



HubSpot Launches First CRM Connector for Anthropic's Claude

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- Claude can now generate tailored answers, summaries, and visualizations based on each team's unique context in HubSpot.
- Teams can then take action on insights directly in HubSpot, from optimizing campaigns to accelerating lead engagement.
- The HubSpot connector for Claude is available now to HubSpot customers across all tiers with a paid Claude subscription (Pro, Max, Team, or Enterprise).

BOSTON--(BUSINESS WIRE)--Jul. 29, 2025-- More go-to-market teams are using multiple AI tools to move faster—but without customer context, those tools can only go so far. HubSpot is changing that.

Today, we're introducing the first CRM connector for Claude—bringing each customer's unique HubSpot context into Claude. With this connector, customers can ask questions in plain language, generate visualizations like charts and graphs, and take action on insights directly in HubSpot.

"The HubSpot connector makes Claude more useful for our customers by grounding its responses in real context from their business," said Karen Ng, EVP and Head of Product at HubSpot. "It's a simple, powerful way to get insights you can trust, wherever you work. And it's another step in making advanced AI accessible to every business."

Now, teams can use Claude to get personalized answers that help them work smarter and stay focused on what matters most, with visualizations tailored to their needs:

- Marketing teams can ask Claude to find contacts who opened a recent email campaign but didn't click through, and generate a pie chart to support follow-up segmentation.
- Sales teams can ask for a summary of active deals organized by name, amount, and stage, and sorted by closing date to help prioritize the week.
- Support reps can ask for all open tickets assigned to them, sorted by priority and creation date.
- Customer success teams can ask Claude to compare resolution approaches and outcomes across support channels to drive consistency and quality.

"Claude is designed to reason through complex questions and deliver thoughtful, conversational answers," said Scott White, Head of Product, [Claude.ai](#). "With the HubSpot connector, customers can bring their real-time CRM context into Claude—making it more valuable for HubSpot-powered teams looking to gain insight and take action."

We built the HubSpot connector for Claude 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 have permission to view. Anthropic does not use the data shared through HubSpot to train its models except in certain instances, like when a customer chooses to provide feedback or opts into training. Customers can refer to the terms ([consumer](#) & [commercial](#)) in their specific Anthropic plan.

The HubSpot connector for Claude is available now to all HubSpot customers across all tiers with a paid Claude subscription (Pro, Max, Team, or Enterprise). It's part of a growing set of AI connectors from HubSpot designed to bring CRM context into the LLMs our customers use every day.

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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