

# Repackaging HubSpot's Commerce Products

## Overview for Solutions Partners

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# Why are we repackaging our Commerce products?

## Overview

- Launched our commerce tools in September 2021.
- Available to US-based Starter+ customers.
- Required customers to switch to “HubSpot payments,” our native payment processing option.
- Positioned as commerce features spread across the CRM and existing Hubs - not a stand-alone Hub offering.

## 2023 Feedback

- Customers **aren't aware** we have commerce tools because the offering is buried within other Hubs.
- Most customers already have a payment processor and aren't ready to **rip-and-replace** with HubSpot Payments.
- HubSpot payments is **available only to Starter+ US-based** customers, leaving international without an option.

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## To address this feedback we're:

- Repackaging our commerce products
- Introducing a couple new products
- Supporting international markets
- Bringing 'commerce' front and center so the market knows what HubSpot offers

*Our solution to this is a long-term vision that starts with setting the foundation at INBOUND.*



# Introducing **Commerce Hub**

A repackaging of existing features + some new features and bringing commerce front and center as a recognizable product.



# What is changing?

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Existing Commerce tools

Commerce Hub

**Positioning:** The current story centers around HubSpot Payments for payment processing.



**All-in-one suite of B2B commerce tools that work directly with HubSpot CRM.**

**Adoption Feedback:** Requires customers to use HubSpot Payments to process payments, which requires application and often a rip-and-replace.



**Seamlessly plugs into your existing processor** (starting with Stripe). No rip-and-replace required.

**Product Gaps:** Incomplete billing channels



Bill with **invoices, quotes, and payment links**

**Packaging:** Commerce features require you to own other hubs.



**INBOUND: Most features available at free**, some advanced features require another Pro+ hub (ex: billing automation).

**Availability:** US-only, Starter+



**INBOUND: Available to US-only Free+** (with Stripe account)  
**EOY 2023: Available in most geos at Free+** (with Stripe account)

Commerce Hub is pure consumption-based pricing and product-led GTM model (reps will not be selling the Hub)

# Commerce Hub: Feature Details

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Feature	Job to be Done
<b>Invoices</b>	Bill your customers with native invoicing from within your CRM, automate actions with invoice-based workflows, and report on revenue
<b>Subscriptions &amp; Subscription Management</b>	Bill customers for recurring services and manage those subscriptions within HubSpot
<b>Quotes</b>	Create agreements with customers with the ability to sign the agreement and get paid on it.
<b>Payment Links</b>	Collect payments and sell products anywhere you can place a link online
<b>Commerce Objects</b>	Including: payment, subscription, and invoice
<b>Automated Billing</b>	Automate time-consuming manual tasks like collections, customer implementation, renewal management, and more
<b>HubSpot Payments</b>	Collect money from customers alongside HubSpot's CRM with native payments tool
<b>Stripe Payment Processor</b>	Collect money from customers from within HubSpot CRM with your own Stripe account, allowing you to realize the full value of Commerce Hub regardless of which payment processor you use
<b>Products Library</b>	Create and manage a collection of products for sale

# Commerce Hub

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Streamline your opportunity-to-revenue process to get paid faster, increase revenue, and save time.

Commerce Hub is an easy-to-use B2B commerce suite for HubSpot.

## Get paid faster

**Invoices** - Turn a quote to cash in record time with easy invoices sent directly from your HubSpot CRM. Stay on top of invoices with overdue invoice tracking and management.

**Payment Links** - Simple yet powerful links enabling you to sell anywhere—your website, forms, email, and more!

**Quotes** - Create, send, and capture signatures on beautifully branded sales tools powered by your HubSpot CRM data.

## Increase revenue

**Subscriptions** - Collect, manage, and report on recurring payments alongside your HubSpot CRM.

**Flexible Payment Processing** - Seamlessly and quickly collect money from your customers directly with your HubSpot CRM and your **existing Stripe** login or **HubSpot Payments**.

## Save time

**Custom Billing Automation** - Automate time-consuming manual tasks like collections, customer implementation, renewal management, and more.

**Revenue Reporting** - Combine commerce and CRM data in powerful custom reports to gain a deep understanding of your revenue performance.

# Target Audience Snapshot

- Existing HubSpot customers
- B2B SMB (1-50EE)
- One industry we're finding good traction in is Professional Services.

**Commerce Hub** is typically discovered by a HubSpot user in app. However, they often work with an internal committee at the company to decide to adopt:

- CEO = Final decision maker
- Finance = Influences decision (we need to check the boxes)
- Sales Leader
- (potentially) Marketing Leader





## Hub qualification

Question	“How important is streamlining your process from identifying an opportunity to getting paid?”
Response	“HubSpot’s Commerce Hub can <b>streamline their opportunity-to-cash process</b> to get <b>paid faster</b> , <b>increase revenue</b> , and <b>save time</b> .”

## Feature category qualifications

	Get paid faster	Increase Revenue	Save Time
Question	“How long does it take for you to get paid?”	“Does your technology stack make collecting payments easy or hard?”	“How manual is the opportunity-to-cash process today?”
Follow up	“With Commerce Hub, you will get paid faster because selling and getting paid become a single step.”	“Increase your revenue by empowering your team to take action on any revenue opportunity while creating streamlined checkout experiences.”	“With Commerce Hub you and your team will save time by automating billing-related tasks.”
Features to highlight	Payment Links, Quotes, Invoices	Subscriptions, B2B Checkout, HubSpot Payments	Billing Automation, Revenue Reporting, & Stripe

1. **Clearer Offering:** Packaging as “Commerce Hub,” bringing commerce front and center
2. **New commerce tool;** Invoices
3. **Expanding payment processor support** beyond HubSpot payments, starting with Stripe
4. **International:** plans to expand in the coming quarters
  - a. Stripe payment processing ([join the waitlist](#))

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# Next Steps



## Next Steps

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1. Review all of the information and be aware that things will evolve over the coming months. Understand that this is more of a repackaging of features than a brand new set of products.
2. Identify customers or prospects who could benefit from using Commerce Hub, whether they're looking to switch to HubSpot Payments or already have Stripe and can simply get started with their existing account.
3. Publish content that informs and educates your customers and prospects about Commerce Hub.

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# Commerce Hub FAQs



## What is Commerce Hub?

Commerce Hub is an easy-to-use B2B commerce suite that works directly with HubSpot CRM. It helps you streamline your opportunity-to-revenue process to get paid faster, increase revenue, and save time.

Commerce Hub can be used with your existing payments gateway via Stripe.

## What regions will Commerce Hub available in?

As of September 6, 2023, Commerce Hub will be available to all US-based customers at our free and above tiers.

We plan to expand availability globally within the coming quarters. If you're an international customer interested in Commerce Hub, please [join our waitlist](#) to be notified when it is available.

## Will Commerce Hub have any tiers?

Commerce Hub will not have any tiers. There will be some limits within Commerce Hub, ex: a customer must have a Starter+ hub to be able to use HubSpot Payments. We will document these limits on the Pricing Page, P&S Catalog, and Product Specific Terms.

## Are customers required to have any other Hubs/Tiers to use the Commerce Hub tools?

- At this point in time, we should consider Commerce Hub an add-on Hub, similar to Ops Hub. Although there will be many features available at Free, there will be *some* advanced features that require other Hubs at higher editions. We will evaluate packaging changes down the line.

## What payment processors does Commerce Hub support?

HubSpot believes in giving our customers the flexibility to use their payment processor of choice.

- Today, Commerce Hub supports Stripe payment processing.
- For those who do not have a payment processor or are interested in switching, we also have our native payment processing solution, [HubSpot payments](#).

Over time, we plan to support additional payment processors to ensure it is easy for customers to use their system of choice.

## Will Commerce Hub integrate into my existing accounting system?

We want to make it easy to adopt our commerce features and understand a big part of that is ensuring they integrate into your existing accounting system.

Today, we support easy reconciliation and reporting with our native QuickBooks integration. We'll be expanding over time to other integrations. We also support the ability to export payments and payouts to CSV in a format that is easy to reconcile.

## Which is a better fit for me: HubSpot Payments or Stripe payment processing?

Both options offer a great way to start accepting payments with HubSpot CRM.

- If you have an existing Stripe login, we typically recommend continuing to use Stripe and leveraging Stripe payment processing.
- If you do not have a payment processor or are interested in having everything consolidated in HubSpot, we recommend HubSpot Payments.

## Is there a monthly SaaS subscription fee for Commerce Hub?

There is no monthly SaaS subscription fee for using Commerce Hub features. Commerce Hub operates as a pay-as-you-go pricing model; you will only be charged a fee on transactions you collect through the Commerce Hub features.

There are some advanced features (ex: Custom Billing Automation) that will require a subscription to another HubSpot product. You can learn about all of the features and requirements on the [Commerce Hub Pricing Page](#) (will be live when we launch on 9/6)



## How are my fees calculated?

Depending on what payment processor you use, your fees will be calculated differently.

- We suggest checking out the product catalog page once the news is public at INBOUND.

# Commerce Hub Resources

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- [Commerce Hub product page](#)
- [Commerce Hub walkthrough](#)
- [Commerce Hub community AMA](#)
- [Invoices product page](#)
- [Quoting product page](#)
- [Payments 'campaign in a box'](#)