



Clearbit

Overview for Partners

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 December 13, 2024 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.

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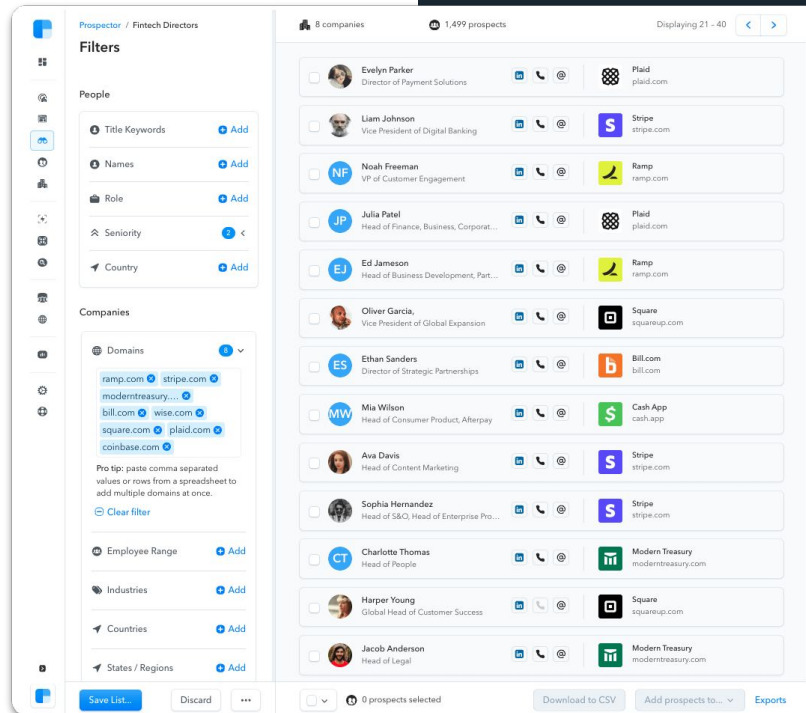
Clearbit Fast Facts

Let's Cover the Basics

What is Clearbit?

Simply put, Clearbit is
Sales Intelligence for HubSpot.

Use Clearbit to identify your top target accounts, understand who is ready to buy, then instantly find their contact information.



Why HubSpot Acquired Clearbit

Bringing Clearbit and HubSpot AI together on one platform will provide HubSpot customers the most comprehensive context around their customers and prospects.

With the acquisition of Clearbit, HubSpot will bring rich third-party data into its system of record, making HubSpot the central source of truth for go-to-market professionals.

As a HubSpot solutions partner, this acquisition represents a unique opportunity for you to expand your portfolio of services and help more customers grow better with HubSpot.



Clearbit
by HubSpot

Clearbit Team

- ✓ **Employee Size:** ~90
- ✓ **Primary Location:** Remote (SF, NYC, etc.)
- ✓ **Matt Sornson:** Co-Founder and CEO of Clearbit. Connect and follow him on [LinkedIn](#) and [X](#)!

Clearbit Customers

- ✓ **Type of Customers:** Primarily mature and more upmarket than a typical HubSpot customer.
- ✓ **Notable Customers:** Intercom, Asana, Greenhouse.
- ✓ **Pricing:** Paid usage credits.

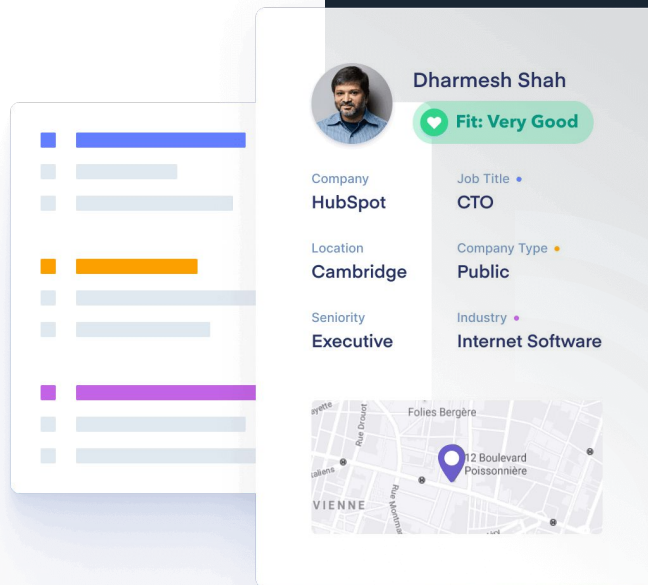


Feature Functionality

What Does Clearbit Do?

With Clearbit, You Can...

- **Optimize** Forms
- **Enrich** Contact & Company Records
- **Build** Target Markets
- **Reveal** Intent



Who is Paying Attention?

Optimize Forms

Extra form fields typically mean fewer qualified leads.

Get the best of both worlds by dynamically shortening your forms while still collecting the data you need to understand, score, and route your leads with speed and precision.

The image shows two versions of a form for 'Co.' side-by-side. The left version, labeled 'BEFORE CLEARBIT', is a long form with an email field, three red dashed boxes for 'Name', 'Employees', and 'Industry', and two text fields for 'What is your main goal?' and 'When are you looking to buy?'. The right version, labeled 'AFTER CLEARBIT', is a shorter form with the same email field, but the three red dashed boxes are removed, replaced by the two text fields. Both forms have a 'Request a demo' button at the bottom.

BEFORE CLEARBIT

Co.

email@example.com

Name

Employees

Industry

What is your main goal?

When are you looking to buy?

Request a demo

AFTER CLEARBIT

Co.

email@example.com

What is your main goal?

When are you looking to buy?

Request a demo

What Do I Know About Them?

Enrich Contact & Company Records

Say goodbye to incomplete records and stale contact information.

Real-time enrichment gives you the context needed on your existing contact and company records to convert your best opportunities with the right action at the right time.

The illustration shows a user interface for contact enrichment. On the left, a list of contacts is represented by colored bars (blue, orange, purple) and grey bars indicating missing information. On the right, a detailed profile for Dharmesh Shah is shown. The profile includes a profile picture, a 'Fit: Very Good' status, and fields for Company (HubSpot), Location (Cambridge), Seniority (Executive), Job Title (CTO), Company Type (Public), and Industry (Internet Software). A map snippet shows the location in Paris, France.

Dharmesh Shah

Fit: Very Good

Company
HubSpot

Location
Cambridge

Seniority
Executive

Job Title
CTO

Company Type
Public

Industry
Internet Software

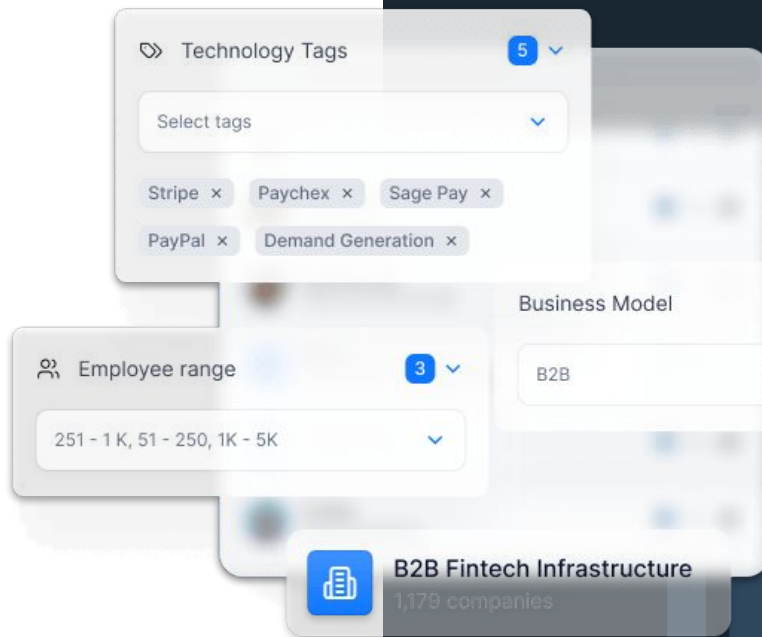
Map snippet showing location in Paris, France (12 Boulevard Poissonnière).

What Is My Target Market?

Build Target Markets

Get access to data about B2B companies all over the world.

Go beyond a simple target market list and find a comprehensive audience of every company that looks like your best fit customers, and could buy your product with a few quick clicks.



Who Is Paying Attention?

Reveal Intent

See what companies are visiting your website in the past hours, days, weeks, or months.

Reveal buying intent and fine-tune your targeting using insights such as your ideal customer profile, who's visited your pricing page (and how many times), and if they are already in HubSpot (or not). Plus, filter by channel source and never miss an opportunity for a lead.

The illustration shows a layered view of a HubSpot interface. At the top, a card displays the Paypay logo, a partial name 'Pay...', and a number '15,152.9' followed by 'anonymous'. To the right are icons for email and a social media-like icon. Below this, a larger card for 'Paypay' is highlighted with a 'High intent' blue badge. It lists 'Industry: Payments', 'Employees: 1,250', and 'Revenue: \$100M - \$250M'. At the bottom, a list of three contacts is shown, each with a profile picture and name: Kazuya Sugisawa (Finance Strategy), Adnan Burak Ayaz (Backend Engineer), and Hiroshi OKADA (CIO, Head of System Division).

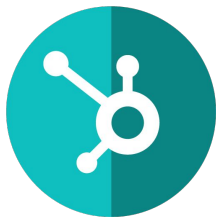
Company	Intent	Industry	Employees	Revenue
Paypay	High intent	Payments	1,250	\$100M - \$250M

Contact	Role
Kazuya Sugisawa	Finance Strategy
Adnan Burak Ayaz	Backend Engineer
Hiroshi OKADA	CIO, Head of System Division



Millions of B2B Contacts

Global coverage across US, APAC, and EMEA.



HubSpot Native

Easily integrate with your HubSpot customer platform -- instantly deduped and ready to fuel your business.



Pricing

Overview

Pricing Overview

The Clearbit pricing model is pretty simple.

- Clearbit is priced on a per credit, usage based model.
- Credits can be purchased in packs which become less expensive as you purchase more.
- Customers can purchase as many credits as they'd like.
- To view Clearbit pricing, visit clearbit.com/pricing.



Resources

Check these Out to Learn More

Resources

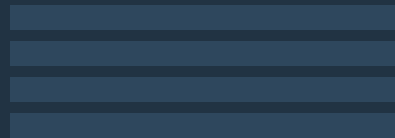
Learn more about “Clearbit by HubSpot” by checking out the following resources:

- [“Welcoming Clearbit to the HubSpot Team” Press Release](#)
- [“HubSpot Completes Acquisition...” Press Release](#)
- [Clearbit Website](#)
- [Clearbit “About Us” Page](#)



FAQs

FAQ Topics



- [Slide 20] What do my customers already know about Clearbit? When will HubSpot start a larger marketing push for Clearbit?
- [Slide 21] How does the acquisition of Clearbit support HubSpot's "Crafted, not Cobbled" narrative?
- [Slide 22] Does data enrichment really align with HubSpot's values?
- [Slide 23] How is Clearbit priced?
- [Slide 24] Does Clearbit have pricing tiers (Starter, Professional, Enterprise) like HubSpot does?
- [Slide 25] How do my customers/prospects purchase Clearbit?
- [Slide 26] Will I get commission on selling Clearbit?
- [Slide 27] What's the best way for me to try out the Clearbit product?
- [Slide 28] Will Clearbit become a hub?
- [Slide 29] How is Clearbit supported?
- [Slide 30] Is there a place I can go if I have more questions? Technical?
- [Slide 31] Is Clearbit available in all languages that HubSpot supports?

What do my customers already know about Clearbit? When will HubSpot start a larger marketing push for Clearbit?

HubSpot has done a few light notifications to customers during the initial closing period. We will start active marketing via email and through HubSpot.com on January 16th, 2024. The focus of these efforts is to drive awareness of the value of Clearbit and allow any/all customers to try the product.

How does the acquisition of Clearbit support HubSpot's "Crafted, not Cobbled" narrative?

HubSpot has made a small number of acquisitions in the past, all of which were executed with mindful intention to ensure that the customer experience with the software is seamless. How? By reworking and rebuilding the technology we've purchased onto our core HubSpot framework to ensure that unified UX, data layer, and single codebase that our customers love.

HubSpot bought Motion.AI in 2017, and now you see bots as a native part of the HubSpot product. We bought PieSync in 2019, and now it is fully integrated into HubSpot as Operations Hub. Clearbit will follow suit into a finely crafted and native offering over time.

One of the reasons we thought Clearbit was a perfect fit to join forces with HubSpot is, at its core, Clearbit is data. Data to be used and consumed by front office teams leveraging AI to build a customer first platform. While Clearbit will stay standalone for the initial phase of integration, over time Clearbit will be integrated as an offering within HubSpot's customer platform. We are excited to share more in the coming months and even more excited for the value you'll see in HubSpot.

Does data enrichment really align with HubSpot's values?

HubSpot remains committed to helping companies grow better, with an emphasis on the word *better*.

That means staying true to our data philosophy today: don't abuse it. While some companies have focused on selling personal data and spam, we have never believed in that and this acquisition doesn't change our mindset.

We'll continue to do right by people's privacy and respect their communication preferences, just like we have when getting email automation, CRM, or ads. Our focus is on building and maintaining customer trust, and being transparent along the way.

How is Clearbit priced?

Clearbit is priced on a per credit, usage based model. There is no traditional tiering of features as you are used to in HubSpot. All Clearbit features are available to all users. Credits can be purchased in packs which become less expensive as you purchase more. To view Clearbit pricing you can visit clearbit.com/pricing.

Does Clearbit have pricing tiers (Starter, Professional, Enterprise) like HubSpot does?

No, there are no pricing tiers like HubSpot's.

How do my customers/prospects purchase Clearbit?

There are two ways for customers to purchase Clearbit.

1. Customers can go to the Clearbit website and click the “talk to sales” CTA.
2. For larger HubSpot customers who want a higher-touch, you can reach out to your HubSpot point of contact (Sales or Service) and they can ‘request’ access to a Clearbit AE on behalf of you and your customer/prospect.

Will I get commission on selling Clearbit?



For our initial phase of integration, all customer billing will be done via Clearbit's existing systems. We believe this provides the quickest path to value for our shared customers. Because of this, commissions/credit will not be attributed to our partners or internal teams in the short term.

What's the best way for me to try out the Clearbit product?

We invite you to play around with Clearbit's [free tools](#). Contact and company enrichment will require the [use of paid credits](#).

Will Clearbit become a hub?



The details of longer term integration are still being ironed out but eventually the offering will be integrated within HubSpot's customer platform.

How is Clearbit supported?



Clearbit will be supported by the fantastic support and service folk at Clearbit. Over time we will begin to migrate their systems into HubSpot's, but for now, all support questions will be routed and answered by our new friends at Clearbit.

Is there a place I can go if I have more questions? Technical?

You can refer to the [Clearbit Knowledge Base](#) and [Clearbit Technical Documentation](#). There is a robust integration between Clearbit and HubSpot which allows you to build lists with company and contact data and automatically sync those into HubSpot. For more information on the integration, you can visit clearbit.com/integrations/hubspot.

Is Clearbit available in all languages that HubSpot supports?

The Clearbit UI is exclusively in English. However, the data set is global. Earlier this year, Clearbit released and updated their data set, announcing a priority of driving greater global coverage.

This included global coverage across companies in any country and websites in any language and a 100% increase in global person data coverage (over 250M new decision-makers added).

For more details on that announcement, you can see their [release notes here](#).



Appendix



Glossary of Terms



1st Party Data

Data your company has **collected directly from your audience** -- whether it be from a customer, site visitors, app users, or social media followers.

Example:

Your marketing team pulls former customer purchases, feedback, and site activity to design a campaign.



3rd Party Data

Data collected by an organization **external to your company**; often compiled from different sources then bought by companies.

Example:

Your sales team purchases a list of phone numbers and email addresses for employees of a target company.



Data Enrichment

The process of **adding supplemental information** to your CRM records.

Example:

HubSpot adds a publicly known office address when you add a new company to your CRM.