

Spotlight.

# Chuck MacGlashing

SVP, Finance



# A Note Regarding Forward-Looking Statements

Statements made during this webinar that are not historical facts may be considered forward-looking within the meaning of the federal securities laws. These statements reflect our views as of today, involve risks and uncertainties, and we undertake no obligation to update them. Please refer to our most recent SEC filings for a discussion of relevant risk factors.



Spotlight.

# Yamini Rangan

Chief Executive Officer



Pace of innovation  
is accelerating.



# Our agenda for today

- 01 HubSpot's strategy for 2026
- 02 Update on our Agentic Customer Platform and agents
- 03 Transforming how we build, grow, and operate



# HubSpot's Strategy for 2026

Make AI work for  
growth companies

Reimagine marketing  
with a new playbook  
and products

Accelerate  
upmarket growth

Transform how we build, grow, and operate



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# Duncan Lennox

Chief Product & Technology Officer



Output

Outcomes



# Outcomes Require Context



# Agentic Customer Platform

Action: Where work gets done

✦ Hubs

✦ Breeze Agents

✦ Breeze Assistant

Coordination: Where humans and agents collaborate

Agent Management

Connected Systems

Unified Governance

Context: Where customer understanding lives

Smart CRM

Customer Data

Business Context

Team Context

Industry Intelligence

Domain Knowledge



## Growth Context

### Business Context

What makes your company yours

### Team Context

How your best people work

### Process Context

The workflows that make your business run

### Customer Context

The full history of every relationship

### Network Context

The collective intelligence of HubSpot





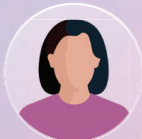
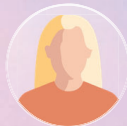
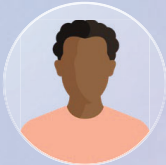
The Sonder use case presented here is a representative illustration and does not reflect Sonder's actual or planned use of HubSpot and does not imply Sonder endorsement.





People & Culture

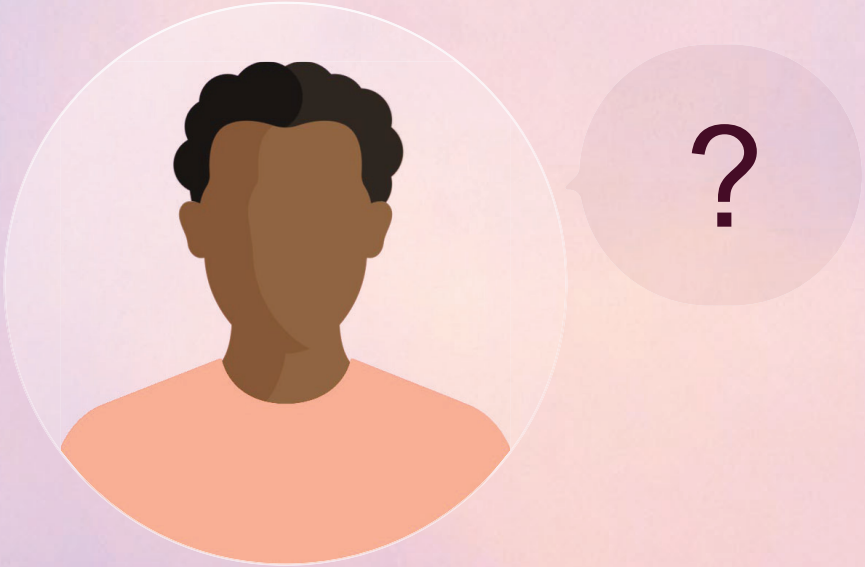
HR Leaders





The search bar is no longer the first stop.





# HubSpot AEO

1. Understand and track AI visibility score
2. Track prompts that matter to your buyers
3. Understand how competitors are performing
4. Find out the sources and content types AI engines are citing
5. Receive recommendations to improve your visibility



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## How Growth Context makes HubSpot AEO better

The **only AEO solution** that suggests prompts based on customer data—not guesswork

Customer and  
business context  
inform prompts

Recommendations  
and actions in one  
place

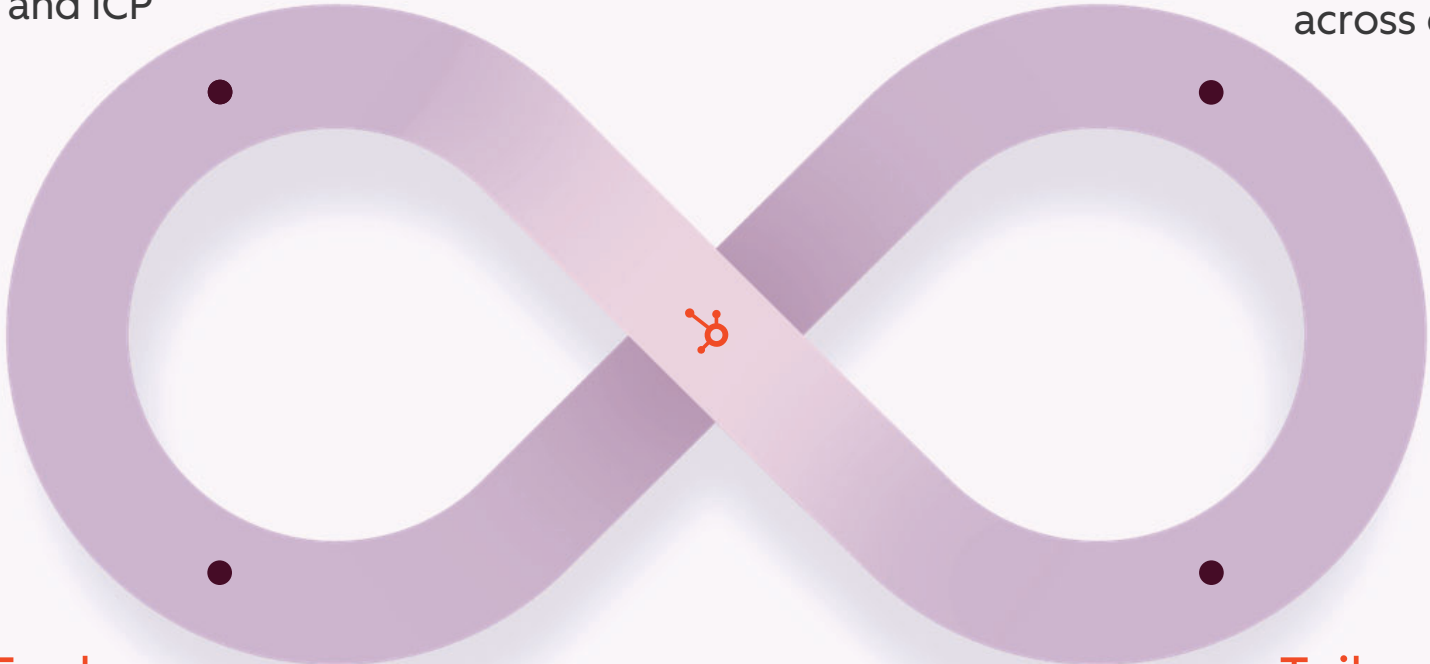






**Express**  
your brand and ICP

**Amplify**  
across channels



**Evolve**  
where you learn  
and iterate

**Tailor**  
AI personalized  
content

Spotlight.

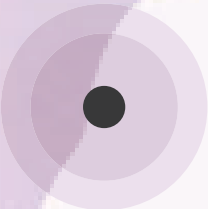
## How Growth Context makes Breeze Assistant better

Knows business and  
customers to ground  
Loop guidance

Knows where you are in  
HubSpot and your role





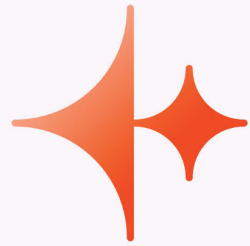






Time kills deals.





# Prospecting Agent



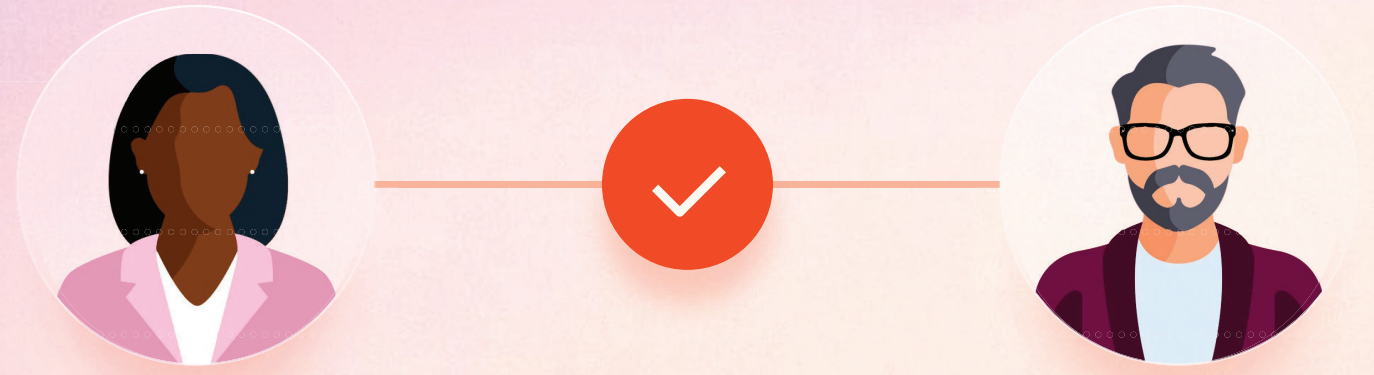
## How Growth Context makes Prospecting Agent better

Pulls from business,  
customer, and  
process context

Signals get smarter  
over time as reps use  
the agent







CPO

Representative



Representative



# Smart Deal Progression



## How Growth Context makes Smart Deal Progression better

Connect transcripts  
to full customer  
context

Knows your sale  
methodologies



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The logo for Sonder, featuring a stylized 'S' icon composed of two curved lines forming a square shape.

**Sonder**





Sonder





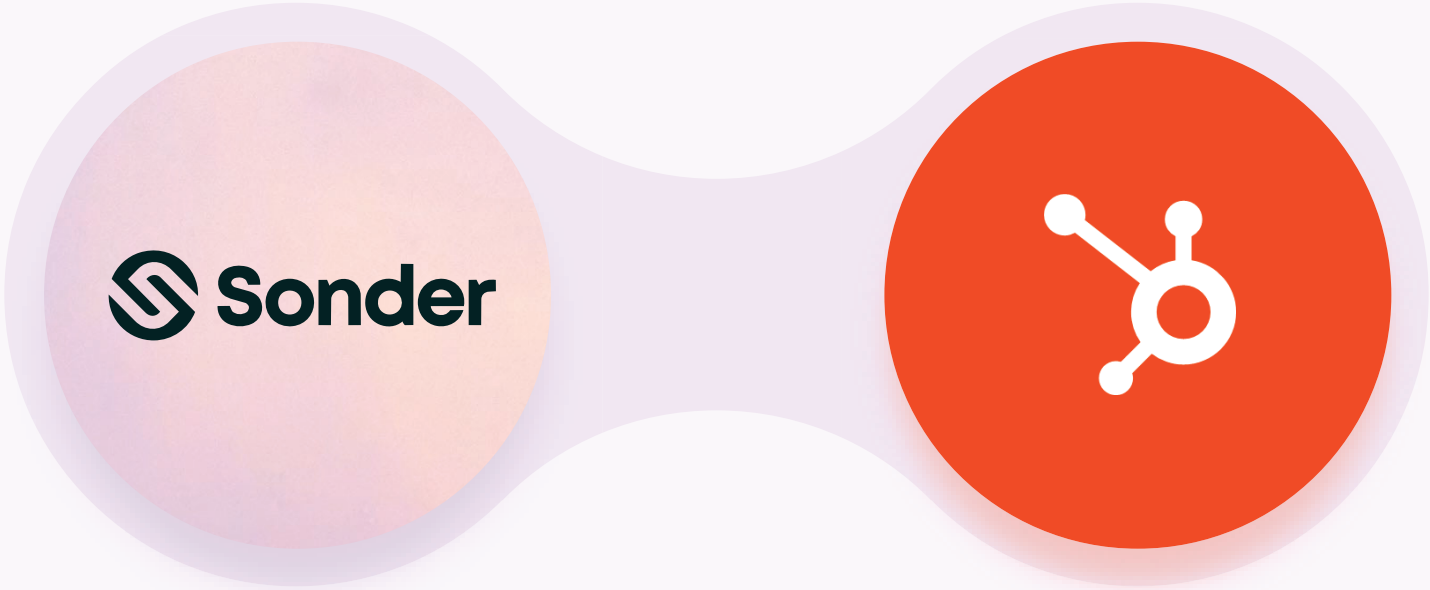
Spotlight.

## How Growth Context makes Customer Agent better

Responses based on  
the complete  
customer picture

Handoffs that  
make sense





 **Sonder**

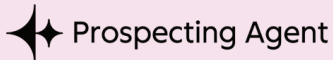


# We're seeing **real customer outcomes** powered by HubSpot's Growth Context



**4x**

more leads created on average



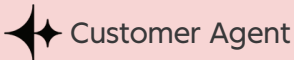
**19%**

increase in email send rate from Prospect Agent beta users

Smart Deal Progression

**10x**

improvement in CRM update accuracy



**70%**

tickets resolved on average



# HubSpot AEO

“

In a matter of weeks, we drove roughly 8,000 new website visitors and lifted our Brand Visibility Score by two percentage points with HubSpot's AEO feature.

Emily Davidson  
Director of Marketing  
Sandler

“

We had clear visibility into how we show up in AI search and took action to improve it. We're now the leader in our category, with nearly 15% of leads coming from AI sources, and growing.

Valeriia Frolova  
Senior Data Scientist (SEO & AI)  
Docebo

“

Since implementing HubSpot AEO Fresha's visibility in AI search engines has increased significantly. We're now seeing more traffic than ever before.

Elliott Braund  
VP Revenue Operations  
Fresha



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# Agentic Customer Platform

Action: Where work gets done

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✦ Breeze Agents

✦ Breeze Assistant

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Agent Management

Connected Systems

Unified Governance

Growth Context: Where go-to-market understand lives

Smart CRM

Customer Context

Business Context

Team Context

Process Context

Network Context



Thank you

**Spotlight.**

# Driving real customer outcomes with HubSpot

 METRIE

## Scaling with Customer Agent

**Industry:**

Manufacturing

**Employees:**

~2,000

**AI Adoption:**

Customer Agent, Breeze Assistant

**Credit Consumption:**

5,000 → 100,000 → 300,000 projected

**Outcomes:**

Improved quote and order turnaround



# Driving real customer outcomes with HubSpot

**ISSA**

## Scaling with Customer Agent

**Industry:**

EdTech

**Employees:**

200+

**AI Adoption:**

Customer Agent, Service Hub AI features

**Credit Consumption:**

650,000

**Outcomes:**

Agent handles 100% chat, humans handle phone



# Driving real customer outcomes with HubSpot



## Scaling with Prospecting Agent

**Industry:**

FinTech

**Employees:**

65+

**AI Adoption:**

Data Agent, Prospecting Agent, Enterprise Suite

**Credit Consumption:**

1,500,000

**Outcomes:**

More prospect interactions and higher pipeline



We are transforming how we  
build, grow, and operate.



# How we **build** products has transformed.

Phase 1

Productivity with  
Co-pilots

2023-2024

Phase 2

Scaling with  
Coding agents

2024-mid 2025

Phase 3

Scaling with our  
AI Platform

mid-2025 to present



# How we **build** products has transformed.

## Phase 1

### Productivity with Co-pilots

- 80% Copilot adoption
- 51% improvement in engineering velocity
- 7% increase in lines of code updated per engineer

2023-2024

## Phase 2

### Scaling with Coding agents

- 96% of engineers using AI tools
- 60% improvement in engineering velocity
- 48% increase in lines of code updated per engineer

2024-mid 2025

## Phase 3

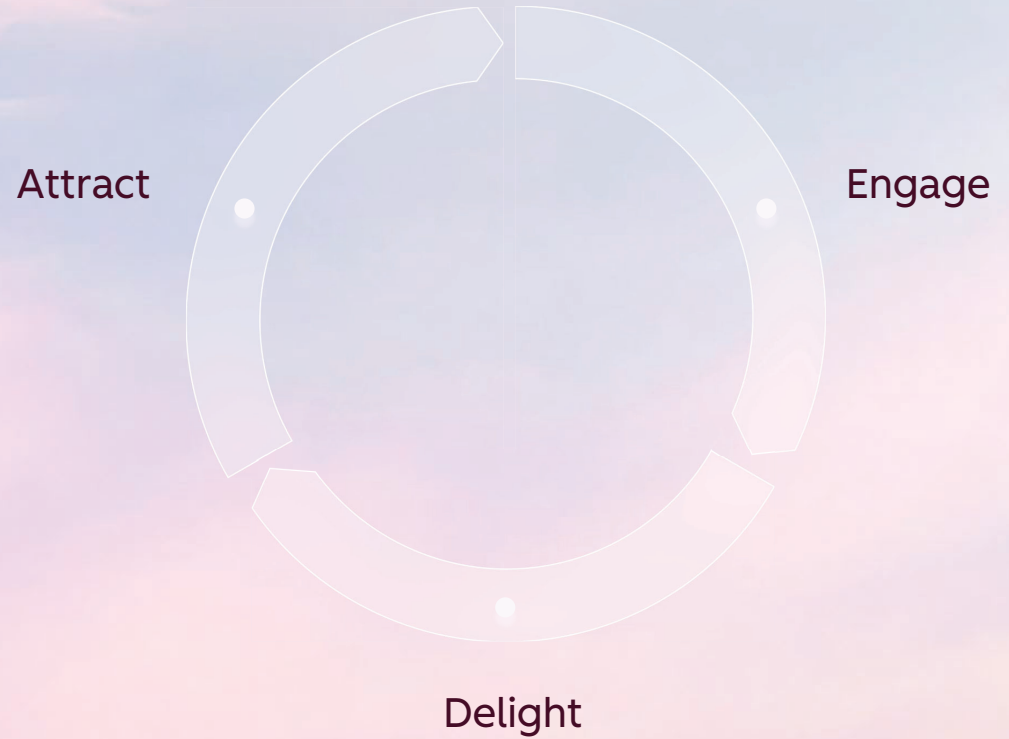
### Scaling with our AI Platform

- 100% of engineers using AI tools
- 90% reduction of time-to-first-feedback
- 73% increase in lines of code updated per engineer

mid-2025 to present



How we **grow**:  
Building an  
Agent-First GTM.



# How we **grow**: Building an Agent-First GTM.

Attract

Demand Agent

Inbound Agent

AEO Agent

345,000 companies added to TAM

82% of inbound chats answered by AI

1,850% growth in leads from AEO

3x better conversion on AEO leads

Agentic Customer Platform

Combination of HubSpot first-party agents, third-party agents, and custom assistants built on HubSpot's Agentic Customer Platform



# How we **grow**: Building an Agent-First GTM.

## Attract

Demand Agent

Inbound Agent

AEO Agent

345,000 companies added to TAM  
82% of inbound chats answered by AI  
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3x better conversion on AEO leads

## Engage

Prospecting Agent

Guided Sales Assistant

Sales Support Agents

13% increase in win rate  
for AI-assisted deals  
10,000 meetings/quarter  
from better prospecting

Agentic Customer Platform

Combination of HubSpot first-party agents, third-party agents, and custom assistants built on HubSpot's Agentic Customer Platform



# How we **grow**: Building an Agent-First GTM.

## Attract

Demand Agent

Inbound Agent

AEO Agent

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82% of inbound chats answered by AI  
1,850% growth in leads from AEO  
3x better conversion on AEO leads

## Engage

Prospecting Agent

Guided Sales Assistant

Sales Support Agents

13% increase in win rate for AI-assisted deals  
10,000 meetings/quarter from better prospecting

## Delight

Customer Success Assistant

Digital Success Assistant

Customer Agent

60% support tickets resolved by AI  
Zero net-new tier 1 support hires since 2024  
7-point higher customer save rate

Agentic Customer Platform

Combination of HubSpot first-party agents, third-party agents, and custom assistants built on HubSpot's Agentic Customer Platform



# Operating with speed as an AI-first company.



# Takeaways

- 01 We have a clear strategy and unique growth context
- 02 Our pace of product execution is accelerating
- 03 We have a huge opportunity to deliver outcomes for our segment of customers



**Spotlight.**

Thank You