HubSpot AI Roadmap
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 06/27/23 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 has a clear philosophy when it comes to developing the #1 CRM platform for scaling companies. The HubSpot Framework focuses on five foundational elements that span across all of our Hubs: Automation, Content, Data, Messaging, and Reporting. Internally, we lovingly call these the “Primary Colors” of our CRM platform.

While every hub includes a different blend of these elements, all five are present in every hub. This approach makes it easier to adopt HubSpot, easier to align your teams, and easier to adapt your strategy at every stage of your growth.
HubSpot AI in 2023

1. **Increase AI-powered efficiency across your company**
   Companies that adopt AI into their businesses are eliminating repetitive tasks that once took time, money, and deep expertise. Marketers and sellers can now generate content, insights, and commands in seconds. HubSpot’s AI-powered products and features aim to boost productivity to help SMBs work smarter.

2. **Drive effectiveness using AI for better business outcomes**
   AI will not only improve a company’s efficiency, but more importantly, its effectiveness. AI unlocks intelligent insights that take your information from accessible to actionable, creating more opportunities to drive conversions. HubSpot AI enables content creation and prospecting efforts to be more effective and ultimately drive more revenue.

3. **Connect with your customers better than ever before**
   Success in today’s AI-driven world will be determined by the strength of your connection to customers. HubSpot AI tools can inform marketing campaigns, recommend products, and suggest more individualized engagement strategies. This results in a deeper connection that not only meets, but exceeds, customer needs.
# AI Product Launches in 2023

<table>
<thead>
<tr>
<th>Marketing Hub</th>
<th>Sales Hub</th>
<th>Service Hub</th>
<th>CMS Hub</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content Assistant across, landing pages, social, marketing email, CTAs, SMS</td>
<td>AI Sales Forecasts</td>
<td>AI Chatbots</td>
<td>AI website builder</td>
</tr>
<tr>
<td>Image generation</td>
<td>Predictive Deal Health Scores</td>
<td>Content Assistant in Inbox</td>
<td>Content Assistant for website pages and blog</td>
</tr>
<tr>
<td>AI email subject line generator</td>
<td>Content Assistant in Gmail, Outlook, and on Mobile</td>
<td>Content Assistant in Knowledge base</td>
<td>Image generation</td>
</tr>
<tr>
<td>Social post captions &amp; Blog post summaries into social</td>
<td></td>
<td>Conversation Summary</td>
<td>AI-generated social copy within blog editor</td>
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</tbody>
</table>

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

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Our note regarding forward-looking statements at the beginning of this presentation applies to this slide. Because the features listed on this slide may change at any time, you should make your purchasing decision based on currently available technology and not in reliance on the information on this slide.
# HubSpot AI Roadmap

## AI-powered Smart CRM

<table>
<thead>
<tr>
<th><strong>AI Assistant</strong></th>
<th><strong>AI Agents</strong></th>
<th><strong>AI Insights</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Generative AI tools to supercharge marketing, sales, and service.</td>
<td>AI powered software that can autonomously create and execute a plan based on a higher order goal.</td>
<td>Predictive AI features for better analysis and recommendations.</td>
</tr>
</tbody>
</table>

### AI Assistants
- AI Assistant in Text Editors
- AI Content Recommendations
- AI Powered Image Generation
- Content remix to ads + social
- Generate campaign + social copy
- Generate marketing + sales emails
- AI Assisted Report Creation
- AI Powered Content Ideas
- AI Knowledge base Article Editing

### AI Agents
- **AI Chatbot** *(available in Service Hub)*

AI-driven chatbots that respond to incoming support inquiries.

### AI Insights
- AI Conversation Summaries
- AI Sales Email Summaries
- AI Sales Call Summaries
- Automation Cleanup
- AI Sales Forecasts
- AI Sales Talking Points
- Action Item Identification
- Automatic CRM Associations
- Call Speaker Identification

### ChatSpot
- Accelerated Sales Prospecting
- Integrated Content Generation
- Deep Company Insights
- SEO Analysis
- HubSpot CRM Integration

*GA by end of ‘23  •  Beta by end of ‘23  •  Feature details are preliminary and subject to change*