



A Leader in 2022 Gartner® Magic Quadrant™ for B2B Marketing Automation Platforms

For years, Gartner, a company that delivers actionable, objective insight to executives and their teams, has published highly researched, highly anticipated Magic Quadrant reports. A Gartner Magic Quadrant is a culmination of research in a specific market, giving you a wide-angle view of the relative positions of the market's competitors.¹

What it means to be a Leader

Within the Gartner Magic Quadrant, Leaders execute well against their current vision and are well positioned for tomorrow.² According to Gartner:³

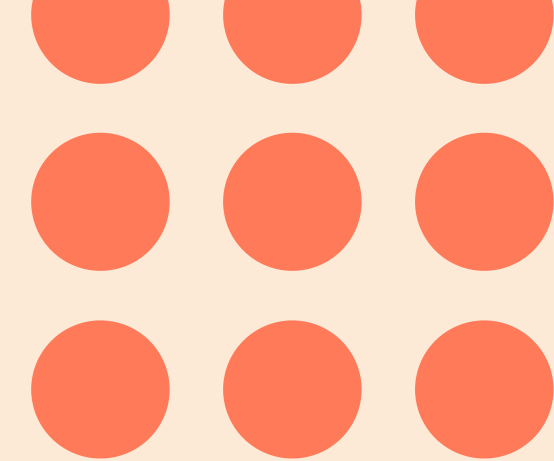
Leaders provide functionality that support all assessed B2B marketing automation functional capabilities, most notably customer profile management, lead scoring/qualification, analytics and measurement, and integrations with other applications.

Leaders provide deep integrations with complementary systems, such as CRM/SFA, ABM and digital commerce platforms, whether they be third-party applications or solutions within each Leader's broader product suite.

Broad support enables Leaders to consistently meet client needs across all three core B2B marketing automation use cases (new customer acquisition, customer retention/upsell, and account-based marketing). They are also designed to address the needs of global, large enterprise clients.

Leaders have expansive product roadmaps, demonstrating commitment to helping customers unify customer data and manage a consistent experience across the customer life cycle.





Learn more about Marketing Hub

Marketing Hub is a marketing automation platform that enables marketers to create and deliver CRM-powered marketing. It enables your teams to keep data at the center of everything you do, with features that make marketing easier than ever:

Active Lists that let you access all of your CRM data and marketing engagement data at your fingertips for precise targeting and personalization

Capabilities that enable a conversational marketing strategy spanning live chat, bots, Facebook Messenger, and email

Effortless setup for omnichannel automation through workflows to create precise lead nurturing flows, automatically update data, and create a smooth lead handoff to Sales

Security and control tools including SCIM, EU data center, asset partitioning, granular permissions, and more

Multi-touch attribution reporting and Snowflake-powered report builder that shows you how all of your marketing and sales activities drive revenue to the business

Custom objects and custom behavioral events so all of your business data can be accessible to marketers

Campaigns as a tool to easily collaborate with your teammates and tie all of your marketing channels together for measurable results

ABM tools that let you target outreach efforts with precision

According to Gartner,

“Marketing automation platforms not only support intelligent, automated, marketing-led customer engagement but also serve as a key tool in bridging marketing and sales teams.”⁴

We believe this is one of the reasons HubSpot works so well for scaling businesses — with a platform carefully crafted to unify sales, marketing, and support in one easy-to-use offering, you can easily create an exceptional customer journey that drives powerful business results.

Marketing Hub results for mid-market and enterprise customers

"With a partner like HubSpot, we have been able to communicate more effectively with our customers, employees, and prospects. HubSpot's Marketing Hub Enterprise has enabled our team to start putting a strategy in place that allows us to collaborate more, execute and launch campaigns faster, and continually communicate the power of async work to our customers. Plus, Marketing Hub is giving us the foundation we need to really learn and listen to our customers' behaviors. These insights help us meet customers where they are with automation and data-driven decisions. Our Marketing Hub is becoming a powerful tool to scale and unlock growth."



Troy Arias, Marketing Operations Manager - Loom

"Monday.com is the work operating system of choice by more than 100,000 organizations worldwide. HubSpot is a key foundation of our massive scale, enabling us to nurture our customers and prospects with great content that's segmented by and personalized to industry and persona."



Oren Ezra, Head of Enterprise Marketing - Monday.com

"One of the main reasons we ended up choosing the HubSpot software was its user-friendliness. My team has a real mix of skills, from people who are comfortable coding an email to those who are new to the world of digital marketing. Marketing Hub Enterprise suits every level of expertise; it is powerful yet straightforward. I knew that it would help us get all our activities working together and prove that they were getting results."



Sarah Callaghan, Global Marketing Manager - Insights

Learn more about HubSpot Marketing Hub — powerful marketing automation, made simple. To learn more about HubSpot Marketing Hub, visit hubspot.com/products/marketing.

i. Source: Gartner, "Magic Quadrant for B2B Marketing Automation Platforms," Rick Lafond, Julian Poulter, Matthew Wakeman, Jeffrey Cohen, Jeff Goldberg, 20 September 2022.

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1. Gartner. Magic Quadrant Research Methodologies. Accessed October 2021.

2. Gartner, "Magic Quadrant for B2B Marketing Automation Platforms," Rick Lafond, Julian Poulter, Matthew Wakeman, Jeffrey Cohen, Jeff Goldberg, 20 September 2022.

3. Gartner, "Magic Quadrant for B2B Marketing Automation Platforms," Rick Lafond, Julian Poulter, Matthew Wakeman, Jeffrey Cohen, Jeff Goldberg, 20 September 2022.

4. Gartner, "Magic Quadrant for B2B Marketing Automation Platforms," Rick Lafond, Julian Poulter, Matthew Wakeman, Jeffrey Cohen, Jeff Goldberg, 20 September 2022.