HubSpot AI
2024 Roadmap
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’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.
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.
## HubSpot AI

### Product Roadmap

<table>
<thead>
<tr>
<th>Currently in Development</th>
<th>Being Planned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AI Chatbot</strong></td>
<td><strong>AI Social Agent</strong></td>
</tr>
<tr>
<td>Deploy an AI-powered chatbot on your website to automatically answer customer inquiries and deflect cases.</td>
<td>Analyze your post performance data, suggest tailored content, and streamline social media management with AI for better engagement and lead generation.</td>
</tr>
<tr>
<td><strong>Content Remix</strong></td>
<td><strong>AI-Powered Guided Prospecting</strong></td>
</tr>
<tr>
<td>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.</td>
<td>Prospect smarter with AI-powered guided actions, proactive insights and meeting summaries.</td>
</tr>
<tr>
<td><strong>Brand Voice</strong></td>
<td><strong>AI-Powered Guided Selling</strong></td>
</tr>
<tr>
<td>Define your brand voice and create consistently on-brand content that instills trust with your audience.</td>
<td>Sell smarter with predictive deal scoring, proactive deal recommendations, suggested activities, automated follow-ups and meeting summaries.</td>
</tr>
<tr>
<td><strong>ChatSpot In-App</strong></td>
<td><strong>AI Generated Podcasting</strong></td>
</tr>
<tr>
<td>Interact with your HubSpot platform in natural language using ChatGPT and your data.</td>
<td>Repurpose written content into engaging podcasts that cater to your content.</td>
</tr>
<tr>
<td><strong>AI-Assisted Reporting</strong></td>
<td><strong>AI Messaging Insights Agent</strong></td>
</tr>
<tr>
<td>Leverage the power of AI to help create, interpret and action reports within HubSpot.</td>
<td>Scale your messaging efforts with automated analysis, deliverability guidance, and content optimization across your entire portfolio of emails.</td>
</tr>
<tr>
<td><strong>Prospecting Agent</strong></td>
<td><strong>Service Insights</strong></td>
</tr>
<tr>
<td>Automate time-consuming prospecting activities, including enrolling leads in sequences and assisting with qualification.</td>
<td>Analyze your customer tone and sentiment to auto-categorize tickets and drive CSAT.</td>
</tr>
<tr>
<td><strong>AI Voicebots</strong></td>
<td><strong>AI Generated Video</strong></td>
</tr>
<tr>
<td>Manage incoming calls and answer repetitive questions with AI-powered voice bots that utilize your knowledge base.</td>
<td>Create videos that boost your content marketing effectiveness across social, web, and more.</td>
</tr>
</tbody>
</table>

Last updated: 04/26/2024
AI Product Recap

Marketing 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

Sales Hub
- Assistant for Sales Email Generation
- Predictive Lead Scoring
- AI Forecasting
- Conversation Intelligence

Service Hub
- Content Assistant in Inbox
- AI Call and Conversation Summaries

Content Hub
- AI Website Builder
- Content Assistant for Pages and Blog
- Image Generation
- Meta description Generator
- Title Generator
- Blog Generator

Operations Hub
- 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