by customers:

- 1 BRANCHING LOGIC IN WORKFLOWS
- 2 ATTRIBUTION REPORTING
- 3 EXPANSION OF REVENUE REPORTING
- 4 CONTENT CALENDAR
- 5 ANONYMOUS PERSONALIZATION
- 6 CAMPAIGN WIZARD
- 7 SUGGESTED STREAMS WITHIN SOCIAL INBOX
- 8 EMAIL OPTIMIZER
- 9 EMAIL DASHBOARD
- 10 LIST ANALYTICS

2014 AWARDS

TrustRadius
#1 in Customer Satisfaction
for Marketing Automation

VentureBeat
#1 Marketing
Automation Index

G2Crowd
#1 in Marketing
Automation Report



Finally, @HubSpot launches a #content calendar and branching workflows! This nerd is excited! #INBOUND14 @Megan_Marie_T

Attribution Reporting too? My heart can't take all of this #INBOUND14 @MaryCateDuffy

Pretty excited ab all of @HubSpot's new features! <3 a company that takes customer feedback & implements! #inbound14 @NicoleCDenton

In 2014, HubSpot customers...

SHARED
6,103,103
SOCIAL POSTS

CREATED
486,603
BLOG POSTS

SENT
3 billion+
EMAILS



CULTURE HAPPENS



We set out to build a company culture that reflects the way people work today. HubSpot employees have the flexibility, autonomy, and resources to rapidly grow their careers and create their own work/life balance. Here's a look at a day in the life of HubSpotters. P.S. We're hiring!



zzz

971
Nap room bookings




 glassdoor™

EMPLOYEES' CHOICE AWARDS

The Boston Globe

TOP PLACES TO WORK

MEASURING UP 2014

 **1,716**
Peer Bonuses awarded

 **MOST POPULAR SNACK**
Reese's Pieces & bananas


 **\$5,000**
Employee tuition reimbursement

 **55+ CHAMPAGNERS**
Quarterly award for outstanding employees

 **444**
Promotions

 **8**
Sprocket Taps

 **5 YEAR**
Sabbatical introduced

 **920**
Books bought for employees through Free Books Program

Holiday Charity Auction

FAVORITE ITEMS

- Pick the music for HubSpot's next earnings call
- Get waffles delivered to your desk every month
- Drive COO JD Sherman's Tesla for a day

TOTAL AMOUNT RAISED
\$28,445

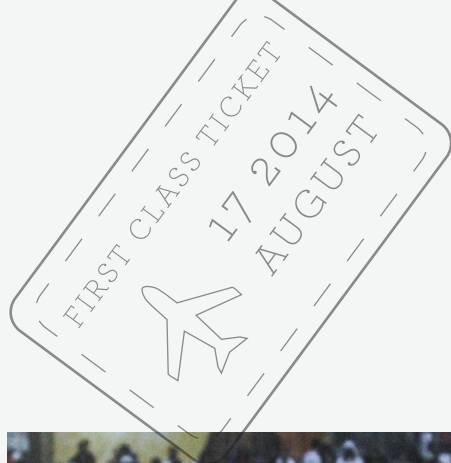
Fun Fact

Our very own engineers built an auction app in their free time so employees across Cambridge, Dublin, and Sydney could use their smart phones for live bidding. Did we mention our Product team is awesome?

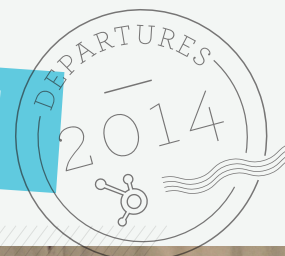


HUB SPOTTED

Seen around HubSpot.



UNLIMITED VACATION



Traditional policies have never really worked for us. Vacation is no exception. Employees at HubSpot can take off whenever they want, for as long as they want. In 2014, HubSpotters used unlimited vacation to visit and explore new corners of the world.



"Unlimited vacation gives me the opportunity to live spontaneously when I know that my quota is in order. In the middle of December when the numbers looked right, I decided to spring for a trip to Vietnam and Thailand. A week later, we were off hiking Victoria Peak in Hong Kong, eating street food in Ho Chi Minh City, relaxing at the beach in Nha Trang, motorbiking through the countryside in Hoi An, and wreck diving in Koh Chang. One of the major highlights was swimming with elephants in Thailand!"

— Anna Norregaard,
Channel Account Executive

"A3C (All 3 Coasts) is a week-long music festival in Atlanta. It's like the SXSW of hip-hop. I got involved with the event in 2006 and I've been going ever since. Over the years, I've seen legendary artists like Rakim, the Juice Crew, and Big Daddy Kane. I've also gotten to see some relatively unknown artists like B.o.B., J. Cole and 2 Chainz before they gained national attention. I even once drove Ghostface Killer to Wendy's at 3:00am to get spicy chicken sandwiches. It's a pretty crazy event."

— Andy Pitre, Product Manager



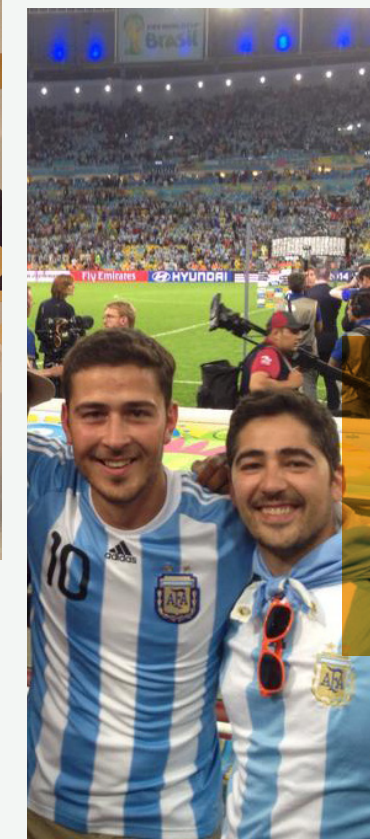
"I've been competing in the I Love BBQ Festival in Lake Placid with some friends from college for the last five years. We always have a great time camping out, eating well, and competing. This year we won 2nd place in the People's Choice for pulled pork."

— Greg Brown, Software Engineer



"I spent a good portion of 2014 following Justin Timberlake around the country, sometimes with my mom, my sisters, my friends, and even by myself. I was lucky enough to attend 13 concerts in 8 cities, including one very long drive to Canada, a night at Saturday Night Live, and a 10-hour wait on a sweaty Manhattan sidewalk. His shows brought me closer to my love for music and dance, allowed me to indulge in my love of writing through a few posts on VH1.com, and practice some of the dev chops (thanks to HubSpot's tuition reimbursement program!) on my website biggestjustintimberlakefan.com."

— Rosalia Cefalu,
Sales Enablement Associate



"Going to the World Cup has always been on my bucket list. With the next World Cups being in Russia and Qatar, I figured 2014 in Brazil was my best shot. The trip was everything I had hoped and more. Of course, as manager of our LatAm partner channel, I couldn't pass up meeting my best partners in person. So I made sure to see as many games as possible (8!) and visit as many partners as possible (5!). The games and visits took me to São Paulo, Rio, Belo Horizonte, and Porto Alegre."

— Paul Rios, Senior LatAm IMS

Alumni Spotlight

Here are four companies to watch founded by former HubSpotters.



Dan Abdinoor & Patrick Fitzsimmons



Zack Bloom & Adam Schwartz



Jonathan Kim



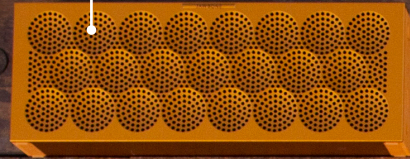
David Cancel & Elias Torres

WHAT'S IN YOUR SWAG?

HubSpot Pride. We're loud and proud when it comes to showing off our affinity for orange with HubSpot inspired gear. Check out some of the hottest pieces that were handed out to HubSpotters and the inbound community alike in 2014.

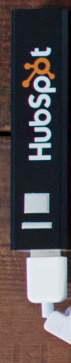
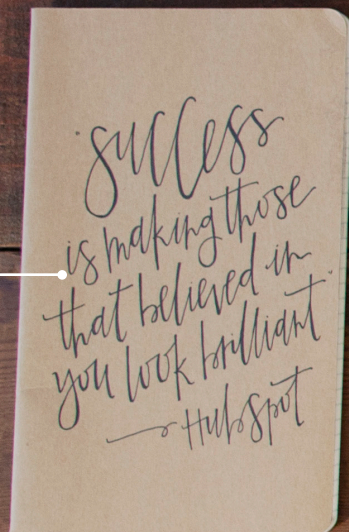
Jam Out

Jawbone's orange JAMBOX is the perfect way to show a little HubSpot spirit while getting groovy.



Take Inspiration

There are many things that have inspired HubSpotters along the way. This specially designed notebook features one of the quotes that has inspired us most.



Jot It Down

These sprocket-debossed, leather-bound notebooks are a favorite of HubSpotters globally.



Get In The Zone

Whether it's music or white noise that gets your flow going, the Marketing team can now get in the zone with these personalized, noise-canceling Bose headphones.

Hot Dog

Who said HubSpot love was just for humans? Any pup with this ring toy will be the envy of the dog park.



Oh, Baby

You're never too young to be a HubSpotter. Now our interns of tomorrow can look the part in this onesie and pacifier.



THANK YOU



*... to our customers, partners,
and community for making 2014
unforgettable. Here's to many more
years together!*

HubSpot