



# HubSpot Marketing Hub





# HubSpot Marketing Hub

Marketing Hub helps you attract and engage new customers by creating relevant, personal marketing.

*Feature Highlights Include...*

## STARTER

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Conversion Tools

Ads Management

Email Marketing

Landing Pages

Segmentation

## PROFESSIONAL

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SEO

Blogging Tools

Social Tools

Marketing Automation

Personalization

Video Marketing

Account-based Marketing

## ENTERPRISE

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Advanced Team Management

Email Send Protection

Predictive Lead Scoring

Revenue Attribution Reporting

Custom Event Triggers

Password Protected Content

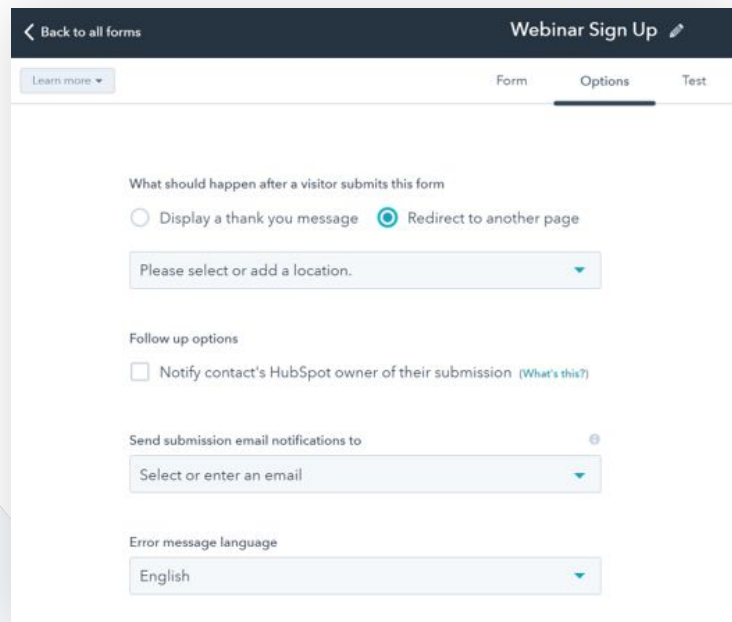


MARKETING HUB STARTER

# Conversion Tools

Let your website sell for you with beautiful landing pages that are customizable to fit your brand and tracking to help you optimize for conversion.

Convert your visitors into leads with professional call-to-action buttons, forms, and optimized pop-ups that you can add to your website in minutes.



The screenshot shows the HubSpot form editor interface for a form titled "Webinar Sign Up". The interface includes a navigation bar with "Back to all forms" and "Webinar Sign Up" with an edit icon. Below the navigation bar are tabs for "Form", "Options", and "Test", with "Options" being the active tab. A "Learn more" button is visible in the top left. The main content area is divided into several sections:

- What should happen after a visitor submits this form:** Two radio button options are shown: "Display a thank you message" (unselected) and "Redirect to another page" (selected). Below this is a dropdown menu with the text "Please select or add a location."
- Follow up options:** A checkbox option "Notify contact's HubSpot owner of their submission" is shown, which is currently unchecked. A link "(What's this?)" is next to it.
- Send submission email notifications to:** A dropdown menu is shown with the text "Select or enter an email".
- Error message language:** A dropdown menu is shown with "English" selected.



MARKETING HUB STARTER

# Ads Management

Using Google Ads, or advertising on Facebook or LinkedIn? HubSpot Ads lets you seamlessly sync all your leads and audiences between HubSpot and the networks.

Upgrade to Marketing Hub Professional to manage an ads budget up to \$10K in HubSpot and more in-depth ROI reporting. See how many leads and deals your ads are generating.

The screenshot shows the HubSpot Ads Management interface for a Facebook campaign titled "Big Data Ebook". At the top, there is a navigation bar with a back arrow and the text "Back to paid campaigns". Below this, the campaign name "Big Data Ebook" is displayed next to a Facebook icon, with a "Completed" status badge. The account name "Biglytics Ad Account" is shown below. There are two tabs: "Manage" (selected) and "Analyze".

Below the tabs, there are filters for "Attribution Reports: First form submission", "Date: All time", and "Status: Active".

The main content area displays a performance summary with two metrics: "IMPRESSIONS" (12,871) and "CLICKS" (205). A conversion rate of 1.6% is shown between impressions and clicks, and a cost per click of \$0.78 each is shown below the clicks. A 3.4% conversion rate is also indicated.

Below the summary, there is a section for "Ad Sets" with a table listing the ad sets. The table has columns for "NAME", "CTR", "IMPRESSIONS", and "CLICKS".

NAME	CTR	IMPRESSIONS	CLICKS
Cambridge Big Data Ebook Completed	0.4%	2,501	11

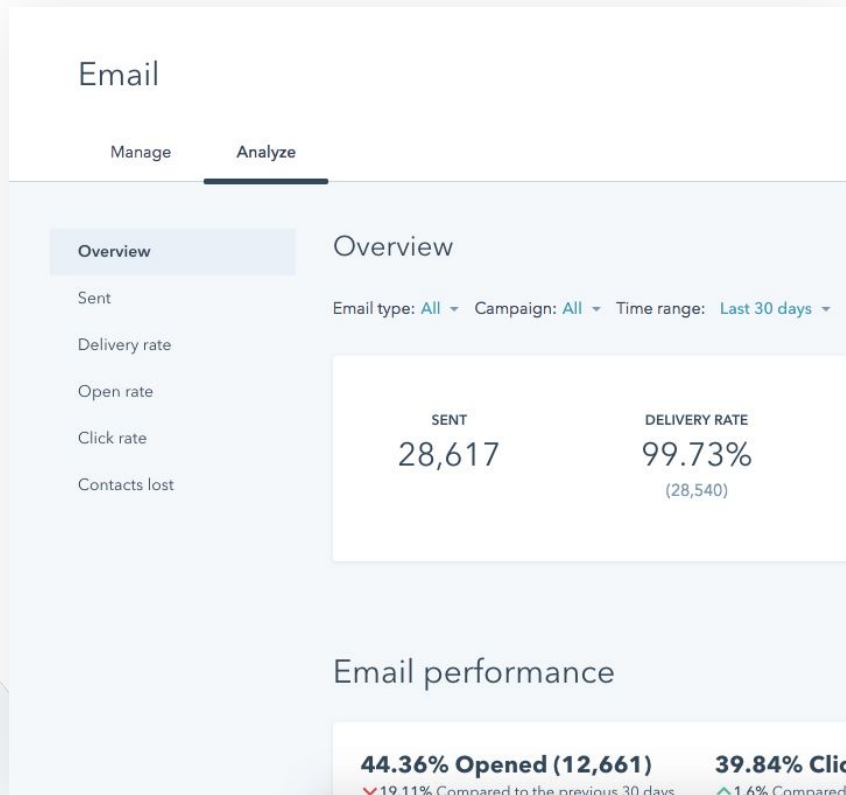


MARKETING HUB STARTER

# Email Marketing

Send beautiful, personalized emails and easily measure and optimize your email marketing strategy with best-in-class email analytics.

Count on un-matched deliverability and intuitive testing and reporting features to help you nail down the best performing messaging.



MARKETING HUB STARTER

# Landing Pages

Easily build beautiful landing pages that convert visitors into leads. Create tests and analyze performance so you truly understand exactly what resonates with your audience.

The screenshot shows the Marketing Hub Starter editor interface. At the top, there are buttons for 'Exit', 'Save', and 'Autosaved'. The main header area is teal with a woman's face. Below the header, there's a navigation bar with 'Content', 'Settings', 'Optimize', and 'Schedule'. The left sidebar is titled 'Edit page' and has tabs for 'Add', 'Contents', and 'Design'. A search bar for modules is present. The 'Theme modules (6)' section includes: Blog Post Listing, Button, Class Listing, Icon, Testimonial Slider, and Upcoming Events. The 'Common modules (7)' section includes: Rich Text, Image, Header, Call-to-Action, Form, and Gallery. At the bottom of the sidebar, there's a 'Divider' module and a link to 'All modules (27)'. The main content area shows a form with fields for 'First Name', 'Last Name', 'Company', and 'Email', and a 'GET FREE WIDGET' button. To the right of the form is the text: 'Sign up here for the latest class updates.' Below this is a paragraph: 'Our instructors are highly trained in barre, yoga, and our specialty, 80s inspired aerobics and step. You'll have a blast sweating to the 80s while also getting a great workout.' At the bottom, there's a 'Popular Classes' section with three images and captions: 'BARRE', 'POWER STEP', and 'DANCE CARDIO'.



MARKETING HUB STARTER

# Segmentation

Segment contacts based on their behavior and company information. Use your lists to send targeted emails, personalize the website content your audience views, and power marketing automation.

[< Back to lists](#)

## Name your new list

Estimation: - contacts

Active list  

[Clone](#) [Delete](#)

Form submission

has filled out [Lead Form](#) on [Webinar: Big Data](#)

**Algorithms**

AND 

and

GoToWebinar webinar

has attended [Demand Generation Webinar](#)

AND 

AND



NAME 



KR

Kyle Russel



KR

Karianne Rosenb



RB

Rebeka Brekke



CM

Chris McDermot



GS

Guy Stoltenberg



BK

Bernadine Kunz



CL

Caroline Leanno



RM

Rahul Mayer



VH

Vince Heller



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MARKETING HUB PROFESSIONAL

# SEO

SEO has changed. Build your authority in search with tools that help you plan your SEO strategy, optimize your entire website to rank for the key words your prospects are searching for, and measure real return on investment.

SEO recommendations are also available in CMS Hub Professional.

The screenshot shows the 'SEO' section of the CMS Hub Professional interface. The navigation bar includes 'Contacts', 'Conversations', 'Marketing', 'Sales', 'Service', 'Automation', and 'Reports'. The 'SEO' page has tabs for 'Topics' and 'Recommendations' (which is active and labeled 'BETA'). A link for '< Back to domains' is visible. The main heading is 'Recommendations' with the subtext 'Find and fix SEO issues to get more search traffic.' Below this is a table with the following data:

RECOMMENDATIONS	PAGES AFFECTED	IMPACT	REASON
Address duplicate pages <a href="#">View pages</a>	182	High	Pages are duplicated. This may result in duplicate content. Create more varied content.
Increase word count <a href="#">View pages</a>	134	High	Top content is less than 300 words. Increase word count for your topic.
Remove title from meta description <a href="#">View pages</a>	25	Medium	Your meta description is missing. No need to add one.
Add meta description <a href="#">View pages</a>	38	Medium	Your meta description about what the page is about helps search engines understand your pages to help them rank and gets clicked.
Add a single H1 tag <a href="#">View pages</a>	182	Low	A single H1 tag helps search engines understand your page or have too many.
Shorten title <a href="#">View pages</a>	1	Low	Titles with more than 60 characters in search engines often don't get cut off.





MARKETING HUB PROFESSIONAL

# Blogging Tools

HubSpot's blog tool makes it easy to create and optimize content with SEO recommendations. Outrank your competitors for the keywords that matter and dig into blog analytics to measure which articles have the biggest impact on your marketing goals.

The screenshot displays the HubSpot blog editor interface. At the top right, there are buttons for 'Draft', 'BETA', and 'Edit'. A navigation link '< Back to blog posts' is visible in the top left. The main content area shows a preview of a blog post with the title '8 Common Misconceptions' by Sally Smiles, dated 7/8/16 9:15 AM. The post content includes the text: 'The list post is one of the most popular types of content on the web. It's composed of -- you guessed it -- a list of items, each with a brief description about each item. Use your introduction as a way to tell your readers why they should help them. Keep it light by including a few interesting facts that can include relating to your list, including...' Below the main content, there is a dark blue footer area.

**Optimize**

You're writing about the topic:

big data x

SEO recommendations

TO DO

- >  Add H1 tag
- >  Add alt text to images

DONE

- >  Word count in good range
- >  Add topic to title
- >  Add title
- >  Page loads quickly
- >  Add topic to meta description
- >  Title isn't in meta description



MARKETING HUB PROFESSIONAL

# Social Tools

Link social interactions to contacts in your database for better attribution.

See every interaction with your messages, create custom keyword monitoring streams for everyone on your team, and measure social performance across every major social channel, all in one place.

Never miss an opportunity to engage with followers or delight your customers.

The screenshot displays the 'Social' dashboard with the following components:

- Navigation:** Publishing, Monitoring (active), Reports, Messenger.
- Streams List:**
  - Inbox Streams:** All Activity (11), Conversations (2).
  - Interactions:** 2 (highlighted).
  - Twitter Streams:** New Followers (7).
- Stream Details:**
  - Facebook Reactions:** Shows a post from Biglytics with 1 reaction.
  - Twitter Retweets:** Shows a tweet from Biglytics with 1 retweet.
- Competitor Streams:** Labeled as BETA.

Under certain privacy laws and regulations, you must tell anyone who interacts with your connected social accounts that their data may be used for marketing purposes. You may also want to provide access rights or ask you to delete their information. Since it isn't always possible to know which social accounts are connected to your account, we recommend that you provide this notice to all accounts. Your account's data may not be fully removed from the social tools. Before using this feature, please review our privacy policy.



MARKETING HUB PROFESSIONAL

# Marketing Automation

Automate your marketing beyond just email. Set up nurturing based on contacts and keep prospects engaged, onboard new customers, and more. Upgrade to Enterprise to run Account-Based Marketing (ABM) campaigns with company workflows.

Leverage HubSpot's granular segmentation to build personalized nurture streams from scratch, or get started with predefined templates.

The screenshot displays the HubSpot Marketing Automation interface. At the top, there is a navigation bar with a back arrow and the text "Back to workflows" on the left, and "Nurturing: New" on the right. Below the navigation bar, there are two tabs: "Start from scratch" and "Templates" (which is highlighted with a green "NEW" badge). The main content area is divided into four categories, each with an icon and a description:

- Contact-based**: Represented by an icon of a contact card. Description: "Start with a blank workflow that enrolls and is triggered off contacts".
- Company-based**: Represented by an icon of a building. Description: "Start with a blank workflow that enrolls and is triggered off companies".
- Deal-based**: Represented by an icon of a briefcase. Description: "Start with a blank workflow that enrolls and is triggered off deals".
- Ticket-based**: Represented by an icon of a ticket. Description: "Start with a blank workflow that enrolls and is triggered off tickets".

On the right side of the interface, there is a "Choose type" section with three radio button options:

- Start from scratch**: Start with a blank workflow and add actions.
- Center on a date**: Add actions that revolve around a date.
- Center on a date property**: Add actions that revolve around a date property.

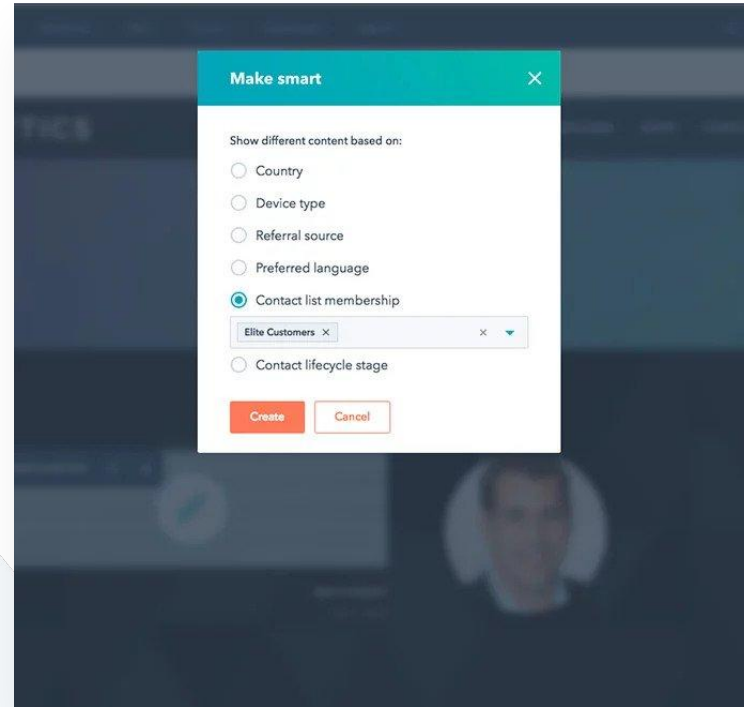
Below the "Choose type" section is a "Preview" section, which shows a placeholder for a workflow preview.



MARKETING HUB PROFESSIONAL

# Personalization

Easily personalize everything from your emails to your website content and calls-to-action. Mention specific details about a contact and their company, or swap out entire blocks of content and conversion paths to make their experience more personal.



MARKETING HUB PROFESSIONAL

# Video Marketing

Marketers can now host and manage video files inside of HubSpot at no extra cost.

Embed those videos into website pages, and blog posts with just one click, and add in-video CTAs and forms to make videos interactive.

New video landing page and blog post performance analytics help maximize the impact of video marketing campaigns.

**Analytics**

SOURCE	VIEWS	SUBMISSIONS
Direct traffic	15	-
<b>Total</b>	<b>15</b>	<b>-</b>

**Video views** Video: All

**Video retention** Video: How to write better sub...

**Add form**

**Name**  
Video form 1 (August 1, 2018 3:32:45PM)

**Header**  
Sign up for email updates

**Font** **Font size**

**CTAs:**

- TRY IT OUT (Ridge CTA, Last updated 25 Jul 2018 11:42)
- TRY IT OUT (Ridge CTA, Last updated 25 Jul 2018 11:42)
- CHECK IT OUT (Ridge CTA Large, Last updated 25 Jul 2018 11:42)
- CALL TO ACTION (Call To Action, Last updated 25 Jul 2018 11:41)



MARKETING HUB PROFESSIONAL

# Account Based Marketing

Seamlessly coordinate across sales and marketing to run a powerful ABM program in HubSpot. With ABM properties and templates, company scoring, and out-of-the-box ABM reporting all available in both Sales Hub and Marketing Hub Professional, you can unite your teams around the same data to close more high-value deals.

The screenshot displays the HubSpot Target Accounts dashboard. At the top, navigation tabs include Contacts, Conversations, Marketing, Sales, Service, Automation, and Reports. A search bar for target accounts is located in the top right. The main dashboard area is divided into several sections:

- Summary Metrics:** A table showing key account statistics:

Metric	Value	Context
Target Accounts	53	Total chosen companies
Accounts with Open Deals	46	87% of target accounts
Open Deal Value	\$124M	Avg \$1.8M per deal
Missing Any Buying Role	4	8% of target accounts
Missing Decision Makers	18	26% of target accounts
- Table View:** A table listing target accounts with columns for Company, Contacts, Open Deals, Deal Value, Last Touch, Last Engagement, and Scheduled. It shows details for accounts with deal values of \$1.8M, \$900k, \$6M, and \$2.4M, along with their last engagement dates and types (e.g., 'Ethan Kopit called', 'Nate Lacy sent email').
- Account Based Marketing Filter Dashboard:** A section titled 'Buying Role by Target Account' featuring a bar chart. The chart compares the number of contacts for 'Decision Maker' (blue bars) and '(No value)' (orange bars) across various companies. The y-axis represents the number of contacts, ranging from 0 to 30. The x-axis lists company names.

**Buying Role by Target Account Data:**

Company Name	(No value)	Decision Maker
invo	26	1
akdy	7	7
stgpt, n.c.	4	3
clrdgraph	3	2
delvry solutions	2	2
prmo	2	2
spnsgpt	2	2
adco	2	2
control, n.c.	1	1
evaliant	1	1
fidare	1	1
nanoforcomm	1	1
sales.commercial	1	1
stasium	1	1



MARKETING HUB PROFESSIONAL

# Dashboards & Reporting

Create beautiful, custom reports on virtually any metric from HubSpot Marketing, any record from HubSpot CRM, or data from any integrated apps.

Leverage flexible dashboards to see all the data you need in one place, and easily share reports with stakeholders.

## Marketing Dashboard ▾

Date range: All data ▾

### Marketing Performance

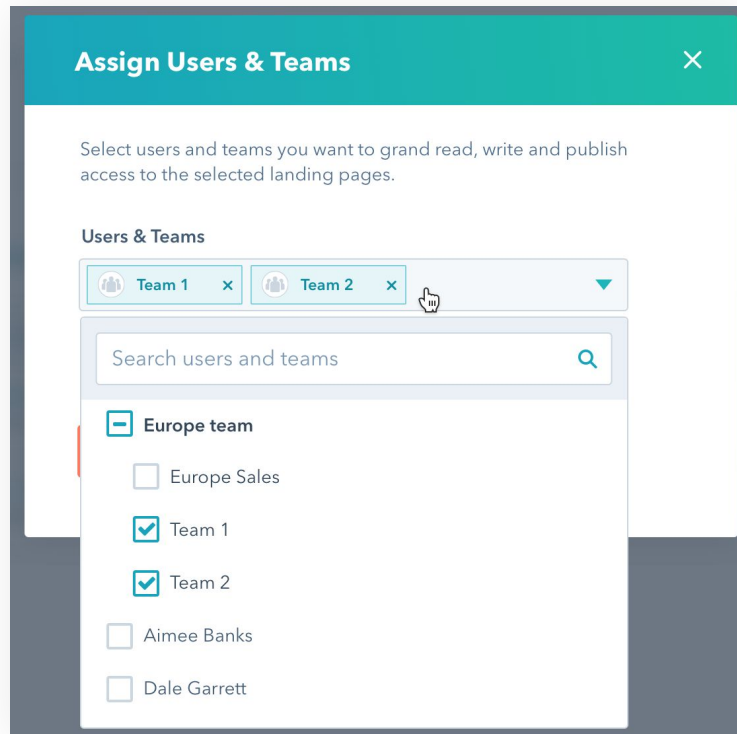


MARKETING HUB ENTERPRISE

# Partitioning

Use teams to segment assets in HubSpot, giving the right users easy and uncluttered access to the right content.

Useful for international marketing teams, teams segmented across divisions, product lines, brands, or other dimensions.



**Assign Users & Teams** ✕

Select users and teams you want to grant read, write and publish access to the selected landing pages.

**Users & Teams**

Team 1 ✕ Team 2 ✕ ▼

Search users and teams 🔍

- Europe team
  - Europe Sales
  - Team 1
  - Team 2
  - Aimee Banks
  - Dale Garrett





MARKETING HUB ENTERPRISE

# Email Send Protection

As you grow, more teams and people want to talk with customers - from support, service, marketing, product, and management.

Email send protection in HubSpot let's you set the maximum number of times a contact should receive an email, so you can delight your customers with just the right number of emails.

## Email

Configuration

Subscriptions

Subscription Types

Tracking

Sometimes less is more. Set a send frequency cap to make sure you don't over-email your contacts with your campaigns. Control the number of emails your contacts receive by enabling a

If you use workflows to send essential automated emails, you should disable this setting

### Send frequency

Recipients receive every email  Recipients receive a set number of

Only marketing emails are included in the send frequency cap. ⓘ

### Maximum number of emails per recipient

3

### Frequency

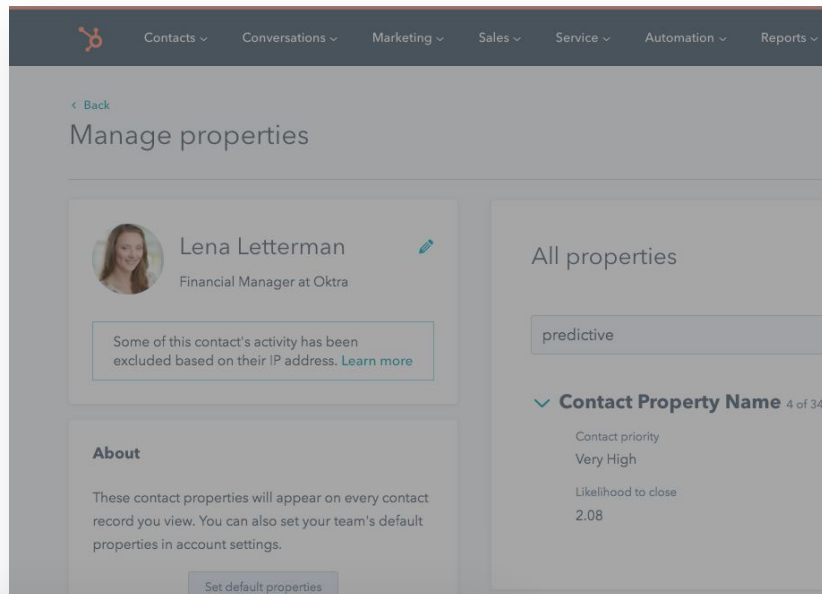
Daily  Weekly  Every two weeks  Monthly



MARKETING HUB ENTERPRISE

# Predictive Lead Scoring

Predictive Lead Scoring takes hundreds of demographic and behavioral factors into account to automatically score contacts based on their likelihood to buy.



The screenshot shows the HubSpot interface for managing contact properties. At the top, there is a navigation bar with links for Contacts, Conversations, Marketing, Sales, Service, Automation, and Reports. Below this, a breadcrumb trail shows '< Back' and 'Manage properties'. The main content area is divided into two columns. The left column features a contact profile for 'Lena Letterman', a Financial Manager at Oktra, with a note that some activity has been excluded based on IP address. Below this is an 'About' section explaining that these properties will appear on every contact record and can be set in account settings. The right column is titled 'All properties' and contains a search bar with the word 'predictive' entered. Below the search bar is a dropdown menu for 'Contact Property Name' showing 4 of 341 properties. The selected property is 'Contact priority' with a value of 'Very High' and a 'Likelihood to close' of '2.08'. A 'Set default properties' button is visible at the bottom of the left column.

✓ **Contact Property Name** 4 of 341 properties

Contact priority

Very High

Likelihood to close

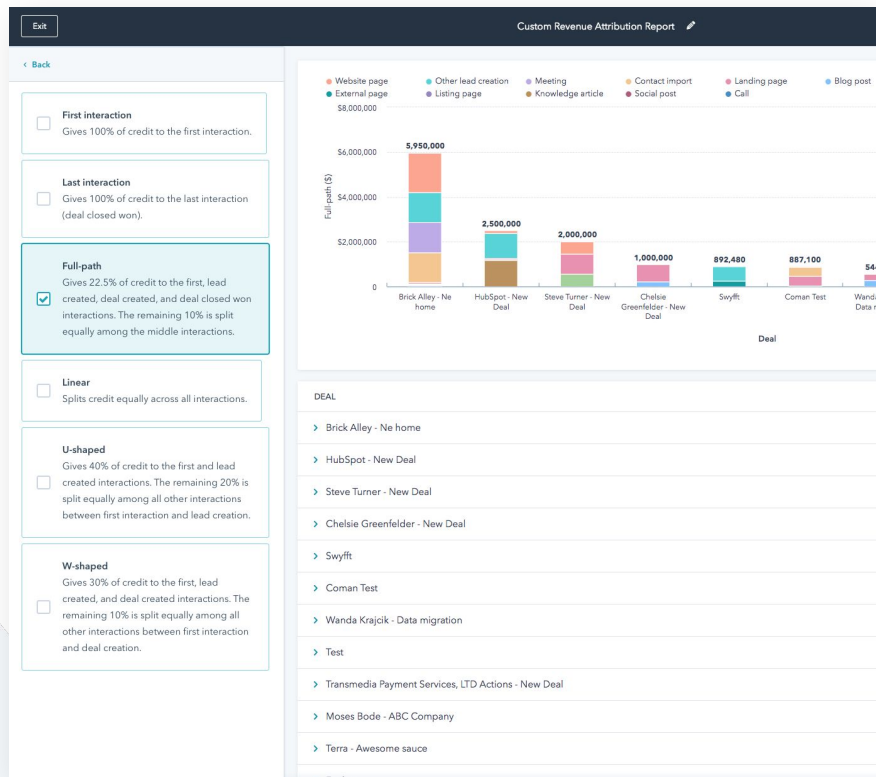
2.08



MARKETING HUB ENTERPRISE

# Multi-Touch Revenue Attribution

Automatically connect every customer interaction to revenue, so you can make strategic decisions rooted in business value — not vanity metrics. Built for real people — not data scientists.



MARKETING HUB ENTERPRISE

# Adaptive Testing

Optimize your conversion paths using AI. Create up to five variations of a page. Then, over time, HubSpot sends more traffic to the best-performing versions, and ultimately picks a winner for you. Less busy work for you and better performance for your pages.

The screenshot displays the HubSpot Adaptive Testing interface for a "Demo Offer Landing Page". It includes a navigation bar with options like "Contacts", "Conversations", "Marketing", "Sales", "Service", "Automation", and "Reports". The page title is "Demo Offer Landing Page" with a "Published" status. Below the title, there is a small preview of the landing page and its details: "Publish date: August 2, 2019 8:52 AM" and "URL: https://biglytics.net/free-demo". A date range "August 19 - November 22, 2019" is also visible. The main part of the interface is a table showing the performance of different versions of the landing page. The table has columns for "Perf", "LANDING PAGE", "VIEWS", "TOTAL SUBMISSIONS", and "VIEW TO SUBMISSION RATE". The data is as follows:

Perf	LANDING PAGE	VIEWS	TOTAL SUBMISSIONS	VIEW TO SUBMISSION RATE
● Published	Version 1 - Red Background	2,574	817	31.74%
○ Archived	Version 2 - Blue Background	3,087	846	27.41%
○ Archived	Version 3 - Orange Background	551	132	23.96%
○ Archived	Version 4 - Pink Background	491	117	23.85%
○ Archived	Version 3 - Orange Background	225	52	23.11%
○ Archived	Version 4 - Pink Background	491	117	23.83%
○ Archived	Version 5 - White Background	225	52	23.11%
	<b>Total</b>	<b>6,928</b>	<b>1,964</b>	<b>28.35%</b>



MARKETING HUB ENTERPRISE

# Advanced Conversational Marketing

Customize chats with code snippets and trigger webhooks in chat and Facebook Messenger. Plus, use advanced targeting to trigger unique chat widgets based on a visitor's location, page scroll behavior, referral source, and more.

The result: a best-in-class conversational experience that's highly targeted, personalized, and feeds data back to the contact record.

The image displays two screenshots related to HubSpot's conversational marketing capabilities. The top screenshot shows the configuration interface for a chat widget. It is divided into two main sections: 'Target' and 'Visitor information and behavior (Optional)'. The 'Target' section includes a 'Website URL' rule where the chat will appear on pages containing the word 'products'. The 'Visitor information and behavior' section allows for more granular targeting based on segmented lists (e.g., 'Contacts from Vermont'), device type (e.g., 'Smartphone'), or session count (e.g., 'is more than 5'). The bottom screenshot shows a live chat window for a contact named 'Johnny Appleseed'. The chat history includes a greeting, a user question, a response, and a follow-up question. A text input field at the bottom is labeled 'Enter email address'.



MARKETING HUB ENTERPRISE

# Added Security

With HubSpot's single sign-on (SSO), log in through your SSO provider for extra security. For another layer of security, require SSO for all logins, including on mobile.

## Require Two-factor Authentication (2FA)

Require all users to set up 2FA to log-in.



## Single Sign-on

Use your company's login credentials

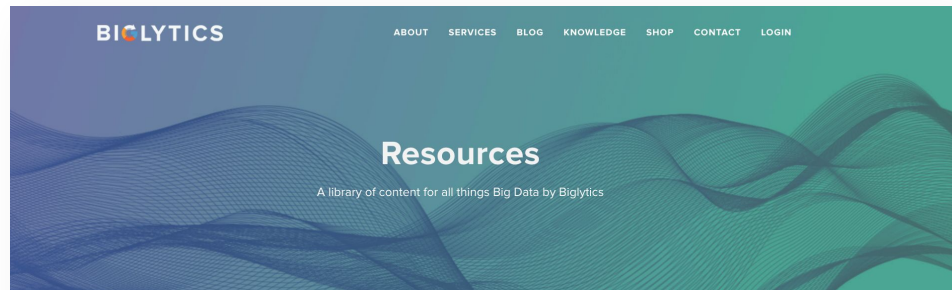
Set up



MARKETING HUB ENTERPRISE

# Password Protected Content

Tap into the power of exclusive content. Restrict access to published web pages to specific contacts in your database, so you can deliver premium content like videos or case studies only to the people you want to see it.



FILTER BY: Show All

Search...

## Advanced Options

Expire page on a specific date

Control audience access for page  
Control the privacy of this page and how visitors can access it

Public (default)

Private - Password required ⓘ

SDD



Algorithms

Guide to Getting Started with Big Data

