

CRM Platform Improvements

Marketing Events Object (available in all Hubs)

The marketing events object lets you track, manage, and report on the success of your marketing events, all in one system. With a uniform means of tracking the success of the event you're running, whether it's a webinar or a trade show, you'll be able to understand what worked, what didn't, and improve the experience you provide your event attendees over time. ([demo](#))

Media Bridge (available in all Hubs)

Media Bridge enables marketers to use media and media consumption data to fuel the customer experience in HubSpot. This could be anything from making it easier than ever to insert a video on your page, to tracking that a specific customer only watched 30 seconds of your video, and enrolling them in an automated workflow that will nurture them accordingly. With new integrations made possible through the media bridge, you'll be able to create a seamless customer experience and truly understand the ROI of your media assets.

Product Object (now available in all Professional and Enterprise Hubs)

Products in the HubSpot CRM allow you to easily manage all the goods and services that your company sells directly within HubSpot. With this object now available across Marketing Hub Professional & CMS Hub Professional, it's never been easier to incorporate your products into your marketing campaigns.

Surface your products and services directly on your website, or in your next marketing email, and begin fleshing out your ecommerce presence using HubSpot.

Marketing Hub Improvements

Products Email Module (now available Marketing Hub Professional and Enterprise)

We are launching a new email content module that allows you to quickly and easily insert Products into your emails. Customers want to easily promote their products/ services in marketing email. This has been tricky until now because the product library did not support important fields like image and URL. This function is essential for ecomm/ bcomm customers and has been very manual and reliant on developers to help create these modules in the past.

Programmable Email (now available Marketing Hub Professional and Enterprise)

Personalization is made possible in HubSpot today with content tokens and smart content – but how can we enable personalization at a deeper level and at-scale for the limitless combinations needed to reach our customer base? Imagine being able to build one, single email template that leverages custom, conditional logic to deliver a unique version to every contact on your list. With programmable email, you can. Build more personalized and targeted emails at scale and do it much quicker than you can today. Note: Marketing Hub Pro is restricted to standard object data.

CMS Hub Improvements

Smart Content across all modules (Marketing & CMS Hub Professional & Enterprise)

Smart content allows you to personalize the experience you provide to your site visitors leveraging any piece of CRM Data available to you. Now, you're able to leverage use smart content across your entire site -- including custom modules that your developer built out for you. And with a revamped editing experience, personalizing your site to deliver the best experience possible for your customers has never been easier.

Content Editing Experience (CMS Hub Professional and Enterprise)

Creating content in HubSpot allows both your developers and marketers alike to build remarkable experiences quickly, and efficiently. With local development, your developers can leverage the tools, technologies and workflows that they're accustomed to in order to create a system of content for marketers to operate within. Marketers can then leverage flexible themes to easily manage their branding and styles across their entire site. They can also edit individual pages through the drag and drop page editor -- creating net new pages in minutes, instead of weeks.

Existing Features

Memberships (CMS Hub Enterprise)

With Memberships, you'll be able to fully leverage the power of dynamic content and the CRM together to create secure yet personalized experiences for your customers. Contextualize the content shown to each user to provide membership-driven materials such as recent purchase information, upcoming appointments with your company, and more. With Memberships, you'll be able to create a membership-driven website that both prospects and existing customers can find value in.

Web Apps (CMS Hub Enterprise)

CMS Hub Enterprise enables your team to create interactive web apps that turn your website into so much more than just a brochure. Create custom calculators, event registration apps, customer portals, simple ecommerce checkouts and more. With features like serverless functions and memberships used in conjunction with the rest of the CRM Platform, you can begin leveraging your customer's digital experience as a tool to grow your business.

Custom Behavioral Events (Marketing Hub Enterprise)

The new custom behavioral event allows you to define and fire events on your own terms. You can create custom properties for events, automate workflows based on custom behavioral event properties, attribute revenue to specific events in the report builder, and more. With custom behavioral events users can: Track logins to external websites, Compare browser and mobile usage, Track abandoned shopping carts, Track usage on any clickable element, Create custom funnels to track user journeys.