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
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 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.
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.

**MILESTONES**

$115.9M  
Total Revenue

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

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.

785  
Employees

We launched the HUBSPOT CRM in September.

$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!

10,000+  
Registered INBOUND Attendees

We opened a brand new office in SYDNEY AUSTRALIA.

300,000+  
Monthly Active Sidekick Users

Countries with HubSpot Customers

90+

...
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 this 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.

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.

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!

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.
THE YEAR IN CONTENT

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.
“...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.
“...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

PARTNERS
2,200+
Agency Partners worldwide

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

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-Repies
The Best Cold Email Pitch I’ve Ever Gotten
The 7 Elements of Modern Web Design

THE YEAR IN CONTENT

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 our sales and agency followers.

CONTENT BY THE NUMBERS

GROWTH IN MONTHLY SALES BLOG VISITS
153%

GROWTH IN MARKETING BLOG SUBSCRIBERS
54%

TOTAL VISITS TO ALL HUBSPOT BLOGS
19.5M

MARKETING OFFERS LAUNCHED
90+

SOCIAL STATS

453,563 TWITTER FOLLOWERS
697,960 FACEBOOK LIKES
24,469 PINTEREST FOLLOWERS
78,500+ LINKEDIN CONNECTIONS

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

Inbound.org
Branch of Dhamesh Shah and Rand Fishkin of Moz, inbound.org is a platform to help marketers connect, learn, and grow.

OVER 10,000 PEOPLE BECAME INBOUND CERTIFIED

Inbound.org
Branch of Dhamesh Shah and Rand Fishkin of Moz, inbound.org is a platform to help marketers connect, learn, and grow.

36,000+ members
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.
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!)
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.

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.

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.
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 is a browser extension that makes prospecting seamless with real-time notifications telling 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.

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

In 2014, HubSpot customers...

- 6,103,103 Social Posts
- 486,603 Blog Posts
- 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!

FAVORITE ITEMS

MEASURING UP 2014

- 1,716 Peer Bonuses awarded
- $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

- 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?

MEASURING UP 2014

- 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

Employee entitlements:

- 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
“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 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

“I’ve been competing in the 1 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

“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

“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
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.

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.

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

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