We may make statements regarding planned or future development efforts for our existing or new products or services or statements regarding management's expectations for future growth. These statements are not intended to be a promise or guarantee of future availability of products, services, features, or expected growth, but merely reflect our current plans based on factors currently known to us. 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, September 7, 2022, 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 are made. If this presentation is viewed after this date, these statements may no longer contain current or accurate information.
The Age of the Connected Customer
How are you?
How are you?
Disconnects
creating a gap to growth
Connects

closing the gap to growth

Disconnects

creating a gap to growth
Companies are struggling with **Disconnected** systems.
What is the biggest **pain point** for your business?

- **Disconnected Systems and Data**
- Difficulty Engaging Prospects
- Growth Slowing Down
- Decreasing Organic Traffic
- Ineffective Buying Process
- Lack of Comm. & Collab. Between Teams
- Lack of Depth in Customer Relationships

Source: HubSpot Market Research Problem Statement Validation Survey (Apr 2022)
The average company has 242 SaaS apps today.

Source: Productiv - The State of SaaS Sprawl 2021 Report
Ineffective.
Stuck.
Inefficient.
Disconnected point solutions are not the solution
We rely on each other for **Support**
Lack of Human Connection

45% fewer interactions at work

57% fewer social activities

People are disconnected from each other.
People crave community in good times and not-so-good times.
Companies are disconnected from their customers.
Disconnected Customer

Digital fatigue + Distrust =
We are in Overload mode
Google searches ended without a click: 65%
Fewer responses to sales emails: 40%
Average blog growth rate: -1.6%

Source: Animalz Benchmark Report 2021, Sparktoro 2020
PRIACY is queen
Privacy. That’s iPhone.
Old go-to market strategies will not work in this new world.
Disconnected

Systems
People
Customers
Customer Management
Customer Management Connection
You need more than data

...You need context

You need more than content

...You need connection

You need more than contacts

...You need community
Connected Customer Growth Strategy
Attract

Be first to the party with first party data

Diversify your distribution
Engage

Earn that open rate

Bring context to your conversations
Delight

Make buying a breeze

Give customers channel choice
Optimize for Customer Connection

- Be first to the party with first party data
- Diversify your distribution
- Earn that open rate
- Bring context to your conversations
- Make buying a breeze
- Give customers channel choice
How are you?
How are you?
The Age of the Connected Customer
58b Website Visitors
Global Economy
Revenue Growth
Ad Effectiveness
Faster Route Available
Privacy Changes

Marketing Fatigue

Search and Ads Effectiveness Declining
Marketing Campaigns
Loom Builds Demand Generation Campaigns With HubSpot CRM

80% Faster
Customer Journey Analytics
Customer Journey Analytics

NOW IN PRIVATE BETA
PUBLIC BETA IN OCTOBER
60% of CRM data goes unused
40% of all ops time is spent cleaning and preparing data
3% of companies have data that meets basic quality standards
Data that is CLEAN, CLEAR AND CONNECTED
Crafted Data Management
Data model overview

The data model represents the way you store and structure data in HubSpot. It impacts how you import, view, automate, and report on your data.

Objects

An object is a type of data you're tracking in HubSpot.

Objects in view

- Bowl
- Car
- Company
- Contact
- Deal
- Drone
- Form Submission
- Lamp

If you need to track and manage a new type of data, create a custom object ➜
<table>
<thead>
<tr>
<th>NAME</th>
<th>PROPERTY ACCESS</th>
<th>BUSINESS UNIT</th>
<th>GROUP</th>
<th>CREATED BY</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Lifecycle Stage</td>
<td>Everyone can view and edit</td>
<td>An’s Account (Account)</td>
<td>Contact</td>
<td>Aaron Plaut</td>
</tr>
<tr>
<td>Age</td>
<td>Everyone can view and edit</td>
<td>An’s Account (Account)</td>
<td>Contact</td>
<td>Aaron Plaut</td>
</tr>
<tr>
<td>All-time Favorite Red Sox Player</td>
<td>Assigned to users and teams</td>
<td>An’s Account (Account)</td>
<td>Contact</td>
<td>Aaron Plaut</td>
</tr>
<tr>
<td>All-time Favorite Spurs Player</td>
<td>Assigned to users and teams</td>
<td>An’s Account (Account)</td>
<td>Contact</td>
<td>Aaron Plaut</td>
</tr>
<tr>
<td>Annual Revenue</td>
<td>Everyone can view and edit</td>
<td>An’s Account (Account)</td>
<td>Contact</td>
<td>HubSpot</td>
</tr>
<tr>
<td>Ari’s Random Revenue</td>
<td>Everyone can view and edit</td>
<td>An’s Account (Account)</td>
<td>Contact</td>
<td>Aaron Plaut</td>
</tr>
<tr>
<td>Assists</td>
<td>Everyone can view and edit</td>
<td>An’s Account (Account)</td>
<td>Contact</td>
<td>Aaron Plaut</td>
</tr>
<tr>
<td>Average Pageviews</td>
<td>Everyone can view and edit</td>
<td>An’s Account (Account)</td>
<td>Analytics</td>
<td>HubSpot</td>
</tr>
<tr>
<td>B Lifecycle Stage</td>
<td>Everyone can view and edit</td>
<td>An’s Account (Account)</td>
<td>Contact</td>
<td>Aaron Plaut</td>
</tr>
</tbody>
</table>
not going to happen
Apply formatting rules to property values to keep your data in HubSpot useful and consistent. Learn more about how this action works.

Custom mode

Formula

Enter your formula here

Save formatted data to a property with a Copy property value action

Save and continue  Cancel
Data Quality
Crafted Data Management

PUBLIC BETA

CLEAN, CLEAR AND CONNECTED
Teams want to view the data
Customize the CRM
CREATE DATE: 05/12/2021 1:45 PM EDT

LIFECYCLE STAGE: Opportunity

LAST ACTIVITY DATE: 08/08/2022 12:22 PM EDT

Recent Communications

- Katherine Man sent an email to Amy Powers
  - Date: August 8, 2022

- Katherine Man logged a call to Amy Powers
  - Date: August 4, 2022

- Katherine Man logged a call to Amy Powers
  - Date: August 1, 2022

Companies

<table>
<thead>
<tr>
<th>COMPANY NAME</th>
<th>COMPANY DOMAIN NAME</th>
<th>PHONE NUMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Customize the CRM

PUBLIC BETA
Something is Missing
Connected Payments
Payments
Easy to Purchase
Easy to Pay
Summary

Gold
Full access to the Gold subscription offering

Total
Then $1,000.00 per month

$1,000.00

Contact info

Email address *
bh@hubspot.com

First name *
Brian

Last name *
Halligan

Payment info

Credit or debit card

Credit card number *
VISA 4242 4242 4242 4242

Expiration date *
02 / 23

Security code *
123

We will follow up with next steps to get started!
Easy to Connect
Payments

LIVE
hubspot.com/new
THANK YOU
Connect the Dots
Grow Better With Community
Greetings, fellow humans.
In Person
In Person

In Pajamas
I’m @dharmesh.
disconnected
connect
Community Matters
A dot.
MIT Sloan Fellows win Battle for Clicks Against Harvard

Welcome!

Welcome to the MIT Sloan Fellows website.

This site is maintained for participants and partners in the MIT Sloan Fellows program in Global Leadership and Innovation.

If you are an MIT Sloan Fellow (past or present), or affiliated with the program, please register for the site. One of the site administrators will need to verify your information and grant you access. This process usually takes no more than a couple of hours.

If you have any problems with the site, please do not hesitate to contact Dharmesh Shah (dshah@sloan.mit.edu).

Enjoy your visit!
growmance
Market unto others as you would have them market unto you.
Happy 16th HubSpot and INBOUND!
My own dot.
Sohan
you?
You belong.
You belong.
You have value.
You belong.
You have value.
You matter.
The Power of a Professional Community
inbound = value led growth
The Evolution Of Value Led Growth
The Evolution Of Value Led Growth

Sales Led Growth
The Evolution Of Value Led Growth
The Evolution Of Value Led Growth

Sales Led Growth
Consultation

Marketing Led Growth
Content
The Evolution Of Value Led Growth

Sales Led Growth
Consultation

Marketing Led Growth
Content

Product Led Growth
Code
The Evolution Of Value Led Growth

Sales Led Growth: Consultation
Marketing Led Growth: Content
Product Led Growth: Code
Community Led Growth: Connection
Crafting The Ideal Community
Identity
Diversity
Engagement
IDEA
Action
IDEAL Learning
Making a Professional Community

Identity  Diversity  Engagement  Action  Learning
Where We’re Headed
A peek behind the curtains
THINK BIG!

2022 Strategy Offsite
Don’t bring an umbrella to a brainstorm.  ~Ted Lasso
SOLVE FOR THE CUSTOMER
Breathe.
connect.com

The connected community for growth professionals.
Simplify
Dharmesh Shah
Co-founder/CTO at HubSpot
Member since August 2021

Connect with me

HubSpot product usage

Current goal
Learning new skills

Academy
Community

Earned certifications

Inbound
Earned Oct 09, 2020

Inbound Marketing
Earned Jun 09, 2020

Inbound Sales
Earned Oct 19, 2020
Let’s all connect ...
Thank you

❤️

@dharmesh
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