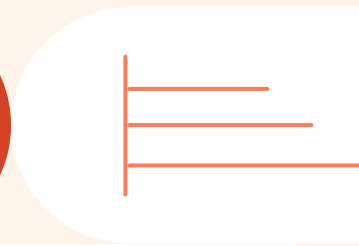
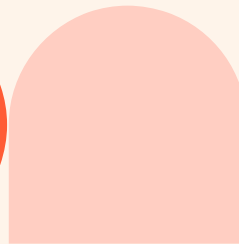


Marketing Hub Enterprise Pricing Update



Overview: What's Changing?

On September 1, 2022, HubSpot is raising the list price of Marketing Hub Enterprise from \$3,200 to \$3,600 per month. Existing accounts will see a price increase starting on their next renewal date that falls on or after September 1, 2022.

Why is HubSpot making this change?

Over the last several years, Marketing Hub Enterprise has been supercharged with the powerful features your growing team needs. HubSpot routinely evaluates offerings and price points to make sure it's positioned competitively in the market. HubSpot's goal is to offer best-in-class features while maintaining innovation through reinvestment in its products.

Next Steps

In addition to the announcement email they'll receive the week of July 11, customers renewing in the remainder of 2022 will receive one-to-one emails from HubSpot regarding their contracts.

Customers renewing through November 11, 2022 will receive outreach by the end of July, with priority going to renewals coming up sooner. To avoid duplicative communication, we encourage you to wait until late July to start new conversations with customers about the change; however, you are welcome to speak with them about this change if you're in a conversation sooner.

Pricing options at the time of renewal for existing accounts on Marketing Contacts

- Talk to your customers on the Marketing Contacts pricing structure about locking in a smaller price increase when they commit to a 3-year term contract.
- If your customer does not take action and is renewing their subscription term at the end of the year, they'll see a 12.5% increase on the price they're set to pay upon renewal.

Note: Any discounts included on existing auto-renewal terms will still apply to the new price upon renewal, regardless of which option an account chooses.

Option	Increase to the base price you're set to pay upon your renewal	Increase to the price you're set to pay for contacts upon your renewal
(Default) After your current subscription term ends, renew for the same commitment term length of your upcoming auto-renewal term*	12.5%	None
Commit to 3 more years after your current subscription term ends and lock in this price point	8%	None

*The default option for the customer's current pricing will be selected for them automatically on their renewal date if they take no action and are set to auto-renew. If they're set to cancel at the end of their subscription term, there is no need to reach out.

Pricing options at the time of renewal for existing accounts on the legacy contacts pricing model

- Encourage customers on HubSpot's legacy contact pricing structure to switch to the [Marketing Contacts](#) pricing structure.
- Under the Marketing Contacts pricing structure they only pay for contacts they market to, and will see a cheaper cost per contact as their database grows.
- Below are the 3 options available to these customers upon renewal.

Note: Any discounts included in their auto-renewal terms will still apply to the new price upon renewal, regardless of which option they choose.

Option	Commitment length	Increase to the base price you're set to pay upon your renewal	Increase to the price you're set to pay for contacts upon your renewal
(Default) Remain on the legacy contacts pricing structure*	Your current renewal commitment length	12.5%	12.5%
Switch to the Marketing Contacts pricing structure	1-year commitment required	8%	None
Switch to the Marketing Contacts pricing structure	3-year commitment required	5%	None

* The default option for the customer's current pricing will be selected for them automatically on their renewal date if they take no action and are set to auto-renew. If they're set to cancel at the end of their subscription term, there is no need to reach out.

Determine if your clients are on the Marketing Contacts or legacy contacts pricing model

1. Go to your partner dashboard and scroll to the 'Clients' section.
2. Select 'Marketing' in the Products dropdown menu to see all of your Marketing Hub clients.
3. In the 'Products' column of the table, hover over the name "Marketing Hub Enterprise" to see the full name. You'll see "Marketing Hub Enterprise" for clients who are on the legacy contacts model, and "Marketing Hub Enterprise - Marketing Contacts" for clients who are on the Marketing Contacts model.

Price Increase Resources	Customer-facing Product Resources	Partner Product Resources
<ul style="list-style-type: none"> • Share the frequently asked questions with your customers (password: HS2022MHE). • Use the sales talk tracks in your discussions with prospects. 	<ul style="list-style-type: none"> • Product Page: Marketing Contacts • One-Pager: Marketing Hub Enterprise • One pager: Custom behavioral events • One pager: Multi touch revenue attribution • Marketing Hub Enterprise Buyer Evaluation Guide 	<ul style="list-style-type: none"> • HubSpot Academy: Exploring Marketing Contacts • Knowledge Base: Understand Marketing Contacts • Partner Resource Center page: Marketing Hub • Demo Certification: Marketing Hub