Upcoming changes to HubSpot's pricing

January 30, 2024

HubSpot is easy to use—and now easier to buy—with a new pricing model for all subscription tiers that includes access to HubSpot AI

Since launching in 2006, HubSpot has evolved from a single app, to a suite of engagement Hubs, to now the world's leading AI-powered customer platform trusted by more than 190,000 businesses. A simple philosophy has guided each evolution: help organizations grow with powerful, easy-to-use technology.

Today, we're announcing upcoming changes to our pricing that reflect this evolution and will make HubSpot even easier to buy—including access to our AI features embedded in the Smart CRM and across all Hubs.

Introducing seats-based pricing for all subscription tiers

On March 5, 2024, we'll roll out a seats-based pricing model to all Hubs and subscription tiers—Starter, Professional, and Enterprise. With this change, we'll remove seat minimums for Sales Hub and Service Hub and introduce the Core Seat and View-Only Seat.

- **Core Seats** will give edit access to purchased Hubs, grant access to HubSpot's cross-platform AI products and features, and connect teams to HubSpot's Smart CRM.
- **View-Only Seats**, which are free and unlimited for paid portals, will give visibility to those who don't require edit access.

The new pricing model is designed for customers to:

- **Start for free and scale** with five users included at the Free tier and the introduction of a single seat type—the Core Seat—at Starter. Now, it's easier than ever to grow your business with HubSpot.
- **Pay as they grow** with the new View-Only Seat and no seat minimums for Sales Hub and Service Hub, giving customers more flexibility over portal access and greater control over their total cost of ownership.
- **Connect their teams** through access to HubSpot's Smart CRM with the new Core Seat. With our Smart CRM, teams have one central source of truth to understand the customer journey across marketing, sales, and service.
- **Drive effectiveness** with an AI-powered Smart CRM that unifies data for faster workflows and richer customer context. And with AI capabilities embedded across our engagement Hubs—such as creating content, forecasting revenue, and generating reports—go-to-marke teams can deliver even more value, faster.

The updates to HubSpot's subscription pricing model will go into effect globally on March 5, 2024 (March 6, 2024, in the Asia Pacific region) for new customers. There will be no immediate impact to current customers.*

These updates are designed to provide flexible subscription options that scale with businesses. We're giving customers greater control over their total cost of ownership and helping businesses get started—and grow better—with HubSpot.

To learn more about HubSpot's updated pricing model for our subscription tiers, visit the pricing preview page.

**HubSpot intends to share additional details on migration timelines directly with existing customers in March 2024. Pricing will remain the same at the time of migration, but customers may see a migration-related price increase of approximately 5% or less at the time of subscription renewal. The migration-related price increase will be in addition to other factors that could result in other price increases at renewal (such as exceeding usage limits or expiring discounts). HubSpot will provide advance notice of any change to the renewal cost in line with our Customer Terms of Service.*

This reflects the migration plan for most customers. Certain accounts will hear from HubSpot directly if their migration path will be different from what's reflected above.

HubSpot (NYSE: HUBS) is the customer platform that helps businesses connect and grow better. HubSpot delivers seamless connection for customer-facing teams with a unified platform that includes AI-powered engagement hubs, a Smart CRM, and a connected ecosystem with over 1,500 App Marketplace integrations, a community network, and educational content. Learn more at www.hubspot.com.

Public Relations Contact

media@hubspot.com