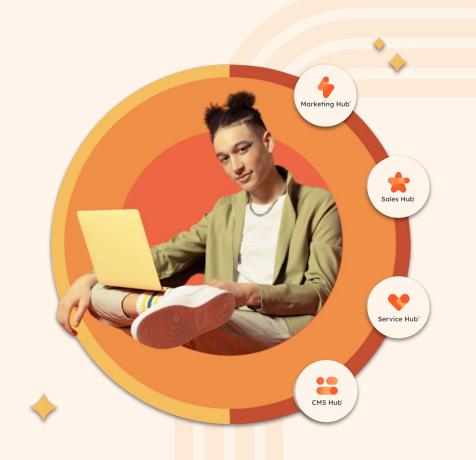# HubSpot AI Roadmap

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 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

HubSpot's Product Development Philosophy

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.

Dharmesh Shah
Chief Technical Officer

HubSpot

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 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.

HubSpot

AI Product Launches in 2023

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

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

Last updated: 08/31/2023

HubSpot

HubSpot AI Roadmap

AI-powered Smart CRM

AI Assistant

Generative AI tools to supercharge marketing, sales, and service.

- 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 powered software that can autonomously create and execute a plan based on a higher order goal.

- **AI Chatbot** *(available in Service Hub)*
AI-driven chatbots that respond to incoming support inquiries.

AI Insights

Predictive AI features for better analysis and recommendations.

- AI Conversation Summaries
- Automation Cleanup
- Action Item Identification

- AI Sales Email Summaries
- AI Sales Forecasts
- Automatic CRM Associations

- AI Driven Call Summaries
- AI Sales Talking Points
- 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