

Seats Pricing Migration Timeline & FAQs

HubSpot has over 200,000 customers, which means migration from legacy pricing to seats-based pricing will require a careful, thoughtful approach. The migration team has created a detailed plan to migrate portals in specific cohorts, gradually and in small percentages, ensuring a smooth transition.

We will provide you a high level overview of timelines and cohorts, but because we'll be slowly transitioning portals in small percentages in each cohort and making slight adjustments along the way, we cannot give specific timing of when every portal will migrate or whether the exact cohorts of customers will migrate at the time we've listed below.

This project requires flexibility as we learn and adapt along the way. Our goal is to maintain transparency by offering insight into our migration approach early on.

Guiding Principles for the Migration:

1. HubSpot will notify any Starter customer 30-days prior to their portal being migrated
2. HubSpot will notify any Professional and Enterprise customers 60-days prior to their portal being migrated
3. HubSpot will notify any partners who manage a client who has a professional or enterprise subscription, so you're aware when one or multiple of your professional/enterprise client's portals are scheduled for migration.

The migration process should not require any action by our partners or customers and the team has built a migration solution with the aim to ensure we transition customers without any disruption or impact.

Summary of Migration Plans

1. Starting in May 2024, existing customers began to migrate to the new seats pricing model. This migration process will take many months to complete for our entire customer base. The migration process will extend into 2025+ (ie. not all customers will be migrated in 2024).

- a. No complex portals (e.g. customers on legacy contacts or those with multiple subscriptions) and/or Strategic Accounts will be migrated until sometime in 2025.
2. When customers are migrated they won't experience more than a 5% or less migration related price increase at the time of their next renewal based on the price the customer is expected to pay at their first renewal post migration.
 - a. For a customer who renews in April 2025, if they were to be migrated in September 2024, it would be MRR neutral, and they may experience an around 5% or less migration related price increase at the time of their April 2025 renewal
3. At the time of migration, we'll be granting Core Seats (at no cost) and View-Only Seats based on data usage in a customer's account. There is no "cap" to the number of granted Core Seats a customer could receive.
4. Generally customers on an annual commitment (or longer) will not be migrated once they are within 90 days of their next renewal date.
 - a. Customers on quarterly or monthly could be migrated within 90 days of their renewal date.
5. Customers with portal complexity (multiple subscriptions, future dated changes, legacy contacts, etc.) will not be migrated until 2025.
 - a. As of November 15, 2024, no customers that are not already scheduled to migrate will be migrated in 2024 unless they go through the opt-in process.

Who is Supporting Customers During Migration?

HubSpot Support Reps:

Their role in supporting this initiative is to answer general seats questions, and then pass any billing/contract related questions over to the Contract Management or Customer Success team.

HubSpot Contract Managers

Their role in supporting this initiative is to:

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1. Be comfortable in explaining the new seats pricing model to customers and the potential 5% price change at their first renewal
2. Assist customers with contract-related questions associated with this change and work with the customer to execute their next renewal agreement once they have been migrated.

HubSpot Partners

Their role in supporting this initiative is up to each individual partner. HubSpot will support customers through this entire process, but if partners would like to have conversations with their clients, they may do so. Partners will also want to communicate to their clients that partners receive a no-cost Partner Seat, so that they can continue working in their account without either party having to pay.

General Questions:

How will I know which of my clients are scheduled for migration?

HubSpot will send an auto-notification via email to partner employees who are users within a client's account, 75 days prior to a professional or enterprise customer being migrated, which is 15 days prior to the customer being notified by HubSpot. This email will include a list of clients scheduled for migration. If a client is not listed, they're likely not scheduled yet and you can stay tuned for a future notification. Please note, we are not notifying partners about starter-only customers who are scheduled for migration.

Additionally, you can connect with your PDM and/or your client's CSM to learn more.

Will Partner Employees be notified of their Starter customer being scheduled for migration?

No, at this time we are only notifying partners for Professional and Enterprise customer accounts that they manage. For Starter customers, please inquire with your customer's CSM if they're scheduled for a migration. We will however, notify Starter customers themselves, just not partners who manage them.

Can a customer opt-in to an early migration?

Please have your customer reach out to their dedicated Customer Success Manager (CSM) to inquire about potential early migration requests.

Can we delay a customer's migration?

No, we are only allowing delays in very extreme cases. We need to aim to have all customers migrated by the end of 2025. The longer we prolong migration, the longer we'll have friction in our buying and product experiences.

At this time all migrations for the remainder of 2024 have been scheduled, and we will not be migrating customers in December, unless otherwise notified.

What will happen to customers who are on legacy contacts (aka not 'marketing contacts')?

We don't plan to migrate customers who are on legacy contact SKUs until later in 2025. However, when the time comes to migrate these customers to the seats pricing model, we may require that they also migrate to the marketing contacts model as part of the seats migration. [Marketing Contacts](#) allows you to only pay for the contacts you plan on marketing to, while giving you unlimited storage of 'non-marketing contacts.' We recommend beginning to have conversations with these clients about what Marketing Contacts is, so they're not caught off guard later.

How will my contacts be updated to Marketing Contacts during migration?

To provide alignment with your legacy subscription, you will be assigned a Marketing Contact tier that aligns with your legacy contact tier. To ensure a smooth transition of existing marketing campaigns, all of your contacts will be set to Marketing Contacts.

Here's how this might impact you at migration:

- You may have more or less Marketing Contacts than your Marketing Contact tier.
- If you exceed your tier limit, you will trigger a tier upgrade.
- To maintain your current tier after migration, you should promptly [reduce your number of Marketing contacts](#).
- Read further, or review [this article](#), for more information on how to manage Marketing Contacts

I have users who only need to manage billing

We've introduced the ability for Super Admins to give View-Only Users the Billing Admin Permissions. This is because we know that many people who manage billing and pay invoices only log in when they need to, so this solution lets them pay invoices without needing a paid Core Seat.

How do I see how many Core Seats a client has?

- In your HubSpot account, click the settings icon in the top navigation bar.
- In the left sidebar menu, navigate to Users & Teams.
- At the top, click the Seats tab. Here you can view seat assignments, invite statuses, and last active dates for your users in your account. This will also show how many of each seat type you have.

Can my customers opt-in to an early migration?

Please reach out to your client's CSM to inquire about potential options to migrate early.

My Customer feels that we are in breach of contract with the move to the seats pricing model, what can we say to them?

We understand the confusion and/or frustration customers may feel because these changes are being made during their current contract period, however our Customer Terms of Service are explicit about HubSpot's right to move customers from a legacy product to a then-current product at any time. This is outlined in [Section 2.13 of our TOS](#)

"If you are an existing customer, not yet migrated to the new Seats model, the way you are billed for your Subscription Services will remain unchanged until we send you advance notice of your migration plan." [2.1 of our Product Specific Terms](#)

What to expect at migration for you and your clients

How will my price be impacted?

Your price will stay the same at the time of migration, but your bill might look different. Our systems will generate an invoice with a Total Due amount of \$0 for your account, confirming that your price has remained the same. To save this invoice for your records, you can view and download it in the Transactions tab in the Account & Billing section of your account.

Please note that you may see a migration-related price increase at your first renewal post-migration. You can find more information on this in the next section of the FAQ.

How will my users be updated to the new seat types?

We're committed to providing a smooth and fair transition to the new pricing model. Here's what customers can expect for how their users will be updated to the new seat types.

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Sales Hub Professional or Enterprise and Service Hub Professional or Enterprise paid users will be assigned Sales or Service Seats, respectively. Users on these seats will retain all current HubSpot functionality.

Sales Hub Starter and Service Hub Starter paid users will be assigned Core Seats. As a reminder, the Core Seat is the only seat type for Sales Hub Starter and Service Hub Starter access. Users on these seats will retain all current HubSpot functionality.

Users in accounts without a current, paid seat will be granted either a Core Seat or View-Only Seat based on [usage data](#) of the most recently logged in users. Any Core Seats granted at migration will be added to the account at no additional cost.

After migration, Super Admins can reassign any of the granted seats as needed and manage seat access in Users & Teams.

If you need to add additional users as your business grows post-migration, the seat type for new users will depend on the level of access needed. Users who need to edit in HubSpot will require a paid seat, which will be available for [purchase](#). For details on seat downgrades, please see the 'Seats' section of our [Product Specific Terms](#).

Will partners need to take any action as part of the migration?

No. Our migration solution will handle all aspects of the migration and auto-assign seats based on user history and previous seat assignment. This includes [assigning Partner Seats](#) to partner employees who are in a customer account.

How are we deciding the number of no-cost seats to grant customers during migration?

We will be looking at user editing behavior in a customer's account over the past few months to ensure that all regular users in their portal receive a no-cost, granted seat.

[Soundbite]: "At the time of migration, HubSpot will take a review of your recent edit user history and will do their best to grant core seats to match at migration. Your bill will not be impacted at the time of migration. Your CSM will also be available to work with you as we get closer to your migration date"

[SOUNDBITE] "At the time of migration, HubSpot will review your recent usage history from the past few months to determine the appropriate number of no-cost core seats to grant you. HubSpot is taking a generous approach to granting these core seats to ensure this migration process is fair to our customers. Your bill will not be affected as part of

migration. Once the migration is complete, you can view your granted core seats in the Account & Billing section of your portal and reassign seats as needed.”

As a partner, what should I be communicating to my managed clients as part of this migration?

This is optional and up to each partner’s discretion on what to discuss with your clients. HubSpot will be notifying customers prior to their planned migration, giving them ample time to understand the process prior to it taking place. However, as a trusted partner to these customers, we recommend reaching out to your clients to:

1. Inform them about HubSpot’s new pricing model
2. Inform them that HubSpot is planning to migrate all customers through a phased, thoughtful migration process over the course of 2024.
3. Inform them that HubSpot will notify them well in advance of any planned migration of their account.
4. Inform them that as part of the migration process, HubSpot will be granted seats to their account at no additional cost to them, based on active users in their portal and that if post-migration they have an issue with the number of granted seats, they can reach out to their CSM to work through potential solutions.
5. Assure them of the value of the seats-based pricing, including the innovation within HubSpot’s product.

How will customers know when the migration is complete?

HubSpot will notify customers via email when your account is successfully migrated to the new pricing model.

Where can I view my migration details?

After migration, navigate to Account & Billing, and click the “Documents” tab. You’ll see a PDF document called “Price Migration Details.”

Where can I see my updated seat types?

Once complete, you’ll be able to view your updated seat types in the “Price Migration Details” PDF in the document tab of the Account & Billing section of your HubSpot account.

Additionally, Super Admins will be able to see their assigned users and their updated seat types in the Users & Teams section of their HubSpot settings.

Are Marketing Contact tiers impacted by this?

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No, Marketing Contacts will not be impacted. After your migration, your Marketing Contacts will continue to work as they did before.

What if I need more Seats after migration?

We're committed to migrating our customers and granting seats fairly. If you need additional seats as your business grows post-migration, you will need to pay for those seats. Our granted seats come at no additional cost and only apply pre-migration, as we aim to solve for the customer's current state and be fair to them for what they initially invested into the HubSpot partnership. Additional seats can be purchased post-migration. [View our pricing page](#) for more information.

Will I lose functionality?

Your account will not lose any features or functionality. Although we try to introduce modifications in a minimally disruptive way, **some individual Users may see changes** to the features and functionality available to them, based on their seat assignment.

You can control the level of access your users have based on seat assignment. Please review the [Product & Services catalog](#) for specific details on seat feature functionality.

As a partner or provider, will I be auto-assigned a [Partner Seat](#) in my client's account when they're migrated?

Yes, our migration system will automatically assign partner employees to a [Partner Seat](#).

However, some partner employees might use an email address that varies from their approved email domain that matches their partner business in our database.

In these types of cases, you can simply manually assign the Partner Seat following [these](#) instructions on the knowledge base.

As a partner or provider, will my sold MRR tier credit, managed MRR tier credit and/or commissions be impacted at all?

Managed Credit (managed MRR) will not be impacted since managed MRR credit is based on portal MRR value, which will not change upon migration.

For MRR that is moved from existing product lines to the Core Seats product line, any partner commission and sold credit would be reduced on the existing product lines.

Since we're granting Core Seats during the migration process, that means you as a partner have not yet sold a Core Seat, meaning you don't automatically get attributed

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sold credit or commission on Core Seats after migration. Any additional Core Seats sold by the first partner after the migration, would then get commissioned & sold credit.

Will partner customer dollar retention (C\$R) be impacted as a result of this migration initiative?

No, unless the customer churns from HubSpot post-migration.

My customer feels they didn't get enough granted Core Seats during the migration process. Is there a process to escalate this to HubSpot?

We intend for our migration process to account for granting the required seats needed by the customer, however, we understand that there are always edge cases. If you or a customer are not satisfied with the number of granted seats, we recommend reaching out to your PDM for instances related to your partner account, while directing customer inquiries to their CSM who can best support their requests more directly.

Granted Core Seats

How do we determine the number of Granted Core Seats for a customer we migrate?

The number of granted Core Seats will be determined at the time of migration.

At the time of migration, HubSpot will take a review of your recent edit user history and will do our best to grant core seats to match at migration.

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- We calculate the number of granted Core Seats for each customer based on the maximum number of edit users in their account in any single month over the past few months.
- We go back 4 months to review usage data to determine the grant for Core seats in an effort to address "recency" concerns.
- Users who are reviewing reports are supported by the View-Only Seat. Any users who do not fall into the category above of having made edits within HubSpot within the last 4 months can still access HubSpot via a free View-Only Seat.

What can I share with my customer regarding how we approach Granted Core Seats?

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Approved Soundbite: “At the time of migration, HubSpot will review your recent usage history from the past few months to determine the appropriate number of no-cost core seats to grant you.

HubSpot is taking a generous approach to granting these core seats to ensure this migration process is fair to our customers.

Your bill will not be affected as part of migration. Once the migration is complete, you can view your granted core seats in the Account & Billing section of your portal and re-assign seats as needed.”

My customer doesn't agree with the # of granted Core Seats, what can we do?

HubSpot has been very generous in how we work with our customers as they migrate to the new Seats model. We've looked at a lot of data and made the best choice based on customer usage.

If a customer doesn't agree with the number of Granted Core Seats they received, your first action should always be to respond using the soundbite(s) below to push back on this objection:

“At the time of your migration, HubSpot took a generous approach, reviewing recent edit user history and granting the equivalent number of core seats at no cost. This was in efforts to minimize disruption to existing customers, but not meant to solve for future growth needs.

When planning your HubSpot budget, you should budget incremental spending for additional seats needed on top of those already granted. At this time, there are no plans to charge for granted core seats post-migration - you will retain these seats as long as you maintain your HubSpot contract.

Please note that legacy SKUs are linked to a specific subscription and will be removed if the account is canceled, meaning granted Core Seats will be lost if an account is canceled and cannot be transferred to another account. While we cannot grant additional core seats, I can work with you to determine the number and type of seats you will need for your business to optimize the value out of our partnership.”

What if they still don't agree?

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In EXTREMELY limited cases, we'll review cases for Professional or Enterprise customers whose Granted Core Seats are significantly off (5+ seats) and only within the first 90 days post-migration.

If a customer falls into this category, have them work with their CSM to discuss whether they would fit a 'review' of their granted core seats.

My customer expanded 'usage' in the month before the migration but weren't granted the correct # of granted seats?

At the time of migration, granted core seats are assigned to the users we predict will need the granted core Seats the most, based on the most recent usage and login history.

However, customers may have had staffing/business changes that we are unaware of to incorporate into seat assignment.

Therefore, we are not restricting in any way the re-assignment of granted core seats to ensure this offering provides value to our customers.

Migration of Partner Self-Purchase Accounts

When will we migrate Partner Self-Purchase Accounts?

In 2025, we'll migrate Partner Self-Purchase accounts in the same way we're migrating customer accounts.

As a partner (customer), you'll be notified:

30 days in advance if you only have Starter products

60 days in advance if you have a Professional or Enterprise subscription

Will my partner employees be able to access Partner Tools without a Core Seat?

Yes, Partner Tools are separate from HubSpot's core product. Therefore, they don't fall into the seats pricing requirements.

As a View-Only Seat user in your partner account, you'll be able to access and use all of your Partner Tools and Academy Trainings as normal.

What to expect at renewal

Is my renewal impacted?

On your first renewal post-migration, **you may see a migration-related price increase of about 5% or less**. As a reminder, pricing can also be impacted by additional purchases, exceeding usage limits, or expiring discounts.

You'll have the opportunity to review your pricing before your renewal date. For more information on what you can expect at the time of renewal, please review the [Customer Terms of Service](#).

If your account has multiple subscriptions with different subscription terms, your timing for the migration-related price increase may vary based on your renewal date. We'll reach out to you closer to your migration to provide you with specific details.

Will I be able to view my renewal price before my renewal date?

Yes. After the update, and before your first renewal post-migration, **you'll have the opportunity to review your pricing before your renewal date**.

After migration, go to the documents tab of the Account & Billing section of your account. Select the "Price Migration Details" PDF. In the "Price Migration Details" PDF, under "Your auto-renewal details," you'll see your auto-renewal pricing.

How can I find my renewal date?

Visit Account & Billing in your HubSpot account and go to the Subscriptions tab. Beneath your subscription(s) name, you'll see a line that says, "Automatically renews on..." The date that follows is your next renewal date for that subscription.