![HubSpot logo]

HubSpot Launches First CRM Deep Research Connector With ChatGPT

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- Over 250,000 businesses trust HubSpot as their source of truth for customer data
- Customers can now bring their customer context into the HubSpot deep research connector and take action on insights
- The new connector is the latest step in HubSpot's mission to democratize advanced technology for SMBs

BOSTON--(BUSINESS WIRE)--Jun. 4, 2025-- More than 250,000 businesses rely on HubSpot as their **single source of truth for customer data** across marketing, sales, and service. This complete view of the customer journey gives our customers an edge, especially in an era where AI is only as powerful as the data behind it.

Today, we're excited to announce that **HubSpot is the first CRM to launch a deep research connector with ChatGPT.**

With over 75% of HubSpot customers already using ChatGPT*, we're making it easy for them to apply powerful, doctorate-level research and analysis to their own customer data and context–and to put those business insights to work. This is game-changing for go-to-market teams. Within ChatGPT, for example:

- **Marketers** can ask "find my highest-converting cohorts from recent contacts and create a tailored nurture sequence to boost engagement," then use the insights to launch an automated workflow in HubSpot.
- **Sales teams** can find new opportunities by asking, "segment my target companies by annual revenue, industry, and technology stack. Based on that, identify the top opportunities for enterprise expansion," then bring them back to HubSpot for prospecting.
- **Customer success teams** can say, "identify inactive companies with growth potential and generate targeted plays to re-engage and revive pipeline," then take those actions in HubSpot to drive retention.
- **Support teams** can say, "analyze seasonal patterns in ticket volume by category to forecast support team staffing needs for the upcoming quarter," and activate Breeze Customer Agent in HubSpot to handle spikes in support tickets.

"Launching the HubSpot deep research connector means businesses and their employees get faster, better insights because ChatGPT has more context. We're thrilled to work together to bring powerful AI to many of today's most important workflows." - Nate Gonzalez, Head of Business Products at OpenAI.

"The HubSpot connector is like having an extra analyst on the team, empowering sales reps to identify risks, opportunities, and next best actions," said Colin Johnson, Senior Manager, CRM at Youth Enrichment Brands. "For a non-technical user, the fact that it's easy to use and talks directly to my data is huge."

"We're building tools that help businesses lead through the AI shift, not just adapt to it," said Karen Ng, SVP of Product and Partnerships at HubSpot. "By connecting HubSpot CRM data directly to ChatGPT, even small teams without time or data resources can run deep analysis and take action on those insights — fueling better outcomes across marketing, sales, and service."

Easy to use and easy to trust

HubSpot customers who have admin controls can enable the connector for their organization by going to ChatGPT and turning on the HubSpot deep research connector function, selecting HubSpot as a data source, and authenticating their account. From there, any user in the organization can toggle it on, sign in, and start asking questions.

In addition to being easy to use, the HubSpot deep research connector is also easy to trust. We built it to ensure users only see the CRM data they're allowed to access in HubSpot. For example, individual sales reps will only see pipeline data for deals they own or manage. With the HubSpot deep research connector, customer data is not used for AI training in ChatGPT.

Availability

The HubSpot deep research connector will automatically be available to all HubSpot customers across all tiers with a paid ChatGPT plan. (EU: Team, Enterprise, and Edu; all other regions: Team, Enterprise, Pro, Plus, and Edu). All available languages can be found here.

*HubSpot 2025 Q1 AI customer sentiment survey

About HubSpot

HubSpot (NYSE: HUBS) is the leading AI-powered customer platform for growing businesses. The platform includes engagement hubs for marketing,

sales, and customer service, a connected Smart CRM, and an ecosystem of over 1,800 integrations—all built on a unified data foundation that powers HubSpot's AI and enables smarter, faster, more personalized customer experiences.

More than 250,000 customers across 135+ countries use HubSpot to unify their data, align their teams, and grow better. HubSpot is headquartered in Cambridge, Massachusetts. Learn more at www.hubspot.com.

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