

Growing a business is hard.

Marketers need to create

more content

across more channels,

all while making

it feel personal

every single time.

Sales reps need to deliver

more pipeline

and create more deals

while working

more efficiently.

Success teams

not only have to respond

to customer questions

and issues,

they have to be proactive

to drive success

and retention.

All the while,

AI is completely changing

how customers interact

with businesses

and how businesses interact

with their customers.

Any one of these things

would require

a shift in strategy,
all of them together?
That requires a reinvention.
And with HubSpot,
you're ready.
Welcome to Spotlight.
At HubSpot,
we launch new products
every single month
across the entire platform,
so you have what you need
to meet the moment.
That's why
we created Spotlight,
an experience designed
to help you
get the most out
of our product updates.
In our first Spotlight,
we're launching an all new
Service Hub.
For the first time ever,
we're bringing together
everything you need
to scale,
support,
and drive customer value

all-in-one place.

With the help of AI,
companies of all sizes
can have

an exceptional support
and service experience.

We'll also take a deep
dive into our latest solution
for marketers, Content Hub,
that leverages
huge advances in technology
to easily create
high quality content
for discovery and engagement.

With Commerce Hub,
we're making B2B
commerce easier than ever
so your customers
can purchase whenever
and however they like.

Finally, we'll take a
deep dive into HubSpot AI,
our AI solution
that powers our Hubs
and our Smart CRM
to supercharge your
go to market teams.

This is just the beginning.
In our Spring 2024 Spotlight,
we're sharing
over 100 updates
from across
our customer platform,
all built
for your reinvention.
At HubSpot,
it's our job
to see around corners
and let you know
what's coming.
We can't wait
to watch you grow.