



Thoughts

HubShqts

TODAY'S CHAT:

- In-person versus Online format
- Theme: Connectedness
- Topics:
 - o Data confidence
 - o Communities
- Takeaways
- Your next steps

HYBRID

IN-PERSON

Connect in person at the Boston Convention Center, and dive into breakout sessions, get inspired by our main stage talent and check out our community experiences through the venue. You'll be surrounded by more than 10,000 people who are building the future.

[REGISTER NOW](#)



ONLINE

Join from ANYWHERE. As long as the wi-fi connection is strong, there are no limits to what you'll learn at INBOUND 2022. Grab your free Starter pass or ask your manager to expense a Powerhouse Pass.

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Problem: **Disconnect**

HubShqts



A Shift in the Tide

Adapting to today's distributed and dynamic world has tested how we engage as companies, interact with our customers, and support each other as peers. These challenges have made growing a business not just difficult, but seemingly impossible. The go-to-market strategies we've grown to trust and rely on aren't working anymore. Hitting numbers is getting frustratingly tough. These growing pains aren't just normal business lows, they're global impacts.

We're in a crisis of *disconnection*.

Customers are disconnected.

They expect one-click solutions to problems and purchases, only to be met with overcrowded, underperforming engagement channels.

Data is disconnected.

In an effort to solve this, outdated platforms and point solutions are ending up cobbled together, resulting in deeper disconnection.

And we, as people, are disconnected.

The new world of hybrid work, combined with data privacy distrust, has left us feeling isolated and alone.

INBOUND 22



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#HubSpot

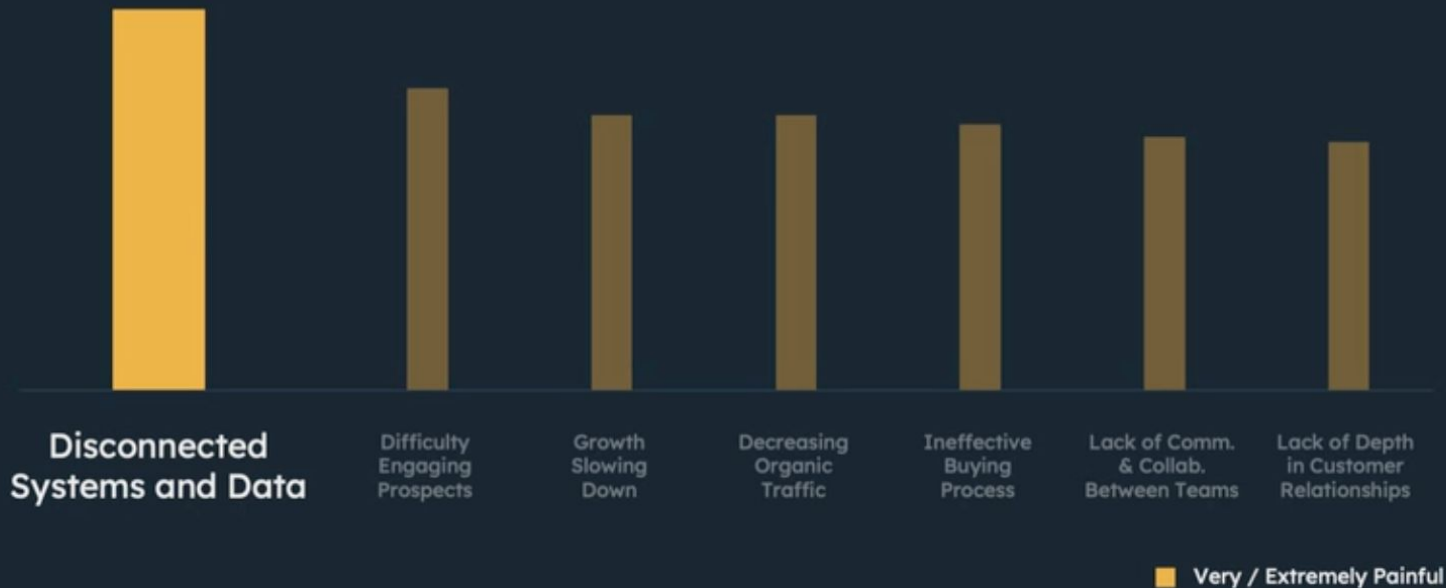
Optimizing For Customer Connection With HubSpot CEO Yamini Rangan | INBOUND22

915 views • Sep 10, 2022

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What is the biggest **pain point** for your business?



Source: HubSpot Market Research Problem Statement Validation Survey (Apr 2022)



60%

of CRM data goes unused



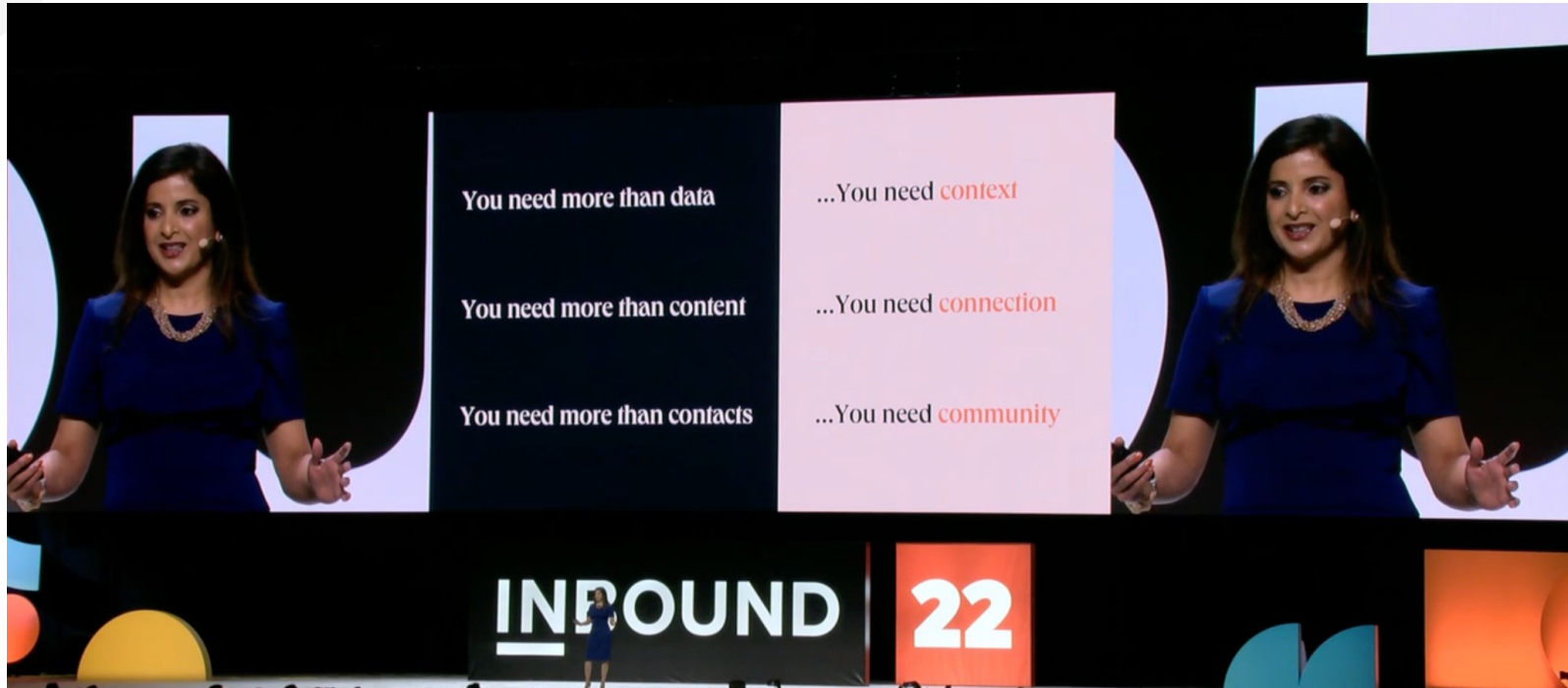
40%

of all ops time is spent cleaning and preparing data



3%

of companies have data that meets basic quality standards



In a disconnected world, the point solutions and playbooks that have driven business growth for the past decade won't work for the next one.

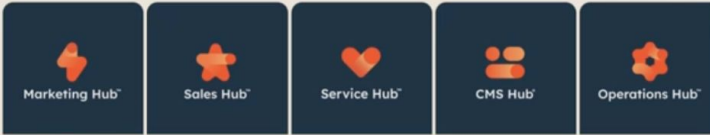
We're entering a new era of growth: the age of the connected customer, and to grow better, companies need to refocus on the only thing that truly matters: building deep, durable connections with and between customers.

And HubSpot is here to help.

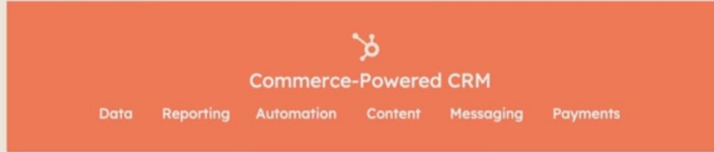
With HubSpot's commerce-powered CRM platform, you can connect your data, your customers, and your community all in one place.

The end result? A better connected company, a better connected community, and a better connected customer experience at an even better value to your business.

Connected
Applications



Connected
Platform



Connected
Community





Marketing Hub™



Sales Hub™



Service Hub™



CMS Hub™



Operations Hub™



Commerce-Powered CRM

Data

Reporting

Automation

Content

Messaging



Network



Marketplace



Academy

HubShots

<https://www.hubspot.com/new>



#HubSpot #inbound

Building A Connected Customer Experience | INBOUND22

1,543 views • Sep 10, 2022

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[Heads Up] New Data Quality Tools Now Available!

Most businesses today rely on data to fuel growth and create compelling customer experiences. But most also struggle to keep their databases consistent, uncluttered, and up to date. Consider the stats:

- Businesses lose 30% or more revenue due to bad data ([source](#))
- 33% of leaders don't trust their own data ([source](#))
- Only 3% of companies' data meets basic quality standards ([source](#))

It shouldn't be this hard.

You need to manage your data better so you can grow better, which is why we're committed to making the confusing and convoluted world of data management more intuitive, automated, and seamless. Our [new data quality tools](#) help you keep your data clean, clear, and under control so you can be more confident in your data setup, retain trust in your data, and make data-driven decisions as you scale.

TOOLS TO HELP YOU SET UP YOUR DATA MODEL

- **Data Model Overview:** This new learning and planning tool visually represents the complex system of data that's stored in HubSpot. Use it to visualize how you can use the HubSpot CRM to reflect your unique business, so you can set up your data model quickly and correctly. *Now in public beta and available to all free and paid Operations Hub customers.*
 - [SIGN UP FOR THE BETA](#)
- **Custom Object Builder:** With custom objects, your CRM setup can be as unique as your business. And with the new custom object builder, you've got a simple, intuitive way to build your custom objects. No code required. *Now in public beta and available to all free and paid Operations Hub customers.*
 - [SIGN UP FOR THE BETA](#)

TOOLS TO ENSURE ONLY GOOD DATA ENTERS YOUR DATABASE

- **Import Error Handling:** Stop bad data before it starts. With our improved import experience, you can discover and fix errors before adding data to your CRM. *Now live and available to all free and paid Operations Hub Customers.*
 - [GO TO THE FEATURE](#) | [LEARN MORE](#)
- **Property Validations:** Create and enforce rules for certain properties that govern what users can (and can't!) save as a property value. The result? A more reliable database, higher quality data your teams can count on to make tough business decisions, and a better customer experience. *Now in public beta and available to all free and paid Operations Hub customers.*
 - [SIGN UP FOR THE BETA](#) | [LEARN MORE](#)

TOOLS TO MONITOR & CLEAN YOUR DATABASE

- **Data Quality Command Center:** Without a home base in your CRM to track your data health, you end up solving problems reactively—only after they've become noticeable problems for your teams and customers. Get at-a-glance insights on the health of your HubSpot data in one central place. Identify and fix unused properties, data sync bottlenecks, formatting issues, duplicates, and more, right from the command center. *Now in public beta and available to all Operations Hub Professional and Enterprise customers.*
 - [SIGN UP FOR THE BETA](#) | [LEARN MORE](#) | [GET A DEMO](#)
- **Data Quality Automation Recommendations:** Forget the manual burden of fixing data errors. With data quality automation recommendations, HubSpot uses artificial intelligence to suggest rules for fixing formatting issues within CRM properties (e.g. capitalization and spacing). Once you accept the suggestions and enable the automations, your database practically cleans itself. Set it and forget it. *Now live and available to Operations Hub Professional and Enterprise customers.*
 - [GO TO THE FEATURE](#) | [LEARN MORE](#) | [GET A DEMO](#)
- **Data Sync Improvements for Health:** Keep your teams aligned and always alert to possible integration issues. With sync health, you can better understand your integration health and diagnose data syncing issues quickly and easily. That means less time-consuming, manual data monitoring and more time spent connecting with customers. *Now live and available to all Operations Hub Professional and Enterprise customers.*
 - [GO TO THE FEATURE](#) | [LEARN MORE](#) | [GET A DEMO](#)

Interested in learning more about HubSpot's data quality tools? Visit our [data quality page](#) to see a quick video, learn what other customers are saying, and find additional resources to help you on your data management journey.

If you have any questions about how you can take full advantage of these new features, feel free to reach out to your customer success rep or [contact support](#).

[All Product Groups](#)[Health Scoring](#)[Import](#)[Integrations](#)[Sources](#)[Workflows](#)

[How to Monitor and Clean Your Database and Duplicate Leads: New Data Quality Tools Now Available in JSwope](#)

Product Updates

Tools

- All
- Account
- Automation
- CRM
- Inbox
- Marketing
- Reports
- Website
- Payments

Early Access

Betas



Contacts | Settings

CRM Development Tools to Extend Record Page Middle Pane and Sidebar

Leave beta

BETA Everyone in your account has access to this beta. [Edit](#)

Please note: to best use the CRM Development Tools to Extend Record Middle Pane and Sidebar beta, you must opt in the entire account to the beta. All super admins in the account will be able to use the features once... [Read more](#)



HubDB

[Public Beta] Preview HubDB rows as dynamic pages

Leave beta

BETA Everyone in your account has access to this beta. [Edit](#)

What is it? You can now preview what HubDB rows will look like as dynamic pages before publishing on a website. Why does it matter? The HubDB editor lacks the visual context content creators have come to expect and need... [Read more](#)



HubDB

[Public Beta] Drag and drop reordering of rows in HubDB tables

Leave beta

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What is it? Remember when you couldn't manually reorder rows in a HubDB table? Well, now you can! Drag and drop the order of your data any way you want. Why does it matter? Being able to reorder rows in a HubDB table... [Read more](#)



Settings

[Public Beta] Manage and Visualize Your Data Model

Leave beta

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What is it? The data model overview is a learning and planning tool that visually represents the complex system of data that's stored in HubSpot. Available to all HubSpot customers, the data model overview helps you... [Read more](#)



Settings

[Public Beta] Cookie scanning

Leave beta

BETA Everyone in your account has access to this beta. [Edit](#)

What is it? HubSpot's cookie scanner detects and categorizes all the cookies on your website and can block them until visitors have given their consent. Use it to prevent cookies from dropping on website visitors... [Read more](#)

Deals

Setup

Associations

Pipelines

Record Customization

Customize tabs

Configure the information shown in the middle column of your deal records.



Customize the overview tab **BETA**

Choose the cards you want to show on your overview tab.



Customize the additional tab **BETA**

Choose the cards you want to show on your additional custom tab.

Customize sidebars

Configure the information shown on the left and right sidebars of your deal records.



Customize the right sidebar

The right sidebar can display associations, charts, attached files, and more.



Customize the left sidebar

Configure the information you want to show on the left sidebar.

Manage cards

Choose the information shown on cards for deal records and associations.



Customize data highlights **BETA**

The data highlights card shows important stats about your deals at the top of the record page.



Customize association tables **BETA**

Choose the information shown for deals in deal association tables.



Customize deal association cards

Choose the information shown for a deal on the right sidebar of an associated record.



Choose deal properties shown in board view

Choosing the properties shown on each deal card in your pipeline board view has moved to [Deal Pipelines settings](#).

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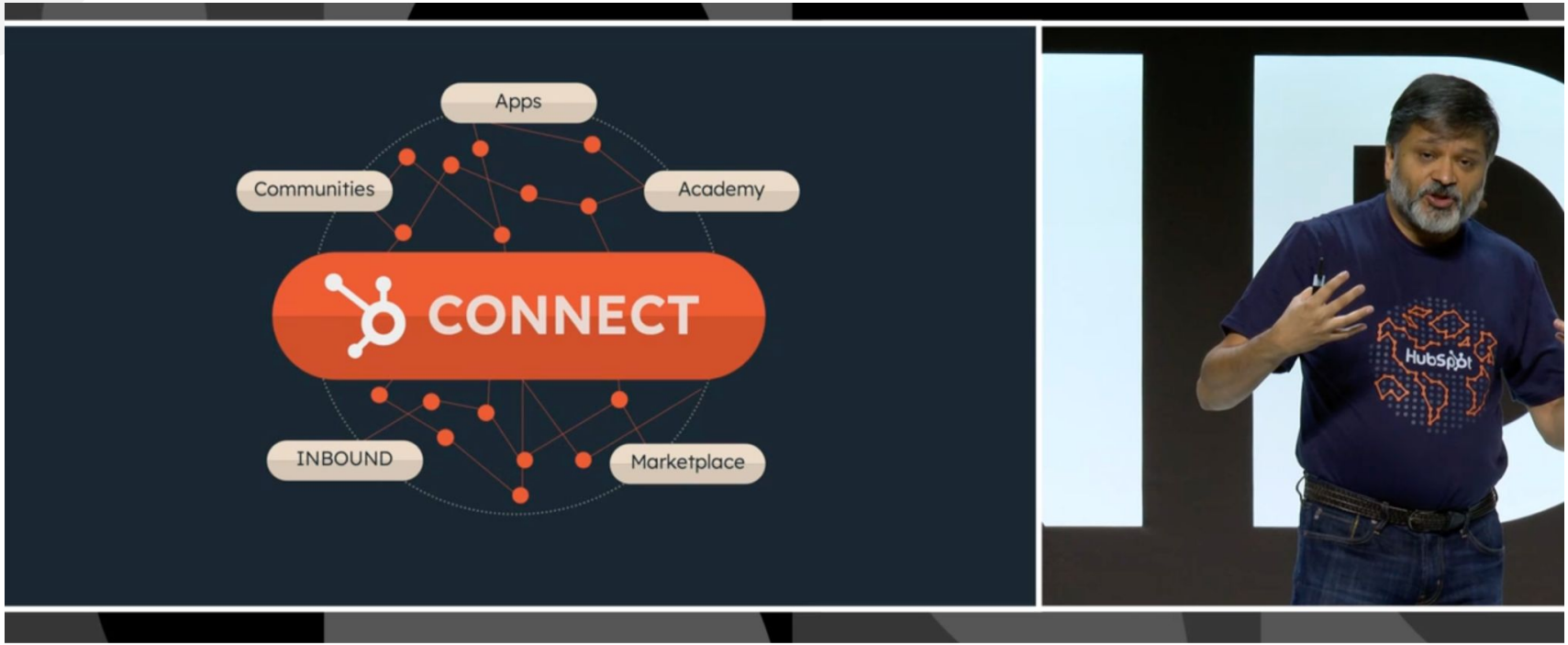
#HubSpot

Why Community Matters Now More Than Ever With HubSpot Co-Founder Dharmesh Shah | INBOUND22

4,848 views · Sep 9, 2022

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- ➦ SHARE
- ⬇ DOWNLOAD
- ✂ CLIP
- ≡+ SAVE
- ⓘ DESCRIPTION
- ⋮

HubShots



Directory



Products used

- Any product
- Marketing Hub
- Sales Hub
- Operations Hub
- Service Hub
- CMS Hub

Goal type

- Any goal
- Looking for job opportunities
- Hiring for my team
- Learning new skills
- Troubleshooting an issue
- Meeting new people

Filter by location

Filter by company name

Filter by industry

1-12 of 4,511 results

Order by: **Recently awarded**



Ahmad Hassan

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Jennie Persé Desbiens

Global CRM Manager

[Meeting new people](#)

Products used

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Tyla Rinaldi

Growth Strategist

[Meeting new people](#)

Products used

- Marketing Hub
- Sales Hub
- Operations Hub
- Service Hub
- CMS Hub

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Shivani Mishra

Social Media Manager

[Meeting new people](#)

Products used

- Marketing Hub
- Service Hub



Deepak Swain





Takeaways

HubShqts





Reach and re-engage existing customers

Customer Match:
Uses hashed customer data to reach specific audiences across Google platforms and meet your business goals



+2x
higher click-through rate

↑76%
higher conversion rate

Source: Google Internal Data, 2022, Search + Shopping only

22

INBOUND

ON-DEMAND

LEAVE



INFO

COMMENT

5:15 - 6:00 AM

Build Your Curiosity • Fireside Chat

What's Next: Leadership Lessons with Brian Halligan & Dannie Herzberg

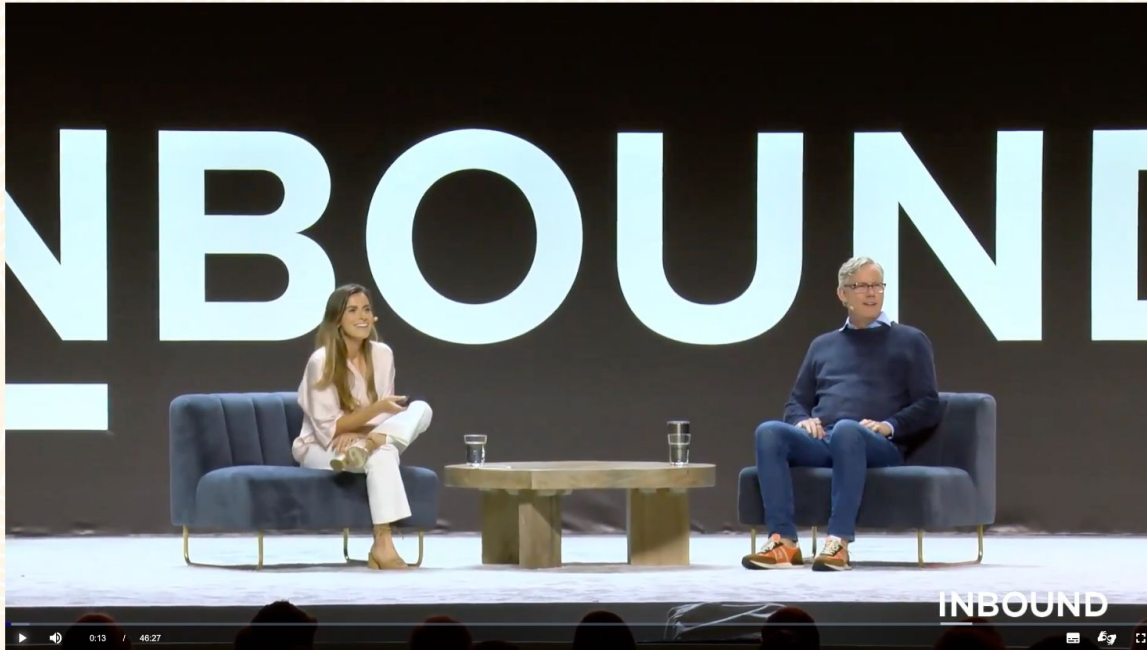
Brian Halligan

HubSpot, Co-Founder, Executive Chairperson

Dannie Herzberg

Sequoia Capital, Partner

We invite you to join Brian Halligan, HubSpot's Founder and Chairperson, and Dannie Herzberg, Partner at Sequoia Capital, for a fireside chat at INBOUND, hosted by HubSpot Ventures. Brian and Dannie will discuss leadership lessons for creating a category and building a thriving multi-product company. In this session, you will learn about reaching the scale of your ambition, strategies for product-led growth, lessons learned from Brian's leadership at HubSpot, and stories and tips around fundraising in today's environment



ON-DEMAND

LEAVE



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TAKEAWAYS

3:15 - 3:45 AM

Build Your Curiosity • Education Session

What's Next: The "Seller Free Economy"—And the Future of Sales and Marketing as We Know ItMarcus Sheridan
IMPACT, Author, Speaker, Partner

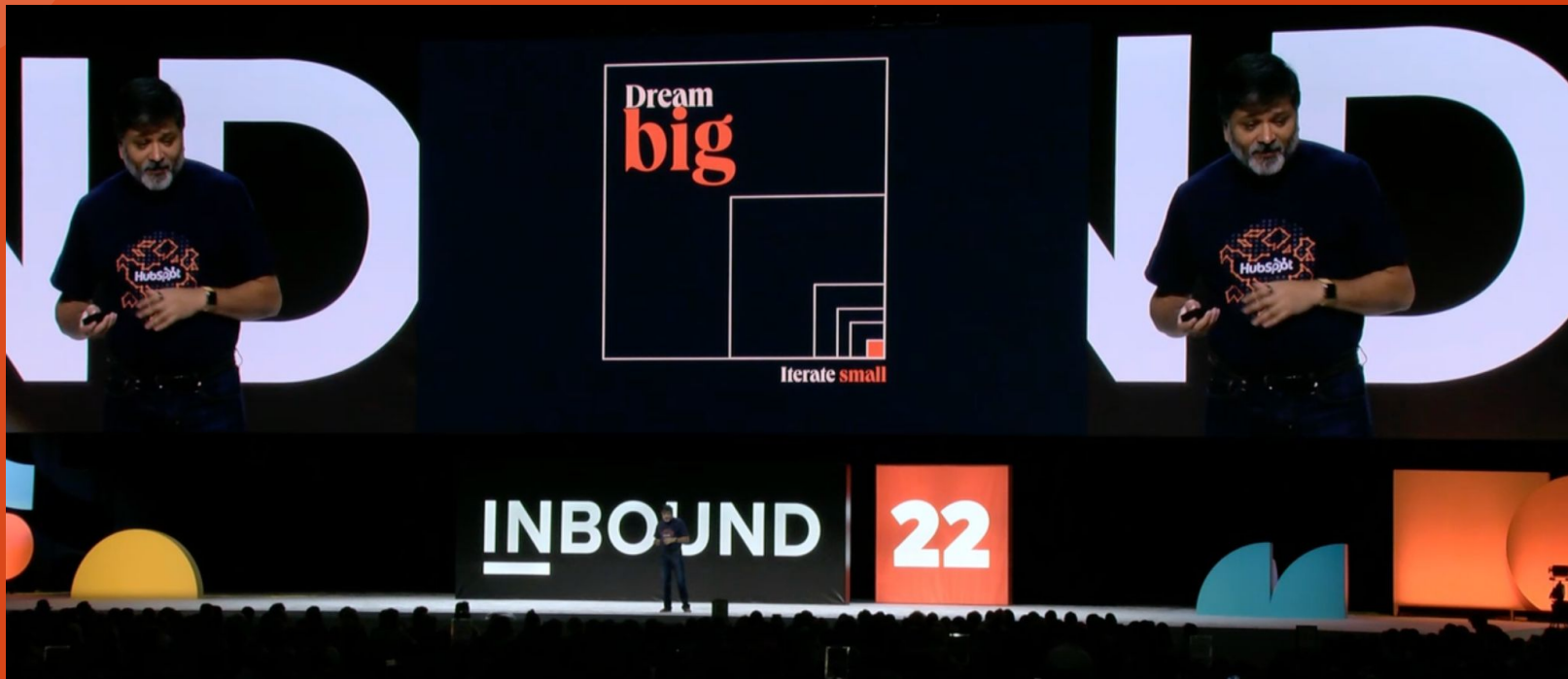
Recent studies have shown that over 33% of all buyers would prefer to have a "seller-free" sales experience. For Millennials, this number is even higher. Knowing this begs two questions: - What is the future of Sales teams? (Hint: It's not the end of the road!) - What must Marketing teams do to be more responsible for "sales" than they've ever been? By the end of this session, given by popular INBOUND speaker Marcus Sheridan, you'll receive the takeaways you need so as to be prepared for the massive shift that lies ahead for sales and marketing departments around the globe.



If you want to become that voice of trust:

1. You must be willing to **talk about** what others do not in your space.
2. You must be willing to **show** what others do not in your space.
3. You must be willing to **sell** in a way others won't sell in your space.

These are your 3 keys to trust in the digital age...



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...AND SEE YOU NEXT YEAR!



THANK YOU!

HubShqts

