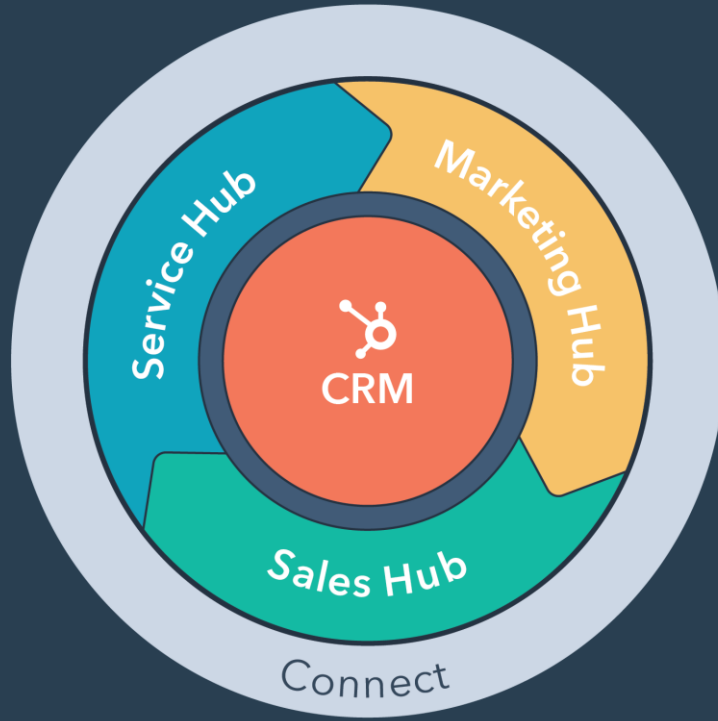


HUBSPOT AS A PLATFORM II: BUILDING A LOVABLE DEVELOPER PLATFORM

Nancy Riley | GM, App Hub



Hypothesis:

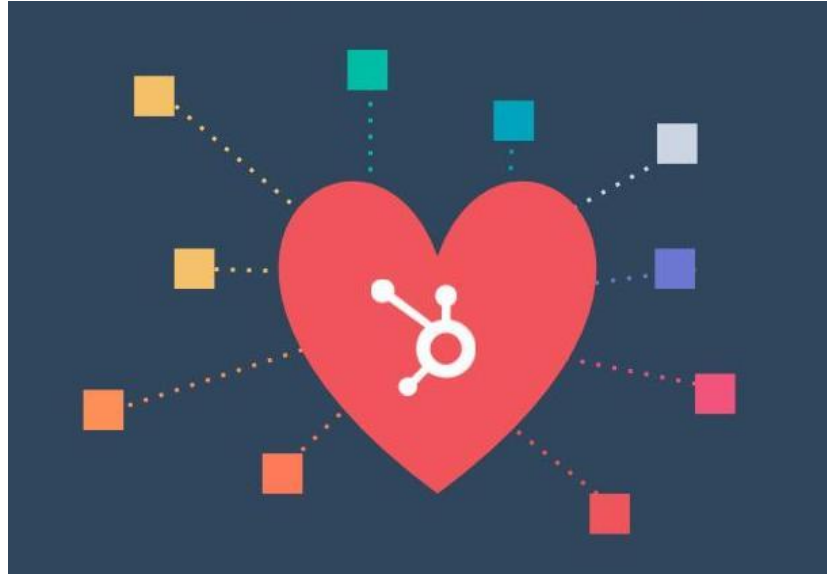
What customers want is
the flexibility of choice and
the sanity of a platform.

The background is a solid orange color. There are several abstract circular shapes in lighter shades of orange. One is a small solid circle on the left. Another is a large solid circle at the bottom left. On the right side, there are three concentric circles of varying radii, all centered towards the right edge.

Customer First
+
#platformfirst

We're on a mission:

Make HubSpot a Lovable Developer Platform



We're on a mission:(or two):

Make HubSpot a Lovable Developer Platform

Help organizations connect to useful and innovative technologies that will help them grow better.



Customers Developers

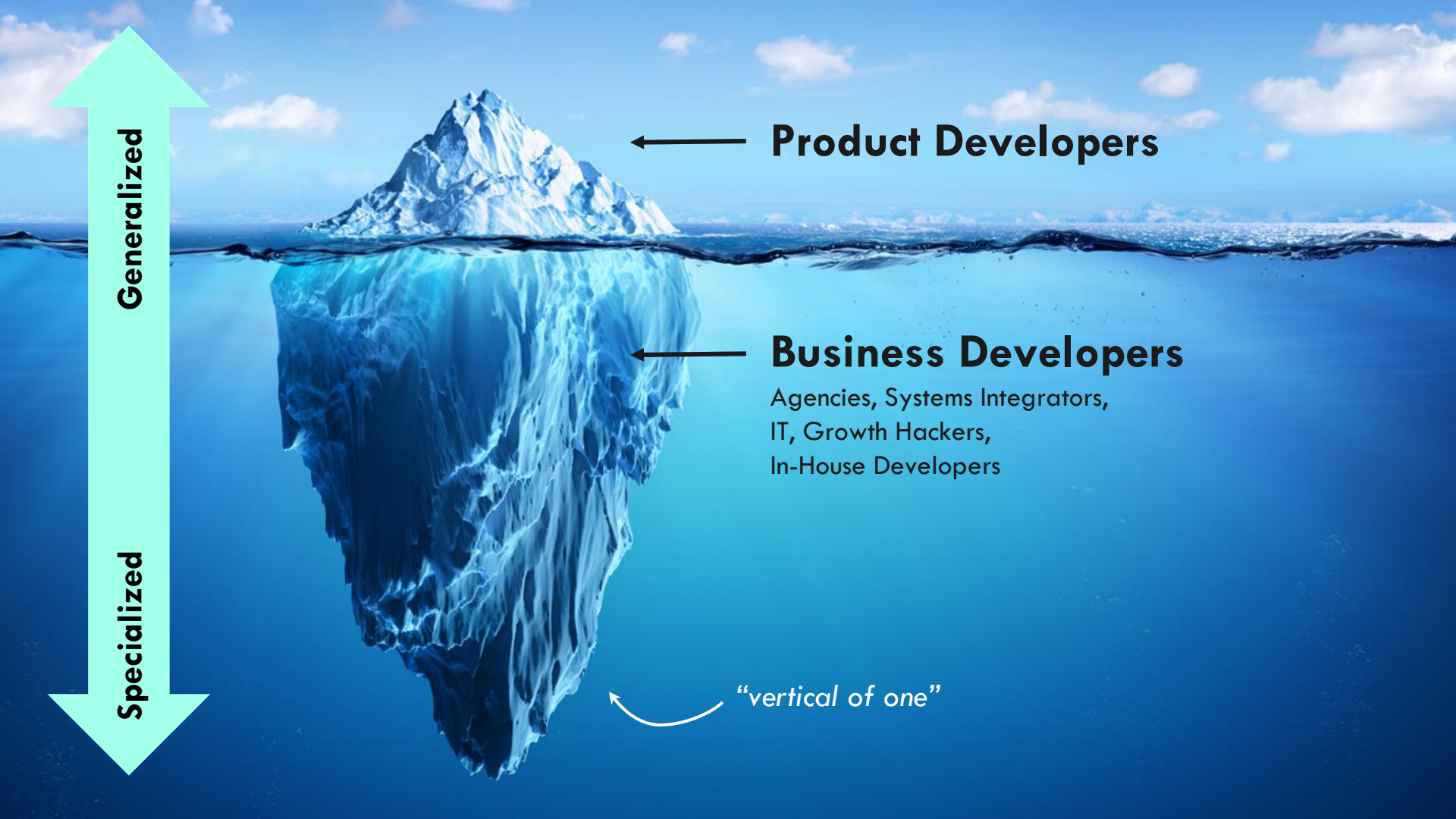


**HubSpot
Product Team**

Building and supporting a platform ain't easy

A fundamental shift in how we #SolveForTheCustomer

- Consider current and prospective partners in the solution space
- For HubSpot built products and features - plan for APIs and extension points up front, involve partners early
- Track API adoption as closely as activation for a feature
- API and OAuth2 breaking changes are equal to product outages



The diagram features a large iceberg floating in a blue ocean under a blue sky with white clouds. The iceberg is split horizontally by the water's surface. The top part, which is above water, is relatively small and smooth. The bottom part, which is submerged, is much larger and has a complex, jagged, and textured appearance. On the left side of the image, there is a large, light green arrow pointing upwards. Inside this arrow, the word 'Generalized' is written vertically in black. On the right side, there are two labels with arrows pointing to the iceberg. The top label, 'Product Developers', has a black arrow pointing to the small tip of the iceberg above the water. The bottom label, 'Business Developers', has a black arrow pointing to the large submerged part of the iceberg. Below this label is a list of roles: 'Agencies, Systems Integrators, IT, Growth Hackers, In-House Developers'. At the bottom right, there is a white curved arrow pointing towards the submerged part of the iceberg, with the text 'vertical of one' next to it.

Generalized

← **Product Developers**

← **Business Developers**

Agencies, Systems Integrators,
IT, Growth Hackers,
In-House Developers

Specialized

“vertical of one”

Developer Relations

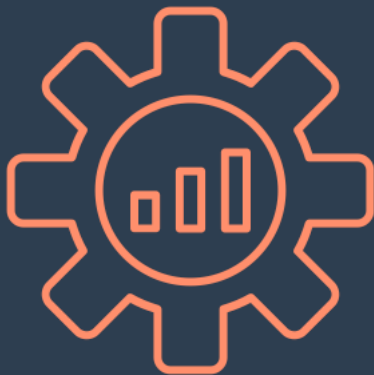
Creating a world where anyone can build with the HubSpot platform.



Tools | Components | Education | Support



Time to Joy



Time to Usefulness

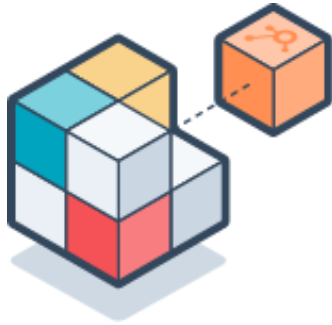


Time to Launch



Time to Hero

How do we measure success?



Installed Connect
Partner Apps



Developer NPS
(Net Promoter Score)



Influence on KPIs

How do we **want** to measure success?

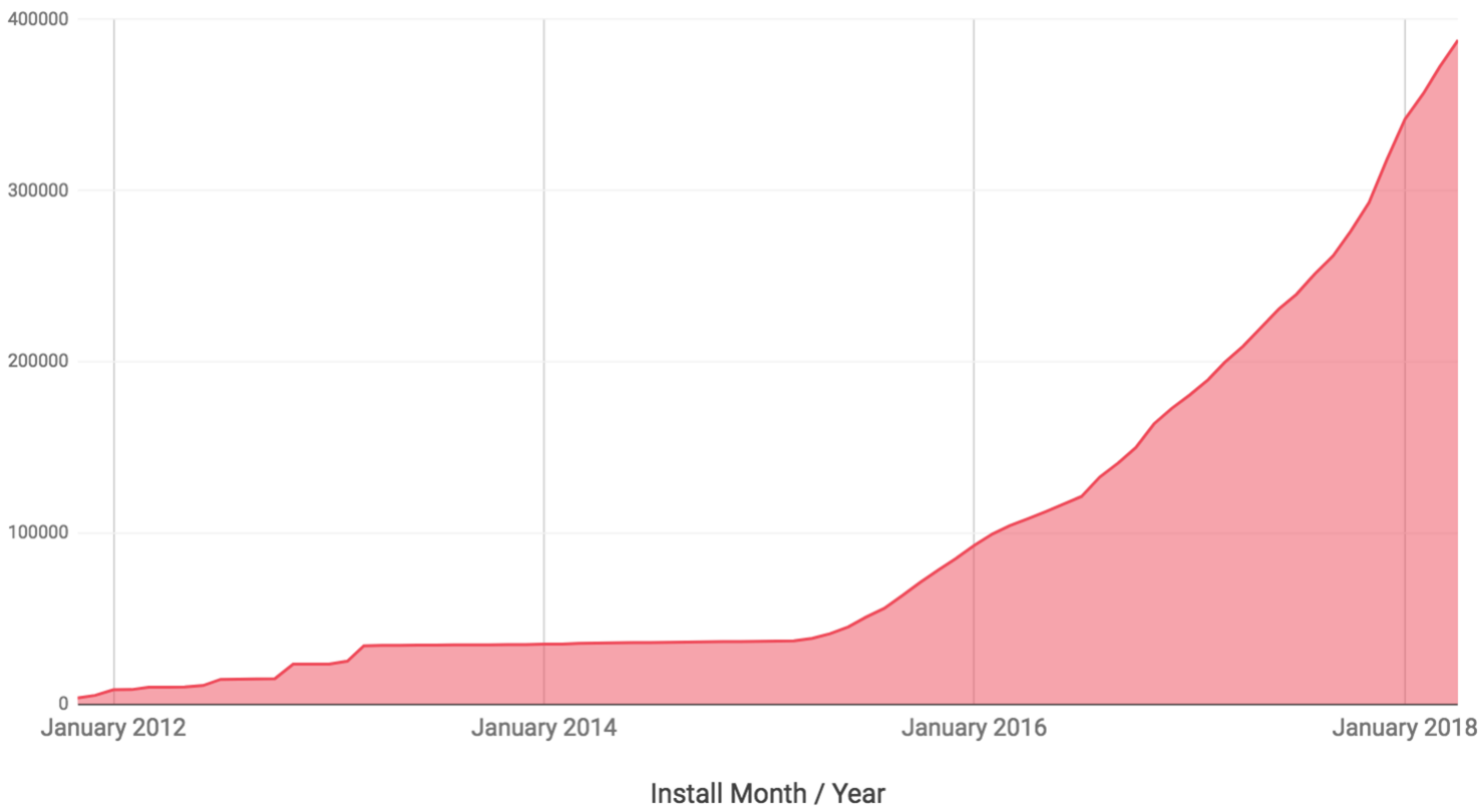


Usage and user retention of each integration

Usage and user retention of each API

Specific, actionable metrics for developer satisfaction

Integration Installs



CONFIDENTIAL

#PARTNERDAY18



**IT'S TIME TO
GET REAL!**

A black and white photograph of a modern interior space, possibly a hallway or a large room. The walls are light-colored and feature a large, bold, red sign with white text that reads "IT'S TIME TO GET REAL!". The sign is mounted on the wall and is angled slightly upwards. In the foreground, a metal handrail runs along the wall. To the left, a group of people is walking away from the camera, their figures blurred, suggesting motion. A single, large, white, conical pendant light hangs from the ceiling on the left side of the frame. The floor is polished and reflects the light from the ceiling.



**“A great platform company
measures its success based on
the success of its ecosystem.”**

– Tod Nielsen, CEO, FinancialForce

**Innovation is serendipity, so you
don't know what people will
make.**

- Tim Berners-Lee



The slide features a solid orange background with several large, semi-transparent circles of varying shades of orange. One circle is in the top right corner, another is on the left side, and a large one is in the bottom left corner. The text "Product Roadmap" is centered in a bold, white, sans-serif font.

Product Roadmap

New Resources in 2018

New APIs

8

New Endpoints

50+

**New Dev
Resources**

Beta APIs
Changelog
Best Practices

New (and coming soon)



@workplace
by facebook

HubSpot Developers

API DOCS COMMUNITY GET FEATURED CREATE AN ACCOUNT

Intro to Ecomm Bridge

GET /deals/v1/pipelines

This endpoint will return all deal pipelines for a given portal. You can read more about how Deal Pipelines and how they work in our [Deal Pipelines Overview](#).

Method Details	
HTTP Methods:	GET
Response Format:	json
Requires Authentication?	Yes
Rate Limited?	Yes

```
0
1 Example GET URL:
2 https://api.hubapi.com/deals/v1/pipelines?hapikey=demo
3
4 Example response:
5 [
6   {
7     "active": true,
8     "displayOrder": 0,
9     "label": "Sales Pipeline",
10    "pipelineId": "default",
11    "stages": [
```



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+



HELLO
my name is

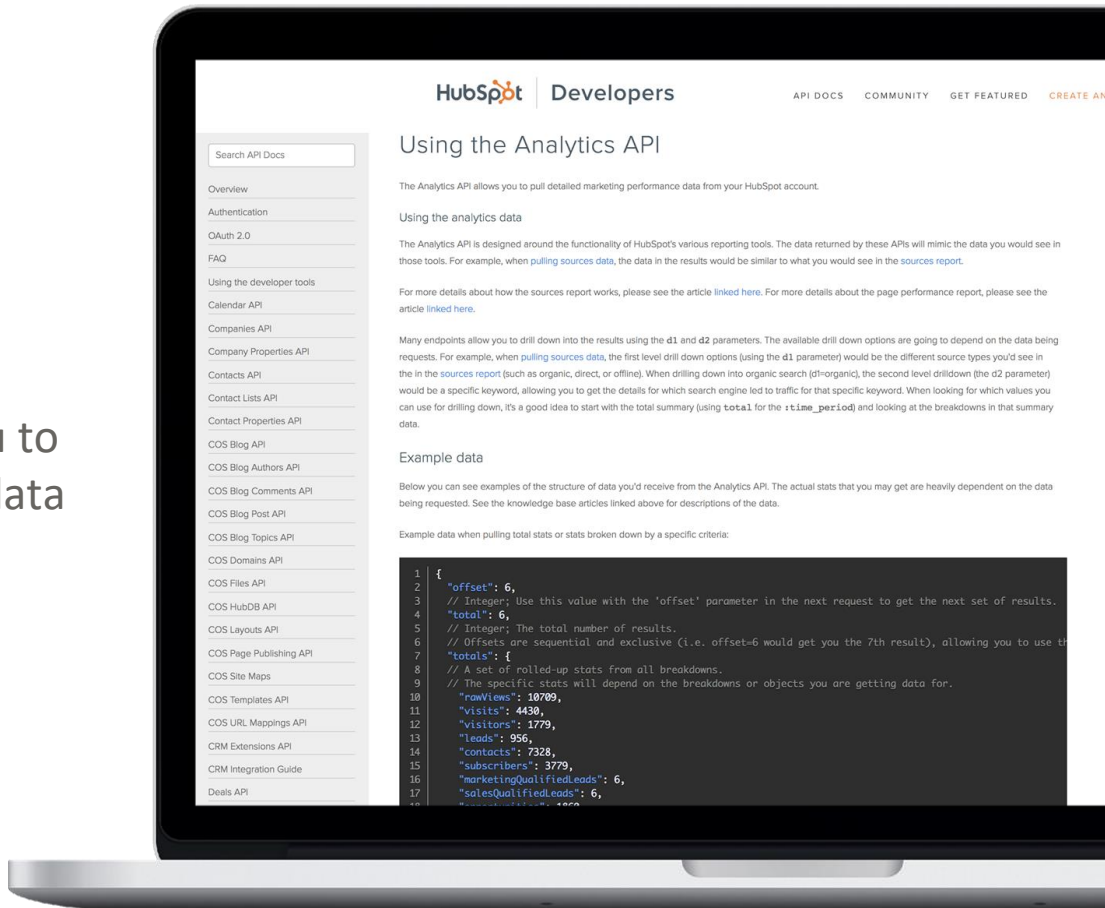
Your Favorite
Shopping Cart

+



Analytics API^{V1}

A new set of public APIs that allow you to pull detailed marketing performance data from HubSpot



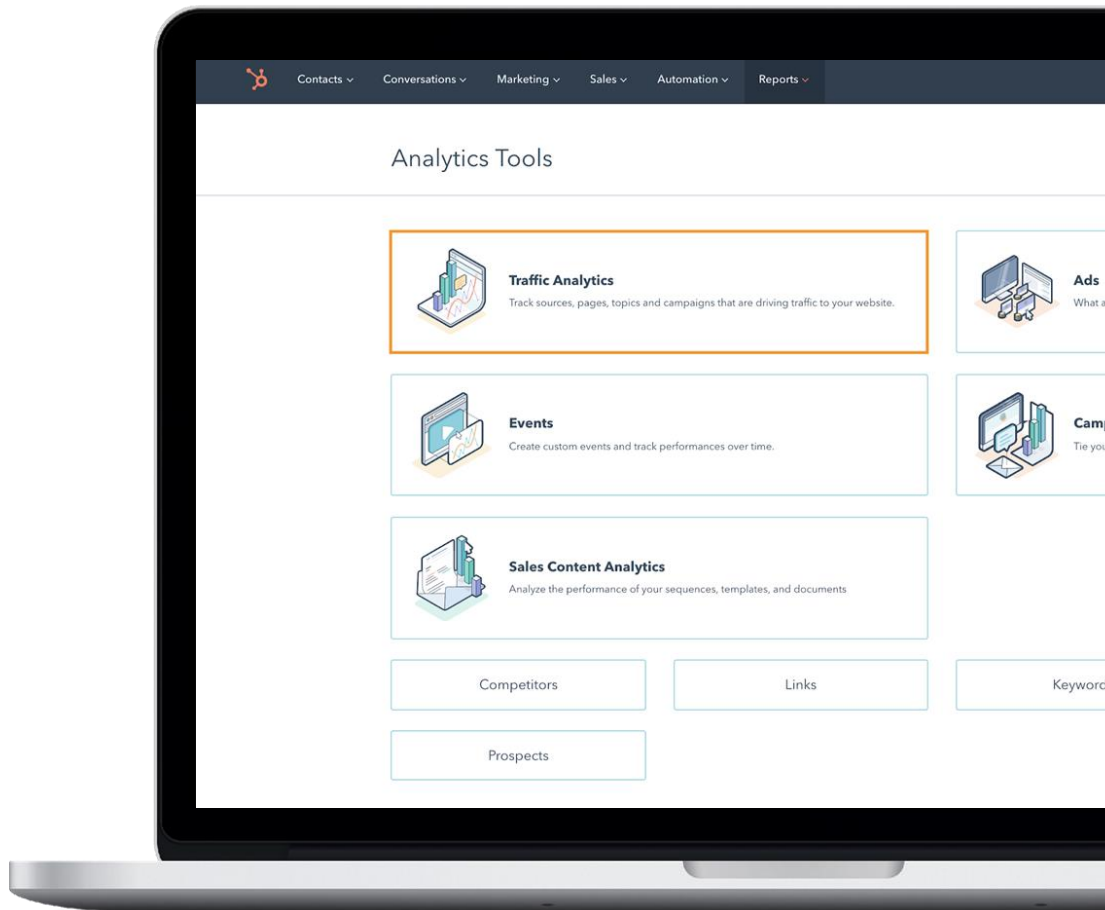
What Data?

Web Traffic Analytics

HubSpot Hosted Content
HubSpot Sources Data
HubSpot Sources Breakdown

Availability:

Partner OAuth Apps – Open
Direct Hapikey – Enterprise
Data available will vary by product
tier



CRM:

Products

Line Items

Tickets

Changelog

GET/POST/PUT/DELETE

Batch

Associations

Poll for updates

Deals: the  of Sales

Products: the  of Deals

Tickets: the  of Helpdesk

Changelog: track ALL the changes

API Updates



New Features:

HubDB v2 – support for drafts

Contacts – get contact property group details

Contacts – track lifecycle stage



Sunsetting:

Keywords API – target date June 2018

The API Changelog



HubDB API Version 2

MAY 1, 2018 3:41:13 PM

Version 2 of the HubDB API released, now includes draft table

SUBSCRIBE FOR
UPDATES

API Design Guide & Tools

Improving HubSpot's APIs:

Consistency

Completeness

Documentation

Reduced Time to Implement



In Design (Confidential and Subject to Change)

Quote for Biglytics

Prepared on February 12th, 2018 - #0012234934-23483951
For Biglytics - Sam Ganges, Charlie Holbath, and 3 more - See more...

Comments from Alison

I know there was some ambiguity around some of the quantities, but I included a liberal estimate to help out the conversation on your end. Let me know if you have any questions.

Alison Bechdel - Sales Operative at Popsicle Inc.



Products & Services

Cloud Service - Enterprise

Boldly go where no one has gone before. Enterprise level provides 6x10^23 TB of storage, and hologram support.

\$70,000 / month
12% discount \$61,000 / month
For 1 year

Installation

Labor and services involved with installation of our cloud products.

3 x \$1,000

Cloud Service - Premium

This our 500 kb cloud integration with highest tier support access. Dial-up ready.

\$45,000 / month
For 1 year

Cloud Service - Support

Paid support for any of our non-premium products.

\$500 / month
For 6 months

Recurring discount	\$9,000 / month
Recurring subtotal	\$106,500 / month
One-time subtotal	\$3,000
Total	\$110,150

This total does not include any applicable taxes

Print

Download

Checkout

e-sign

This quote is valid until March 12, 2019

New note

Email

Call

+ Log activity

Create task

Schedule

What are you meeting about?

Start time

03/29/2018 4:00 PM

Describe your meeting...

Add an attendee

Olmo Maldonado

+ Add a contact

Associated with

+ Add a company

+ Add a deal

Duration

1 Hour

Add a conference link

Marketing

Dashboard

Contacts

Content

Social

Reports

Productivity

Search

< Back to dashboard

Report Library

Search the report library



Create custom report

All Reports

All reports

Contacts

Companies

Marketing

Sales

Integrations

Marketing Performance

Add report

NEW CONTACTS

0.13%

203

-33.66%

CUSTOMERS

4.93%

10

12

In Design (Confidential and Subject to Change)

The image is a collage of HubSpot interface elements. On the left, there are two overlapping 'Notifications' panels. The top one is in English, showing notifications for email exports, contact assignments, and mentions. The bottom one is in Spanish, showing similar notifications. In the center, a workflow diagram titled 'The best workflow' shows an 'Enrollment trigger' for 'Lifecycle Stage is equal to Lead', followed by a 'Send email' action labeled 'Lead nurturing email 1' with a '0% click rate'. On the right, a 'Select an action' modal is open, displaying various action categories: Building blocks (Add delay, Add if/then branch, Add Seventh Sense delay), Productivity (Create a task, Send internal email, Send internal SMS), Marketing (Send salesmsg message), Marketing (Send email, Add to a static list, Remove from a static list), Sales (Create a deal, Rotate leads), and Contact properties. In the background, a 'Marketplace' page is visible, showing a grid of modules like 'Parallax Hero Banner', 'Team Member', and 'Testimonial'.

Notifications

Your notifications What's new

Filter (11/11) Mark all as read

Today

EXPORT Your Emails export for the "401264__1523263539968.csv.zip" has been delivered 1h

This month

ASSIGN You've been assigned the contact "Amanda MacDonald" Apr 6

SHARE Simon Keating shared the dashboard "Marketing Dashboard" with you Apr 6

MENTION Simon Keating mentioned you on the contact "Jeffrey Sylvan" Apr 4

Notificaciones

Tus notificaciones Novedades

Filtro (11/11) Marcar todas como leídas

Hoy

EXPORTAR Tu exportación de correos "401264__1523263539968.csv.zip" está lista 1h

Este mes

ASIGNAR Se te asignó el contacto "Amanda MacDonald" abr. 6

COMPARTIR Simon Keating compartió el panel "Marketing Dashboard" contigo abr. 6

MENTIÓN Simon Keating te mencionó en el contacto "Jeffrey Sylvan" abr. 4

ASIGNAR Se te asignó el contacto "Jeffrey Sylvan" abr. 2

The best workflow

Alerts Goal

Actions Settings Performance History

Enrollment trigger:
The contact property Lifecycle Stage is equal to Lead.

Send email Lead nurturing email 1

0% click rate

Select an action

Building blocks

Add delay Add if/then branch Add Seventh Sense delay

Productivity

Create a task Send internal email Send internal SMS

Marketing

Send salesmsg message

Marketing

Send email Add to a static list Remove from a static list

Sales

Create a deal Rotate leads

Contact properties

Marketplace

Storefront Purchased

Showing 1 - 8 of 8 products filtered by Modules Clear all

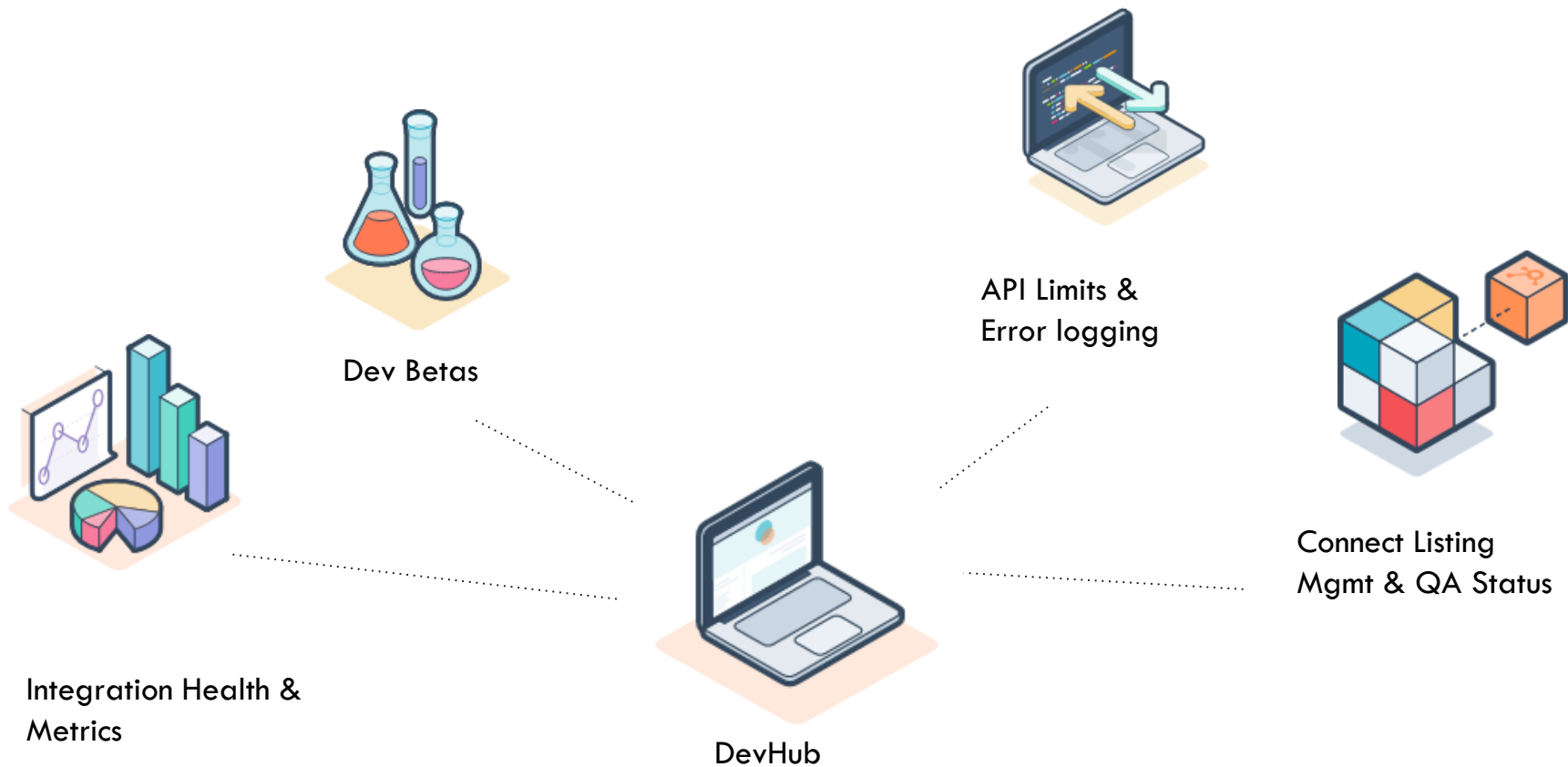
Parallax Hero Banner Module

Team Member Module

Testimonial Module

#PARTNERDAY18

The New Developer Hub



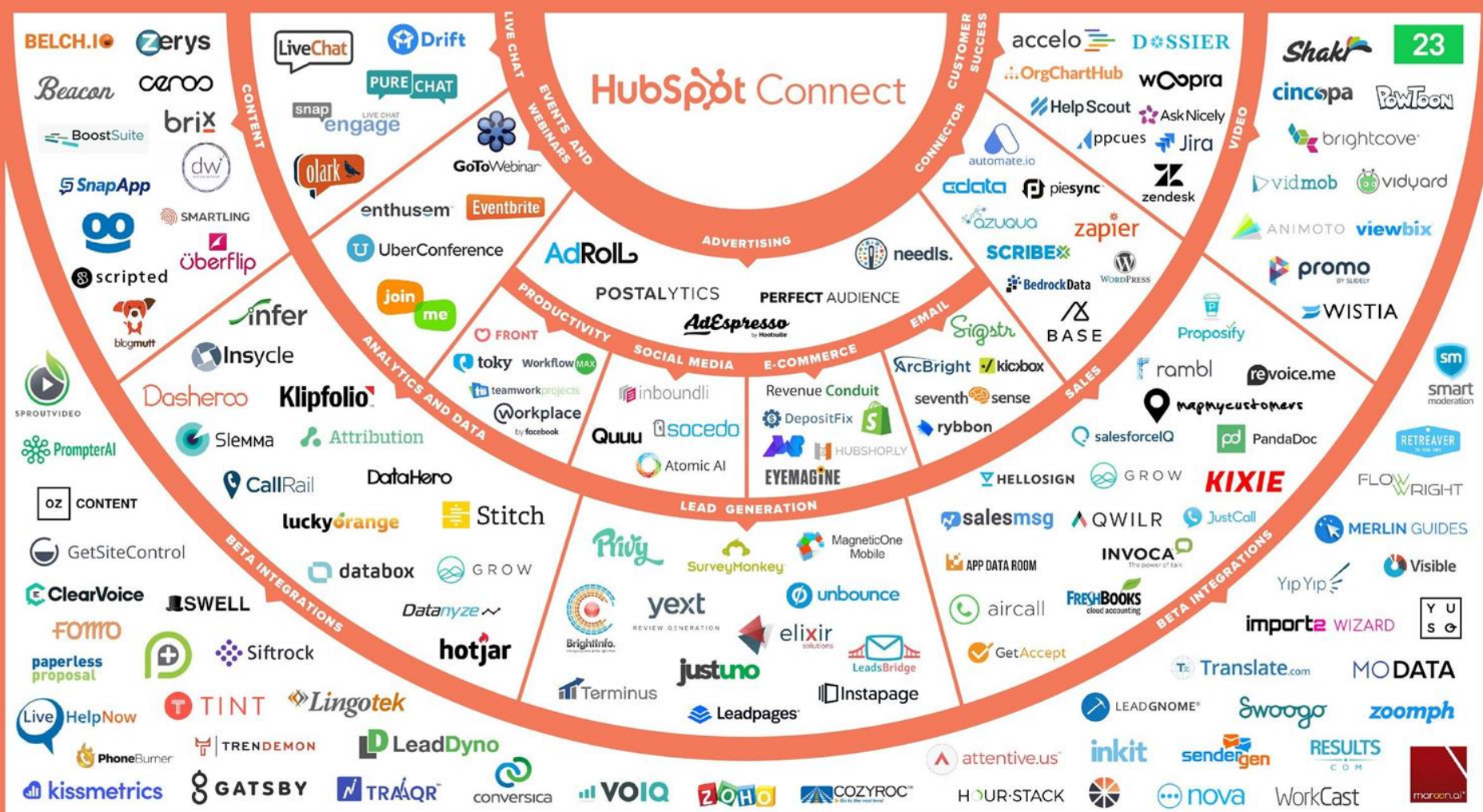
Agency Partner Opportunity

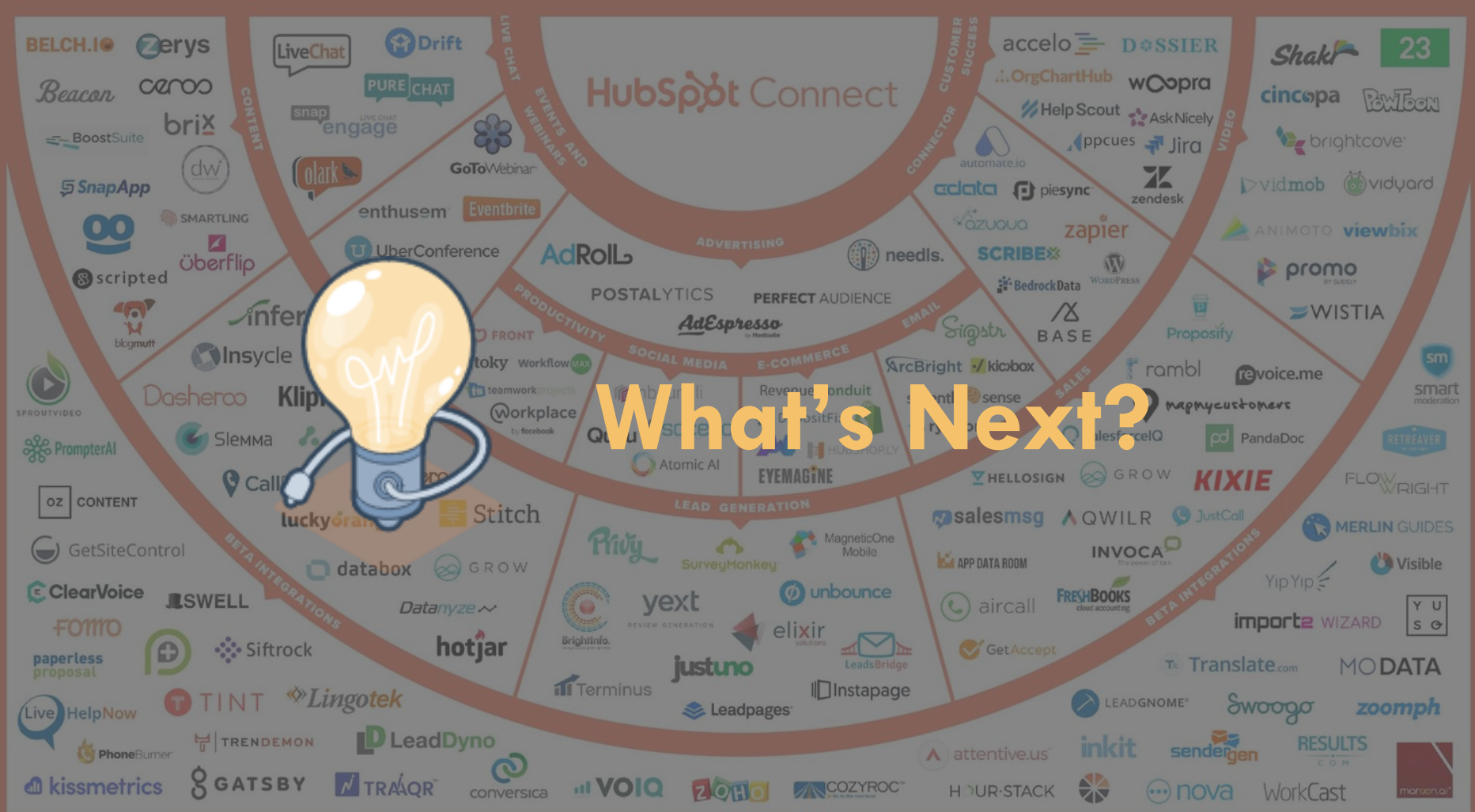
A photograph of three horses in a grassy field. In the center is a light brown horse with a white blaze on its face and a white mane. To its left is a darker brown horse, and to its right is a dark brown horse. The background shows a green field, a wooden fence, and distant mountains under a cloudy sky.

1. Ecosystem

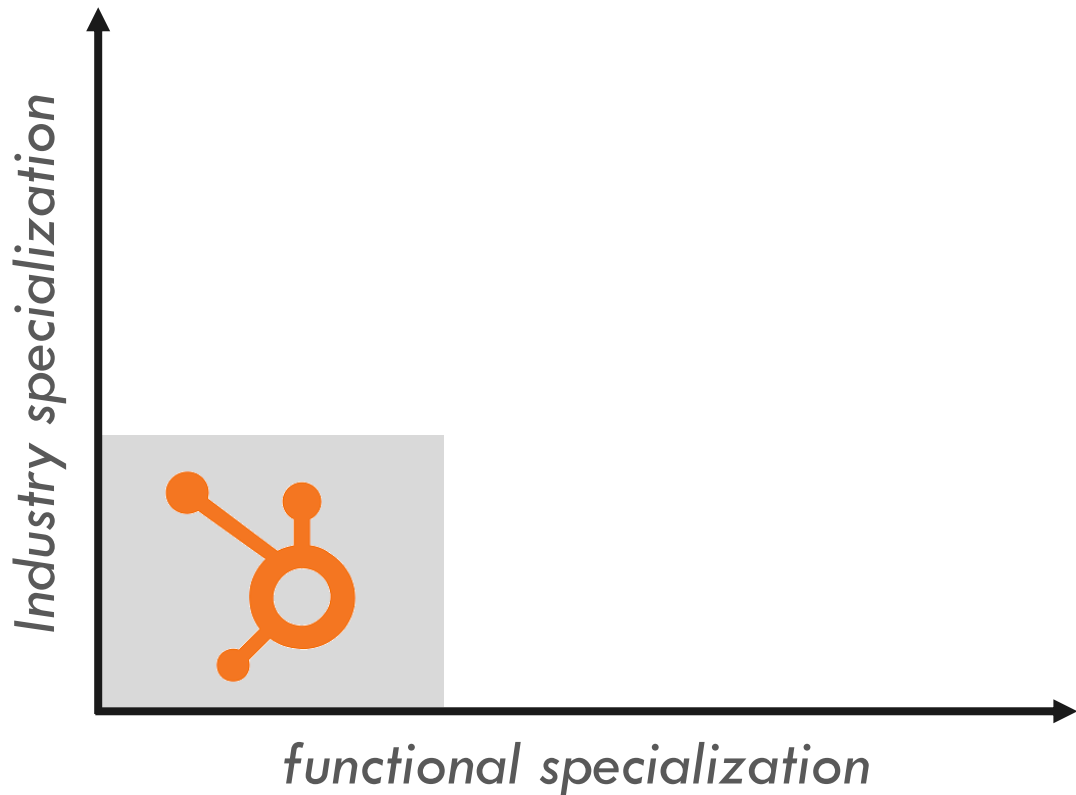
2. Development

3. Productization





HubSpot builds horizontal apps for generalist users to drive broad platform adoption.



Maximizing Launch Impact



Roadmap transparency

Early partner input on APIs and extensions

Feature APIs in launch PR

Go to market with launch partners

The background is a solid orange color. There are several abstract circular shapes in different shades of orange. In the top right corner, there are three concentric circles. In the bottom left corner, there is a large, partially visible circle. In the middle left area, there is a smaller circle.

Agency Partner Case Study



**COFFEE
ON CUE**

COFFEE CART HIRE
CORPORATE EVENTS
coffeeoncue.com.au
03 9038 9171
3% better than the competition

COFFEE CART HIRE
CORPORATE EVENTS
coffeeoncue.com.au
03 9038 9171
3% better than the competition

**COFFEE
ON CUE**







zapier



G Suite





Results:

Saving the customer ~\$5K/month

Expediting the sales process

Enabling more efficient operations

Automating marketing

The background of the slide is a photograph of several construction cranes silhouetted against a dramatic sky at sunset or sunrise. The sun is low on the horizon, creating a warm orange glow that fades into a darker blue at the top. The cranes are of various heights and are positioned across the frame, with some in the foreground and others further back. The overall mood is one of construction and building, which directly relates to the text on the slide.

What Can We Build Together?

Read the API docs:

<https://developers.hubspot.com/docs/overview>

Discussion forums:

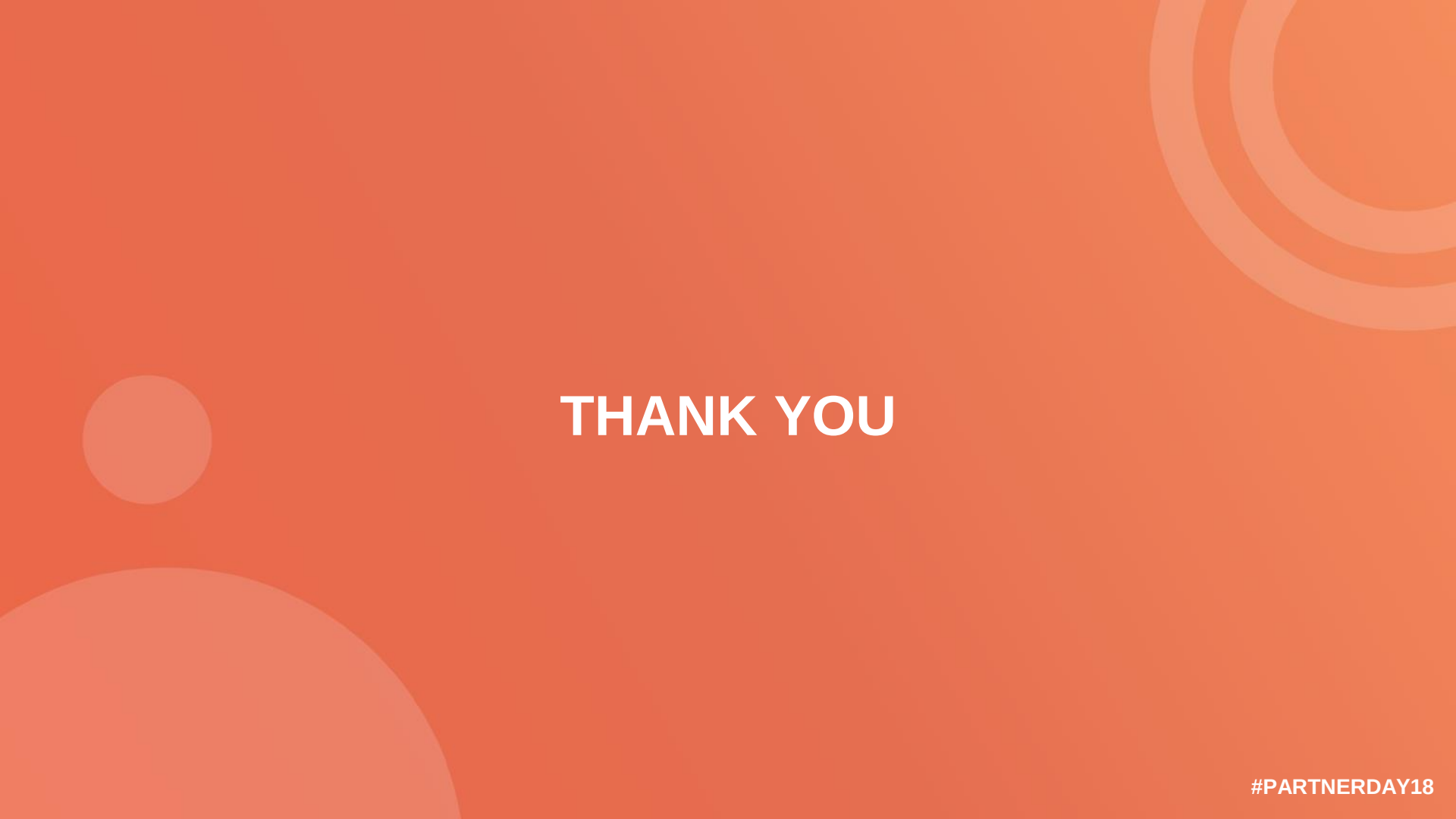
<https://integrate.hubspot.com/c/partner-day-2018>

Want to be a launch partner?

<http://bit.ly/launch-partner>

HubSpot



The background is a solid orange color. There are several abstract circular shapes: a small solid circle on the left, a large solid circle at the bottom left, and a series of concentric circles on the top right.

THANK YOU

#PARTNERDAY18