

NEW BREED +

THE STATE OF HUBSPOT 3.0



— **Patrick Biddiscombe**, CEO | NEW BREED +

The ground beneath go-to-market strategies has shifted

Tear it all down. The systems, the strategies, the assumptions you've relied on are no longer enough.

Buyers today are rewriting the rules. They're moving faster, leveraging AI to make decisions, and demanding hyper-personalized experiences at every touchpoint. To respond, the top revenue leaders are stepping beyond traditional inbound marketing to embrace bold, transformative strategies, taking an account-based and agentic approach.

The challenge isn't just to keep pace, it's to reinvent the game. This year's State of HubSpot report dives deep into how businesses are navigating this transformation. We surveyed 1,255 global revenue leaders across Marketing, Revenue Operations, Sales, Customer Success, and Finance to uncover what's driving success today. These leaders are at the forefront of change, offering a comprehensive view of how organizations are adapting to shifting buyer behaviors and market demands.

Survey findings indicate that HubSpot has evolved into a powerful platform for alignment, personalization, and scale, equipping companies to meet these challenges head-on. The report also highlights opportunities for growth within HubSpot's ecosystem, focusing on enhancing platform scalability, refining AI-driven insights, and expanding integration capabilities to better serve the evolving needs of businesses and their customers.

Tools alone, however, aren't the answer. This report uncovers the insights, strategies, and innovations shaping the future of growth. It is more than a snapshot of where we are, it is meant to serve as a guide to where we're going and what it takes to get there.

Key Takeaways From This Report:

HubSpot, once centered on inbound, supports a broader range of **go-to-market strategies shaped by AI** and evolving buyer behavior.

Access to AI is no longer the challenge — integrating it into daily workflows and strategic processes is where teams are falling short.

Finding and retaining top talent is a growing challenge for revenue leaders as they work to navigate the changing landscape of technology to scale their teams.

HubSpot continues to innovate with new AI relevant capabilities, and the App Marketplace is growing fast, but **adoption still hinges** on whether teams know how to put new tools to work and get value from them.

Top performing companies are **more prepared to operationalize AI** for planning, personalization, and strategic decision-making.

PART 1

Beyond Inbound:

HubSpot's Role in the New Go-To-Market Playbook

From Inbound to Intent

HubSpot is synonymous with inbound marketing. After all, they coined the term and helped define a generation of digital strategy around attracting and nurturing leads through helpful, relevant content.

But as the modern buyer journey has evolved, so too have the go-to-market motions companies prioritize. In this year’s and last year’s survey, **only 10% of respondents named Inbound as one of their core strategies**, a remarkable shift for the platform that once championed it most.

Taking its place are Sales/Outbound Growth and Customer-Led Growth, followed closely by Account-Based Marketing and Product-Led Growth.

In recent years, organizations have been gradually moving toward a more account-based, go-to-market, moving away from the traditional lead based MQL funnel.

HUBSPOT USERS APPEAR TO BE AHEAD OF THE CURVE:

HubSpot users are



more likely to name ABM as a core GTM strategy than non-HubSpot users (27% vs 20%).

They’re also



more likely to prioritize Product-Led Growth (27% vs 19%).

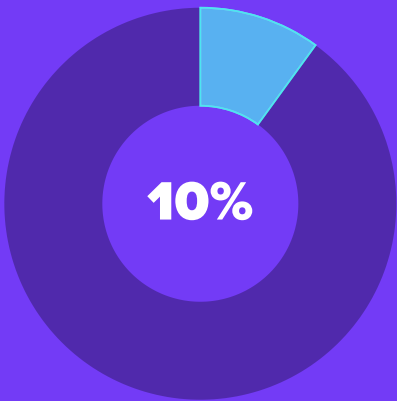
These gaps suggest something meaningful: HubSpot’s strategy to reposition itself as a full-scale customer platform, capable of supporting cross-functional revenue teams and diverse go-to-market” motions, is resonating with its user base.

HubSpot is increasingly becoming the connective tissue behind GTM strategies that prioritize personalization, data unification, and buying group orchestration at scale.

These shifts aren’t just about organizational strategy – they reflect a more fundamental transformation: the buyer journey itself is no longer linear, predictable, or human-paced. It’s AI-accelerated. And GTM motions are being rebuilt to keep up.

Understanding today’s buyer means understanding the influence of AI — on both buyer and sellers.

10% of respondents named Inbound as one of their core strategies



The AI-Directed Buyer Journey Is Already Here

The shifts in go-to-market strategy aren't happening in a vacuum. They're a direct response to a radically transformed buyer's journey; one that is faster, less linear, and increasingly driven by AI.

We've moved from stage-based journeys to signal based ones, where AI curates information and identifies intent across fragmented channels. Indicators like form fills and email opens have been enhanced by predictive signals and behavioral data at the account level. Generic nurture sequences are no longer enough. **Buyers expect context-aware, personalized engagement.** And, they expect it immediately.

Today's buyers aren't just self directed – they are AI-directed. They use GPTs to summarize research. They consult influencer content and peer reviews before ever reaching your site.

If your systems aren't built to identify real-time intent and deliver personalized engagement at scale, you're already behind.

The AI shift is real: is your go-to-market strategy ready? Learn how to remap your GTM to align with AI-directed buyers and build customer-first, AI-powered experiences.

WATCH NOW

Buyers are 70% of the way through their purchasing process when they reach out to vendors.

Source: Science of the B2B Buyer Experience Report, 2024



70%

80% of B2B buyers say AI search has changed how they conduct research, with 29% noting they start research via platforms like ChatGPT more than Google.

Source: G2's 2025 Buyer Behavior Report

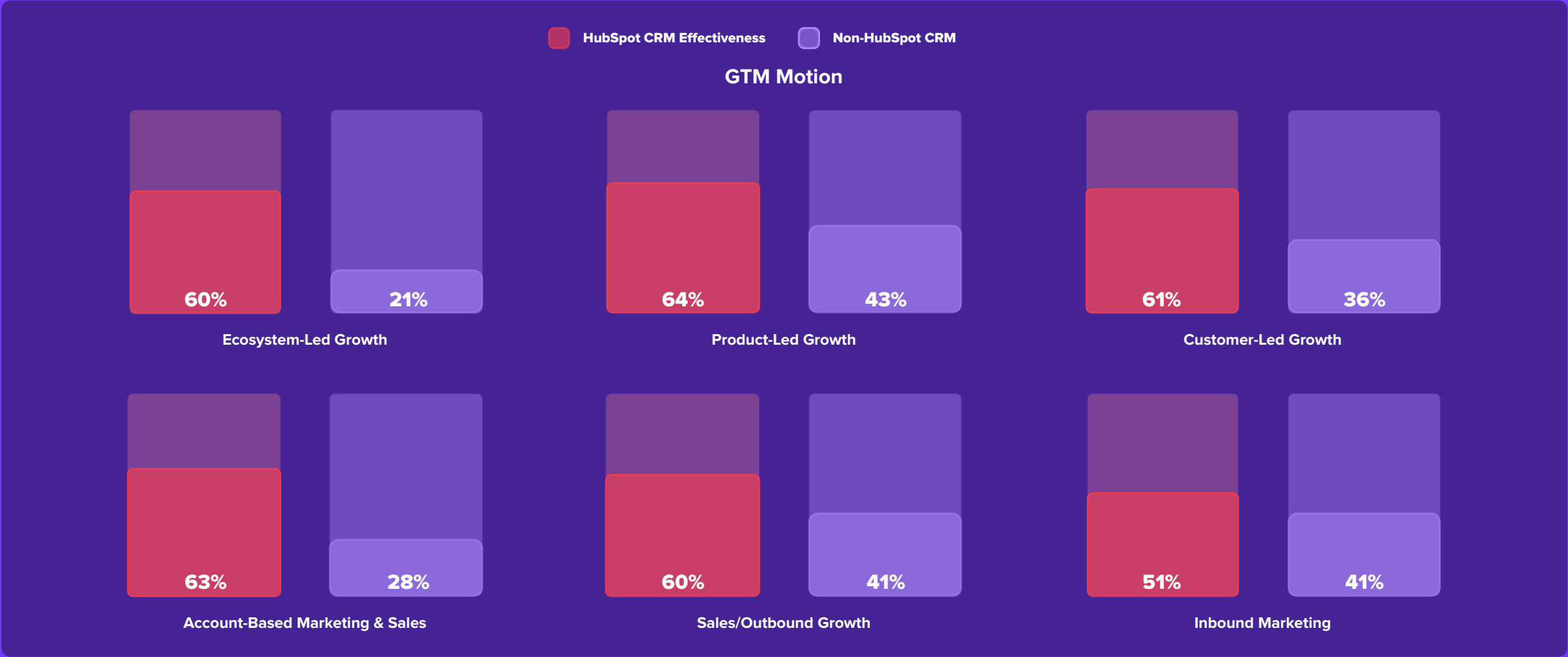


80%

Supporting the Full Spectrum of Modern GTM

HubSpot is helping businesses execute their go-to-market strategies more effectively than ever before. Whether teams lead with product, outbound, ecosystem, or account based growth, **HubSpot users consistently report higher performance and platform fit** than than their peers using other CRMs.

Across every major GTM motion, HubSpot users consistently rate their CRM as extremely effective than non-HubSpot users do their own:



HubSpot's Role in the New Go-To-Market Playbook

CUSTOMER-LED GROWTH:

Net revenue retention is becoming increasingly critical for sustainable growth, and HubSpot's Service Hub is evolving to support this shift. Among HubSpot users, **61% rate the platform as extremely effective at enabling customer-led growth strategies**, compared to 35% who say it is only somewhat effective. New features, like AI-generated ticket summaries and smart routing via playbooks, are designed to help service teams boost efficiency without significantly expanding headcount. However, realizing the full value of these tools requires thoughtful configuration and alignment with existing processes.

PRODUCT-LED GROWTH:

HubSpot is rated **extremely effective for PLG by 64% of users** and somewhat effective by 32%, for its ability to tie product usage directly to engagement. The AI Website Builder speeds page launches and iterations, while Commerce Hub handles self-serve payments, quotes, invoices, and subscriptions via HubSpot Payments or Stripe. Product data flows in through Custom Behavioral Events or synced [Amplitude](#) cohorts, powering usage-based segmentation and outreach. Integrations like Chameleon trigger in-app tours or surveys from HubSpot segments, with engagement data sent back for follow-up. AI inbox tools summarize threads and draft replies, helping GTM teams move fast and at scale.

ABM:

HubSpot is increasingly used to **support ABM motions, with 63% of users rating it extremely effective** and another 32% saying it is somewhat effective. The platform allows teams to centralize account-level data, coordinate outreach, and personalize engagement across buying committees. Native features like custom CRM views, workflow automation, and buyer intent data help revenue teams scale 1-to-few and 1-to-1 plays. However, HubSpot lacks some of the more advanced ABM-specific capabilities out of the box, such as native account hierarchies, predictive scoring, or built-in dynamic segmentation, that more mature teams may expect. Teams running complex or highly scaled ABM programs may need to invest in custom development or rely on an app partner, like **6sense**, **DemandBase** or **RollWorks**, to support a more mature strategy.

ECOSYSTEM-LED GROWTH:

For companies that rely on partnerships as a primary growth lever, **HubSpot is seen as more effective than other CRM platforms, 60% of users rate it extremely effective**, compared to 38% who say it is somewhat effective. Native integrations with tools like Crossbeam and Reveal help partner teams uncover shared opportunities, automate workflows, and embed ecosystem data directly into their go-to-market motion.

That said, HubSpot does have limitations when it comes to partner-specific capabilities, including the lack of built-in commission tracking, native tiered partner management, and a standard registration system. Organizations looking for true partner relationship management (PRM) functionality will likely need to invest in customization.

“Reinventing our GTM strategy has required an account-based focus and data-driven decision making. We’re leveraging HubSpot, 6sense and New Breed’s RevOps and web development support to help us reach the right accounts at the right time with measurable improvements.”

- **Colin Graf**, VP Digital Marketing



HubSpot's Role in the New Go-To-Market Playbook

SALES/OUTBOUND GROWTH:

HubSpot's launch of a dedicated sales workspace and AI-powered prospecting agent, centralizing outreach workflows, engagement tracking, and deal management, underscores its commitment to helping Sales teams work more efficiently and close deals faster. Paired with AI-assisted forecasting and conversation intelligence, these capabilities position Sales Hub as a legitimate contender for enterprise-grade CRM and Sales productivity. Among HubSpot users, **60% rate the platform's ability to support sales and outbound growth as extremely effective**, compared to 35% who say it is somewhat effective. Notably, Sales Hub has shown it can drive measurable productivity gains even in hybrid environments that pair HubSpot with Salesforce CRM. Continued investment in n AI, customization, and scalability will help HubSpot to continue its expansion in the enterprise CRM and sales productivity market.

INBOUND:

HubSpot remains the industry leader for inbound with 51% of inbound-focused teams report that HubSpot is extremely effective at supporting their motion, with another 40% rating it as somewhat effective. HubSpot handles core inbound functions like content creation, SEO, lead capture, and nurturing with ease, making it a strong fit for most teams. For those with more advanced content workflows, adopting Marketing Hub's premium features, such as campaign

management, content partitioning, and AI-assisted creation, can help streamline operations and scale output. That said, organizations with niche publishing requirements or highly customized editorial processes may still benefit from layering on complementary tools.

51%

Extremely effective

40%

Somewhat effective

What we're seeing isn't just platform parity: it's a focus on investing in creating a consolidated, data, and AI integrated customer platform.

Rather than focusing solely on classic inbound playbooks, **HubSpot is broadening its definition of inbound to accommodate a wider range of go-to-market strategies.** While the platform is evolving to meet the needs of modern buyers, how well it supports non-inbound motions will vary depending on the team's complexity, scale, and integration requirements.

"The best GTM strategies stack growth motions — product-led, community-led, sales-led, outbound-led — on top of each other."

- Sangram Vajre, Co-Founder and CEO



Where Teams Are Investing Big: AI, Data, Content, and the Customer

HubSpot continues to be selected for its ability to manage data, content, and generate leads, with 45% saying their top reason for investing in the platform is to manage data, followed by 38% saying to manage content, and 37% saying to generate leads. **When asked where they plan to increase investments over the next 6 months** revenue leaders pointed to AI, content, and customer marketing – underscoring a strong focus on scalable growth and retention.

Top Planned Investments (Next 6 months)

1. Generative AI



2. Customer Marketing



3. Content Marketing



4. Customer Support & Service



Even further out, AI remains a top priority, with 23% planning additional investment in 7–12 months. This alignment between near-term focus and long-term strategy underscores a durable trend: companies are prioritizing scalable efficiency and deeper customer engagement.

Companies adopting HubSpot planned investments reflect a broader ambition: using those capabilities to scale personalization, reduce churn, and drive lifecycle growth.

Furthermore, there’s clear alignment between current investment plans and the top reasons companies give for using HubSpot:

Manage Content (38%) → mirrored by investment in content marketing (29%)

Drive Retention/Scale Support (31-28%) → reinforced by customer marketing (30%) and customer support & service

Automate Marketing (33%) → aligns with AI-related investments now topping the chart

One gap that should be noted:

Manage Data (45%) remains the top reason companies say they invest in HubSpot, but data infrastructure or activation doesn’t appear among the top investment areas.

While data management remains the foundational reason for using HubSpot, companies are doubling down on content, customer programs, and AI to drive efficiency and retention. It’s less about acquiring more and more about doing more with what you already have.

Maturity Matters But It’s Not Evenly Distributed

Before diving into AI’s growing role in the tech stack, one question lingers: How ready are teams to actually capitalize on it?

When we asked revenue leaders to rate their organization’s maturity across five key areas – including AI, ABM, predictive analytics, and intent data – the results revealed a mix of ambition, inconsistency, and overconfidence.

68%

say they do not feel mature and prepared to capitalize on agents and autonomous AI.

56%

say the same for ABM.

61%

for first-party data.

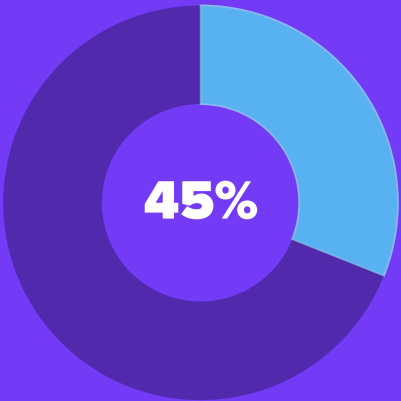
71%

for intent-data platforms or tools.

67%

for predictive analytics.

Manage Data (45%) remains the top reason companies say they invest in HubSpot, but data infrastructure or activation doesn’t appear among the top investment areas.



PART 2

AI Moves In:

From Experiment to Infrastructure

AI is starting to play a more central role in how companies operate. While early attention focused on isolated tools, adoption is now moving into workflows and decision-making processes. The question is no longer whether to use AI, but how deeply, and most effectively, to integrate it.

That shift is uneven. Based on responses from B2B leaders across industries, the data shows momentum, but maturity gaps remain. **Many organizations are still struggling to translate AI interest into measurable, cross-functional impact.**

This chapter explores where AI is delivering value today, what's holding it back, and where HubSpot has room to strengthen its role in helping companies move beyond experimentation to operationalization.

AI Still Isn't Driving Revenue (Yet)

While AI is transforming workflows, it hasn't yet translated into measurable revenue growth. **Only 23% of companies say AI has had a direct impact on top line results,** pointing to a disconnect between adoption and outcomes.

Why? Three friction points continue to slow progress:

1. Trust: Low confidence in data privacy and AI decision making.

2. Alignment: Lack of shared metrics across teams.

3. Productivity focus: AI is still seen as a support tool, not a strategic lever.

The Path Forward

For HubSpot, this opens a path forward: deepen the connection between AI and revenue by investing in tools that tie action to impact. Forecasting, attribution, and journey analytics help. So do emerging features like the Prospecting Agent, designed to accelerate pipeline creation by simplifying outreach and surfacing high-intent leads.

Equally important is continuing to strengthen the platform's data privacy capabilities and clearly communicating those protections — especially as AI plays a bigger role in sales and customer interactions. The opportunity lies in showing how AI can drive not just efficiency — but outcomes, securely and responsibly.

“Lasting impact comes from solving problems, not chasing tools. With AI, start with the challenge, then unlock the solution with the right technology.”

- **Cathy McPhillips**, Chief Marketing Officer



AI Only Works if the Data Does

As covered in Chapter I, data is the #1 reason companies adopt HubSpot. **But data alone isn't enough: integration is the multiplier that makes AI work.**

When systems are fragmented, AI insights become unreliable or invisible. When platforms are connected, AI becomes actionable.

HubSpot users are much more likely than non-users to **say their CRM helps with too many disparate tools (82% vs 50%)**, while they're almost twice as likely as non-users to say their CRM helps with inaccurate reporting and siloed data (84% vs 40%). More than 4 in 5 (84%) of those who use HubSpot say their CRM helps manage bigger goals with fewer resources, compared to just over half (52%) of non-users. A better CRM on a unified platform equals less issues, and more opportunity for scale.

AI Readiness Varies by Function

AI maturity varies sharply across functions, and the differences reveal where enablement is still needed. It's crucial that organizations implement AI in a manageable and strategic way so they can carefully oversee security, quality control, and accuracy.

Case Study

Hudson Global Scholars, a global provider of accredited online education, replaced fragmented legacy systems with HubSpot as their unified system of record. By adopting Sales, Service, Marketing and Content Hubs, they standardized workflows, launched reporting dashboards, and improved customer support with ticketing, knowledge base, and feedback loops.

Marketing Hub now drives targeted campaigns and automation that deepen partner relationships across regions, while centralizing their digital assets strengthened brand consistency and campaign tracking. The transformation has aligned teams worldwide, delivering connected growth, operational excellence, and scalable systems for the future.

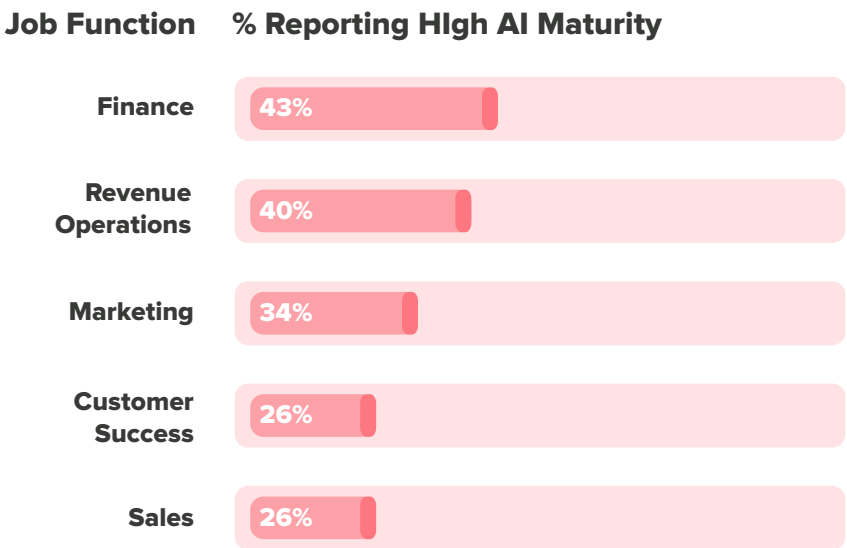


Hudson
Global Scholars®

The takeaway: AI success isn't just about having data. It's about having integrated, trustworthy data that flows across systems and surfaces where teams need it most.

Teams like Finance and Revenue Operations are furthest along, with Finance reporting advanced use of AI in data analytics, and strategy and planning. Revenue Operations also shows strong maturity, particularly in analytics and productivity (doing more with less). Marketing’s strongest advanced use of AI is in content creation.

Sales and Customer Success respondents were less likely to view their organizations as AI-mature. **Just 26% of both Sales and Customer Success professionals reported reaching the top levels of AI maturity.** While customer support has been an area of AI disruption, and HubSpot has heavily invested in the Customer Agent, this finding highlights the demand for individuals within customer success functions may need more enablement, training, or even re-training all together.



Industry AI Perception Gap

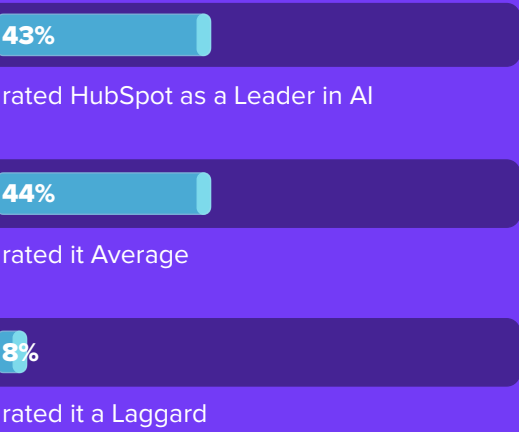
How do HubSpot users perceive its competitiveness in AI versus users of other platforms? **HubSpot users are more than twice as likely to rate the platform as a leader in AI compared to non-users (43% vs. 19%).** This perception gap suggests that firsthand experience with HubSpot’s embedded AI capabilities, like automation, planning tools, and customer support enhancements, may shape a more favorable view of its leadership position. Even among non-users, nearly 1 in 5 already see HubSpot as ahead of competitors, indicating a growing reputation for AI strength beyond its user base.

Last year, we highlighted that HubSpot had a market perception surrounding their AI capabilities with only 35% of respondents rating the platform as a leader in AI.

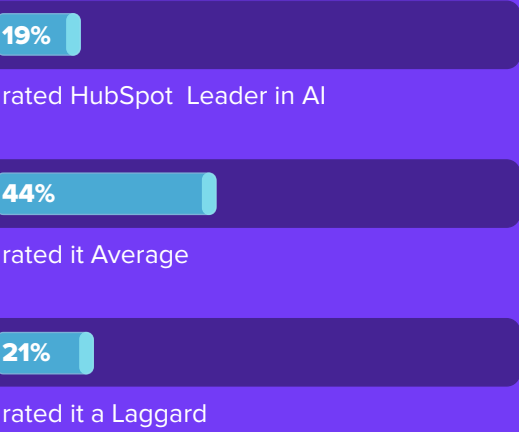
This year, that number jumped to 43%, a clear sign that HubSpot’s AI-first investments and positioning are starting to resonate.

When evaluating HubSpot’s competitiveness in AI, here’s how users perceive it:

HubSpot Users:



Non-HubSpot Users:



HubSpot's AI Advantage

HubSpot users consistently reported **stronger AI impact than non-users, particularly in areas like customer service, brand consistency, and strategy and planning.** They showed greater confidence in using AI for content creation, strategic planning, and personalization. These results point to a broader trend: AI is reinforcing how teams plan, communicate, and deliver consistent, tailored experiences across the business.

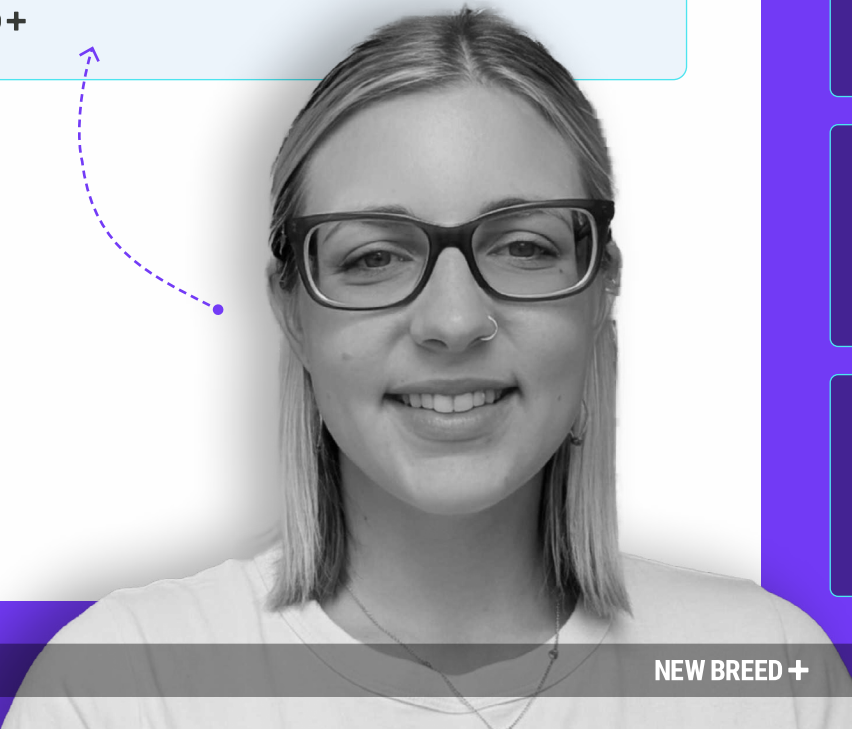
One emerging example is HubSpot's CRM Deep Research Connector with ChatGPT. While not measured in this year's survey, it reflects the broader trend identified in the data: AI tools are becoming embedded in daily workflows, making strategic planning, customer engagement, and personalization more accessible across roles.

Training continues to present a significant opportunity for improvement. **35% of respondents cited a lack of training and knowledge as a key reason for not fully leveraging HubSpot's features,** representing the highest percentage across all responses. Although HubSpot users report fewer barriers overall, onboarding and education remain notable friction points — particularly for non-technical users. By enhancing embedded guidance and providing role-specific examples, adoption and effectiveness could be significantly boosted.

“

AI amplifies everything — your strengths and your chaos. Without solid processes and connected systems, you're just scaling problems faster. The winners aren't buying more AI tools; they're building the discipline to use them effectively.

- **Olivia Perek-Clark**, Principal Solutions Architect
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Top reported areas where AI is driving impact, by job function:



PART 3

The Challenge Landscape:

Shared Pressures and Shifting Priorities in 2025

No matter the role, revenue teams are being asked to do more with less — faster and while handling complexity. Across the board, **revenue leaders are facing growing pressure to adapt to new tools, integrate AI meaningfully, and align outcomes with limited resources.**

These challenges don't just affect individual contributors, they shape how strategies are executed across the organization. To understand where support is needed most, we analyzed pain points by function, tech maturity, and HubSpot adoption.

Top 3 Overall Challenges

When asked to name their top departmental challenges, three issues consistently rose to the top:

1 Keeping up with the changing landscape of technology

31%

2 Integrating AI into sales processes in a meaningful way

30%

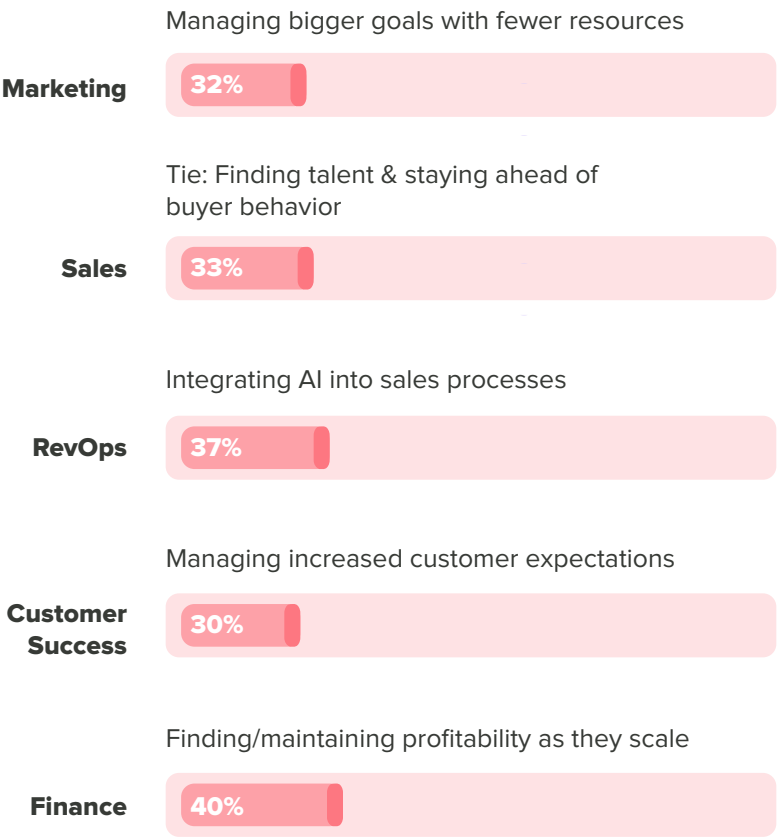
3 Finding and retaining the right talent

29%

Notably, “managing bigger goals with fewer resources” jumped from the 6th to the 4th most-cited challenge in 2025, signalling the impact of expectations executives have on how AI will increase efficiency and productivity.

Function-Specific Challenges

While AI and tech integration are universal friction points, the top concern varies by team. Sales and CS, for instance, are more focused on human capital and customer complexity, while RevOps and Finance prioritize automation and strategic enablement.



Talent Bottlenecks Are Slowing Operational Maturity

“Finding and retaining the right talent” was a top challenge for Sales (23%), reinforcing concerns about how staffing gaps impact execution. Teams face a critical decision: do they build capabilities in-house, or try to hire for specialized roles amid a tight market? This tension puts added pressure on platforms like HubSpot to bridge the gap — empowering leaner teams without adding friction through complexity or steep learning curves.

Tech Change Remains a Shared Friction Point

“Keeping up with the changing tech landscape” was a top-three challenge for Finance (37%), Customer Success (28%), and RevOps (36%). These teams often bridge systems and outcomes and are directly impacted by change. AI is part of the picture, but so are integration demands and tool sprawl. As capabilities expand, the real test is whether users feel supported through the change. **Responders reported HubSpot effectively supports these challenges, which may explain why 82% of non-HubSpot users plan to migrate to one or more hubs.**

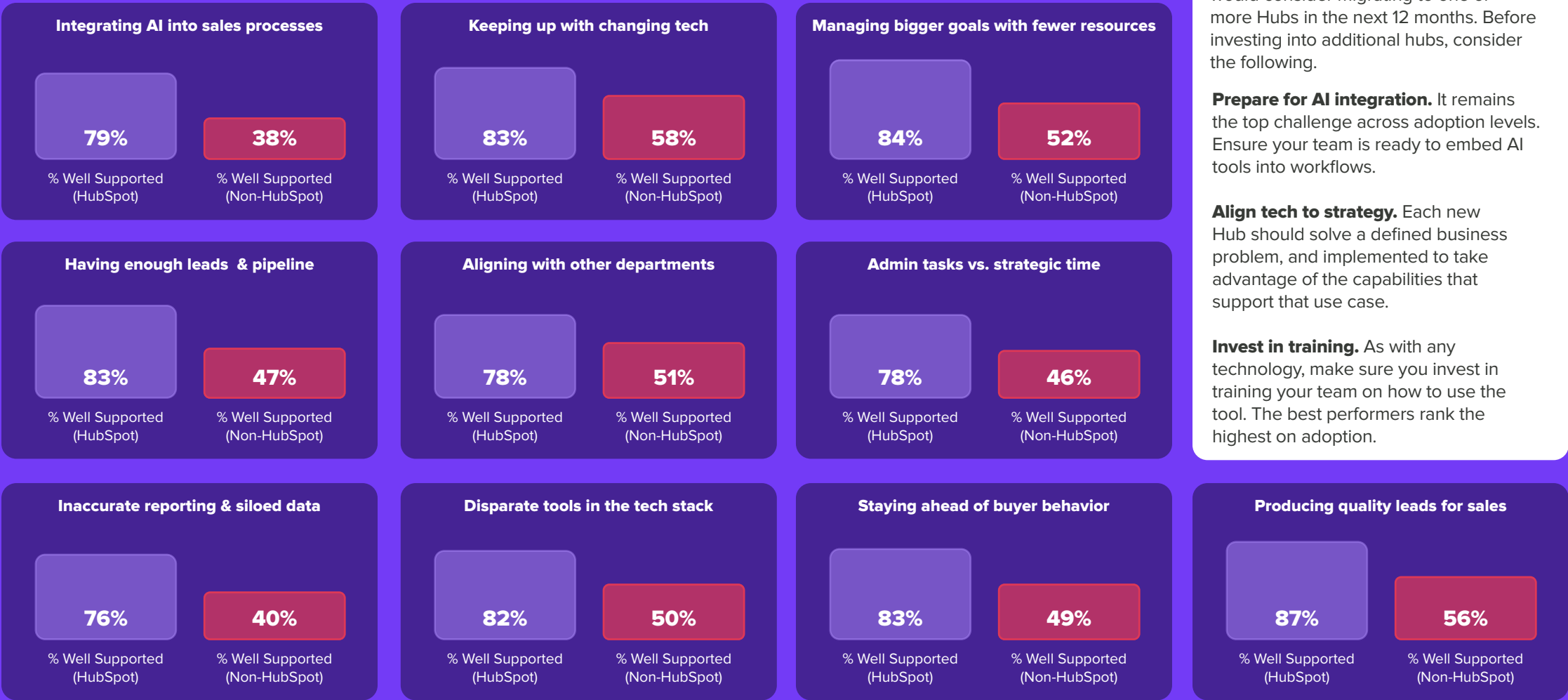
“Hiring more people won’t solve your growth challenges. You need talent that’s adaptive, AI-fluent, and unafraid to break the old playbooks. Anything less isn’t top talent anymore.”

- Sydney Sloan, CMO



How Effective Is HubSpot in Navigating Your Top Challenges?

HubSpot users feel significantly better supported across every challenge area. The margin of **difference is often 30–40 percentage points**, particularly in AI integration, data issues, and lead generation, areas critical for modern GTM success.



Thinking About Adding More Hubs?



of non-Hubspot users are planning or would consider migrating to one or more Hubs in the next 12 months. Before investing into additional hubs, consider the following.

Prepare for AI integration. It remains the top challenge across adoption levels. Ensure your team is ready to embed AI tools into workflows.

Align tech to strategy. Each new Hub should solve a defined business problem, and implemented to take advantage of the capabilities that support that use case.

Invest in training. As with any technology, make sure you invest in training your team on how to use the tool. The best performers rank the highest on adoption.

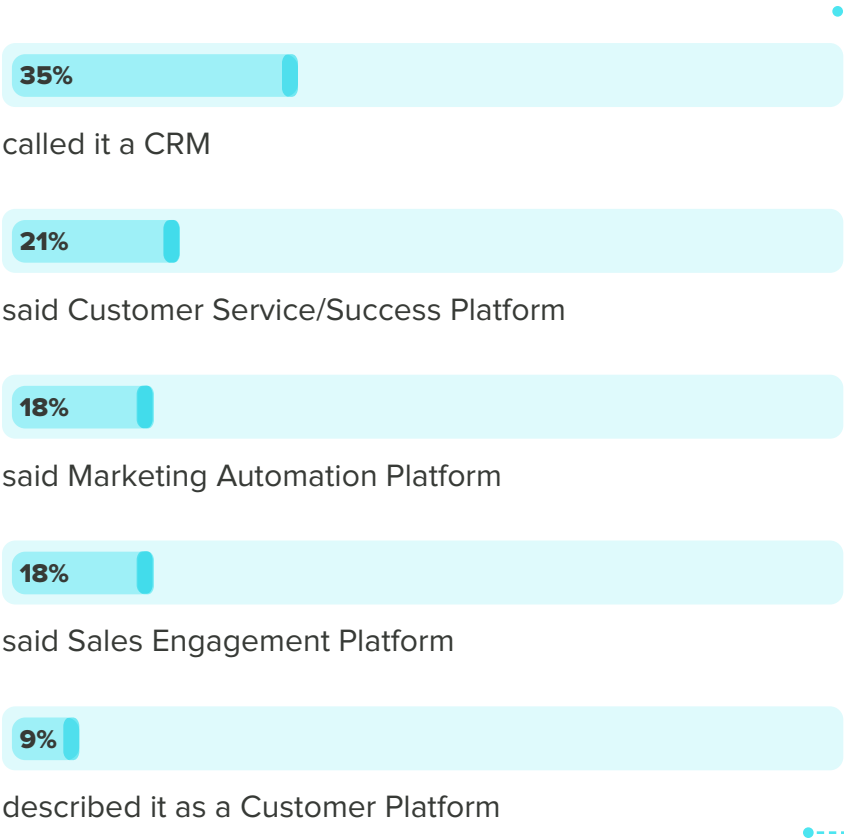
PART 4

HubSpot's Strengths and Opportunities:

Perception Versus Performance

CRM to Customer Platform: A Brand Opportunity

HubSpot has evolved into a comprehensive customer platform, yet market perception hasn't fully caught up. While 35% of respondents still identify HubSpot primarily as a CRM, and 21% associate it with customer service or success, only 9% describe it as a customer platform, the term HubSpot uses to define its role in the market.



This gap highlights a brand opportunity rather than a product deficiency. The CRM narrative is resonating, and Service Hub is gaining traction, but the broader brand story has yet to achieve widespread recognition.

“Manage Data” Is the Universal Priority

Across every function, “manage data” ranks in the top three top reasons companies have invested in HubSpot. This reflects HubSpot’s role as a centralized system of record and suggests that data reliability and accessibility are foundational expectations across go-to-market teams.

DIFFERENT TEAMS SEE DIFFERENT STRENGTHS IN HUBSPOT:

-  **Finance** uniquely values “activate data” and “manage content,” suggesting they see HubSpot’s utility in turning data into actionable insights and managing the assets tied to customer communication and reporting.
-  **RevOps** views HubSpot as a cross-functional engine: data management + content + lead generation. This triad matches their charter to unify systems, messaging, and funnel performance.
-  **Marketing** emphasizes automation and content, reinforcing HubSpot’s traditional strengths. However, data still leads, highlighting the shift toward data-driven campaign planning.
-  **Customer Success and Sales** both rank “manage data” and “generate leads” highly, suggesting their use cases are expanding beyond relationship management to more active pipeline influence and cross-sell/upsell motions.

Top reasons teams invest in HubSpot



Breaking Down Hub Performance

Across all Hubs, **users consistently rated “Ease of Use” as a core strength.** This theme reflects HubSpot’s accessibility and adoption across roles, not just for power users, but also for generalists and non-technical team members. From Sales to Service to Content, usability remains a unifying platform advantage.

Sales Hub: Usability vs. Scalability

Sales Hub delivers **strong daily value for sales teams, who prioritize efficiency and flexible workflows.** RevOps leaders are more critical, flagging structural scalability and multi-brand management as friction points. HubSpot’s launch Multi-Account Management (currently in Beta), which allows multiple businesses to work separately, while being able to share assets and data across, shows its commitment to scale.

Sales rated the platform highly for Customization Capabilities (31%) and AI Usability (27%).

Marketing Hub: Wide Appeal, Rising Expectations

Marketing Hub is broadly valued for campaign execution and usability. **Yet power users, especially marketers, expect more from AI, customization, and automation.** It ranks highest for Ease of Use (37%), but most frequently cited weaknesses include:

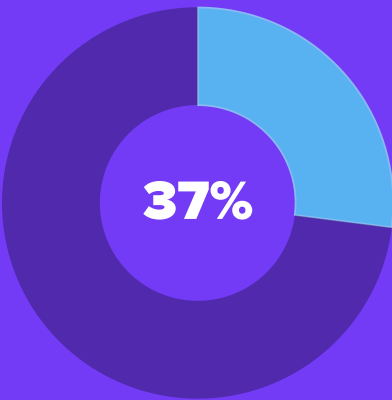
- 1. Rate of adoption/usage at your organization
- 2. Customization capabilities
- 3. The ability to use and deploy AI agents

While Marketing rated the Hub highly, this group also was the most critical. Investments in deeper personalization, scalable automation, and intuitive AI workflows will be key to satiate the most critical users.

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[TALK TO THE REPORT](#)

Power users, especially marketers, expect more from AI, customization, and automation.
HubSpot ranks highest for Ease of Use in the Industry.



Service Hub: Strong Foundation, Scaling Needs

Service Hub is **well-liked across functions, especially by Customer Success teams who rely on it daily**. It's praised for Reporting, Customization, and Onboarding, but increasingly being asked to deliver more on AI, multi-brand support, and automation.

COMMONLY CITED WEAKNESSES FOR SERVICE HUB INCLUDE:

1. Rate of adoption and usage within organizations

2. Ability to use and deploy AI agents

3. Customization depth

Customer Success ranked it highest overall, but also surfaced the most limitations, signaling opportunity and growing expectations.

Content Hub: The Future of Content Execution, Waiting To Be Unlocked

Content Hub is one of the most AI-forward Hubs on the customer platform, driven by tools like Content Remix, AI blog generation, and smart personalization. **For marketing teams, it accelerates production and enables omnichannel execution.**

TOP STRENGTHS FOR CONTENT HUB INCLUDE:

Creativity enablement

Speed to publish

Cross-channel activation

But the biggest barrier isn't capability – it's activation.

ADOPTION REMAINS EARLY-STAGE WITH USERS CITING:

Lack of internal training/use case clarity

Underutilized AI features

Uncertainty about fit with legacy workflows

“Power users see where Content Hub is headed — but friction remains. AI features go underused, not for lack of value, but because their fit with existing workflows is still unclear.”

- *Kate Quinn, Director of Shared Services*

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Power users are excited about what’s possible, but still need better onboarding, enablement, and internal clarity to activate the full value.

Commerce Hub: Frictionless: Yes. Flexible? Not Always.

Commerce Hub enables digital selling directly within HubSpot, giving users tools for invoicing, payments, and product catalog setup. **For lean teams or those testing new GTM models, it shortens the distance between marketing, selling, and collecting revenue.**

TOP STRENGTHS FOR COMMERCE HUB INCLUDE:

1. Simplicity of setup

2. Data privacy and security

3. Reporting and analytics capabilities

However, as adoption grows, users begin to encounter limitations — particularly around support for complex sales processes, deal logic. Teams using Commerce Hub at scale are asking for more customization and flexibility, especially in high-touch, multi-product environments.

Operations Hub: Power Users Want More

Ops Hub is **appreciated by downstream teams for its output, but backend builders, RevOps and CS, have higher demands** around customization, complexity, and scalability.

Finance, Sales, and Marketing ranked it highest, likely because they benefit without managing workflows. In contrast, RevOps saw more weaknesses than strengths, perhaps reflecting the operational burden they carry.

Improving scalability, simplifying workflow complexity, and delivering better tooling for operational leaders will be key to remain a leader and to make the platform a better fit for complex, cross-functional use cases.

Case Study

Focused on accelerating growth and capturing market share, Morrison Cup Solutions partnered with New Breed to harness and optimize their full-stack HubSpot setup. By adopting five enterprise Hubs — Marketing, Sales, Service, Operations, and Content — they’ve created a tightly integrated system that supports scalable campaign execution, lifecycle automation, and advanced reporting. With strategic support from New Breed, they improved RevOps processes, and built a \$13M pipeline with \$1M tied directly to digital campaigns.



HubSpot's Platform Narrative: Partners May Hold the Key

Despite HubSpot's investment in becoming a unified customer platform, only 9% of respondents used that term to describe it. Most still associate HubSpot with its individual Hubs such as CRM, marketing, or service. This indicates that the full-platform story may not yet be fully understood or embraced.

However, companies working with a HubSpot Solutions Partner were more likely to report outcomes that reflect true platform adoption.

These users saw stronger alignment across departments: reporting a 13-point lift in pipeline coverage and notable gains in metrics like profitability and win rates. They were also more likely to say **HubSpot helps them address challenges like siloed data (80% vs. 59%) and disconnected tools (85% vs. 65%)**. For these organizations, partner support may be helping to unlock the connected potential that HubSpot is aiming to deliver.

New Breed helps companies unlock meaningful growth and rethink what's possible on HubSpot. Get your free assessment today to see how we can make real-world, high-speed impacts across your platforms and processes.

GET ASSESSMENT

The Enterprise Shift

HubSpot's reputation is evolving as it moves upmarket. New data shows that larger companies are now more likely than smaller ones to view HubSpot as a leader in automation, data management, and customer success. **Respondents who use HubSpot rate it 15 to 20 points higher across nearly every category, and experience, rather than perception, is driving this confidence.** For many, HubSpot is no longer just a team tool; it's becoming the system that ties everything together.

HubSpot users rate HubSpot as a leader across core capabilities.



PART 5

The Expanding Ecosystem:

**Platforms, Partners,
and Agents**

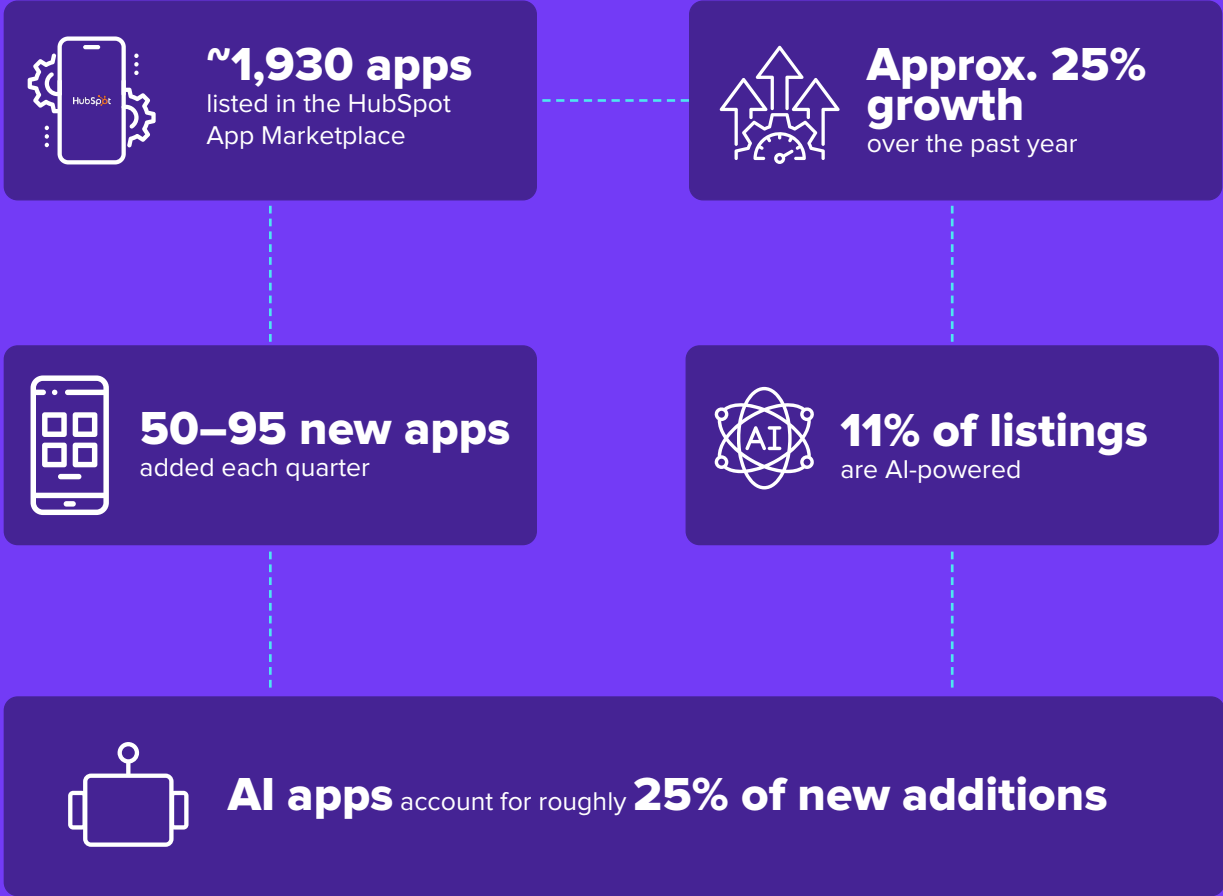
HubSpot's role in the modern tech stack extends beyond its core platform. For many companies, value is unlocked through the broader ecosystem of apps, integrations, and partners that shapes how the platform is implemented and scaled.

State of HubSpot survey data confirms this shift: **Over half of respondents (51%) turn to HubSpot Solutions Partners not just for implementation, but to execute the high-impact strategies their teams can't realize alone.** Another 39% cite the need to integrate other systems, revealing that true value is unlocked not within HubSpot's walls, but at its edges where APIs, third-party tools, and specialized expertise come into play.

This chapter explores the connective tissue between platform, ecosystem, and enablement, and how HubSpot's future will be shaped not just by its core product, but by the partners and agents that help customers scale it.

51% turn to HubSpot Solutions Partners not just for implementation, but to execute the high-impact strategies their teams can't realize alone.

The App Marketplace: Customization & Connectivity at Scale



The Role of Solutions Partners: From Setup To Strategy

The role of the HubSpot Solutions Partner has expanded well beyond technical setup. Today, **organizations rely on partners to solve for strategic needs like AI adoption, cross-functional enablement, and system integration that directly impact growth.**

The data backs this shift. Companies that work with a HubSpot Solutions Partner are more likely to report success across key metrics. Seventy-three percent say they have increased bookings and revenue, compared to 66 percent of those not using a partner. Seventy percent report stronger AI adoption.

These organizations also report better support when navigating complexity. **Solutions Partner users are more likely to feel equipped to handle AI integration (83%), resolve data silos (80%), and manage tool sprawl (85%).** These are the kinds of operational challenges that directly impact scalability.

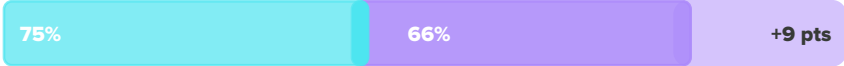
As HubSpot becomes a cross-functional platform supporting full-funnel operations, the value of expert, strategic support continues to grow. For teams focused on scale, speed, or modernization, **working with a Solutions Partner is becoming less of a convenience and more of a competitive edge.**

Performance Gains From Partnering

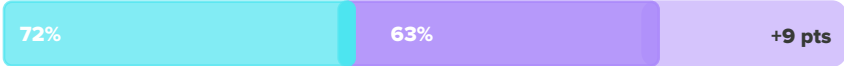
Business Outcome or Capability

With Partner Without Partner Difference

Increased bookings and revenue



Improved understanding of ICP/target market



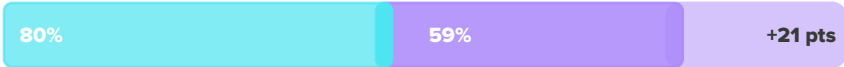
Using AI more regularly and effectively



HubSpot supports AI integration meaningfully



HubSpot helps address siloed data issues



HubSpot helps manage tooling complexity



Partner Use Linked to Better Outcomes

Year-over-year comparisons from the State of HubSpot survey show a clear rise in performance outcomes for companies working with a HubSpot Solutions Partner. These organizations are:

9 points more likely to report increased bookings and revenue

9 points more likely to improve their understanding of their ideal customer profile

9 points more likely to use AI more regularly and effectively

AI Agents: Early Promise, Rising Expectations

AI agents are starting to reshape how teams work across content, customer support, and operations. In the 2025 data, 20% of respondents rated agent usability as a top strength in Marketing Hub, followed by 20% for Content Hub, 18% for Sales Hub, and 18% for Service Hub.

Yet, **enthusiasm is met with uneven execution. 68% stated they aren't mature and ready to capitalize on AI agents.** This signals a transitional moment: AI agents are gaining ground, but inconsistent experience and underdeveloped maturity are highlighting the gap between promise and real-world usability.

The Ecosystem's Next Phase

The HubSpot ecosystem delivers measurable value, but perceptions of its competitiveness remain mixed. **47% of HubSpot users rate the ecosystem as a leader, compared to 21% of non-HubSpot users.** This suggests room for improvement in how the ecosystem is perceived and used across the customer base.

As HubSpot continues to expand its capabilities, the app and partner ecosystem is becoming a strategic growth

layer. The companies achieving the strongest outcomes are those that lean into this flexibility, invest in integration, and align their internal teams with experts who can help unlock HubSpot's full value.

As HubSpot grows more powerful and interconnected, the most successful teams aren't scaling alone. **The best results are emerging from a hybrid model: platform + apps + partner.** And that's exactly what sets top-performing companies apart.

“The next wave of scale won't come from adding more tools, it'll come from layering intelligent agents across what we already have. The real opportunity is in using AI not just to automate tasks, but to orchestrate entire workflows around buyer intent, in real time.”

- **David Lapointe**,
Director of Integrations and Applications
NEW BREED +



PART 6

How the Best Do It Different

We analyzed what the best, those expecting to attain 100% or more of their revenue targets this year, are doing differently. **The companies seeing the most success with HubSpot aren't just using more tools — they're orchestrating them better.** They've connected platform, partner, and process into a system that powers outcomes, not just activity.

Top-performing companies don't just use HubSpot better; they use it differently. They view it as a strategic growth platform, not a set of disconnected tools. **Compared to their peers, these organizations have advanced further in AI maturity, CRM integration, and cross-functional alignment.** And they use HubSpot to power outcomes, not just activities.

These companies build with intent. They align teams around shared metrics. They connect HubSpot to a broader, more integrated tech stack. And they develop data strategies that combine first- and third-party data to drive sharper decisions, better personalization, and more efficient execution. **Their tech isn't just adopted; it's activated.** And that activation is tied directly to business impact.

Throughout this chapter, we unpack the mindset, methods, and measurable differences that define top performers, and show how companies of any size can apply these same principles to accelerate meaningful growth.

What's New

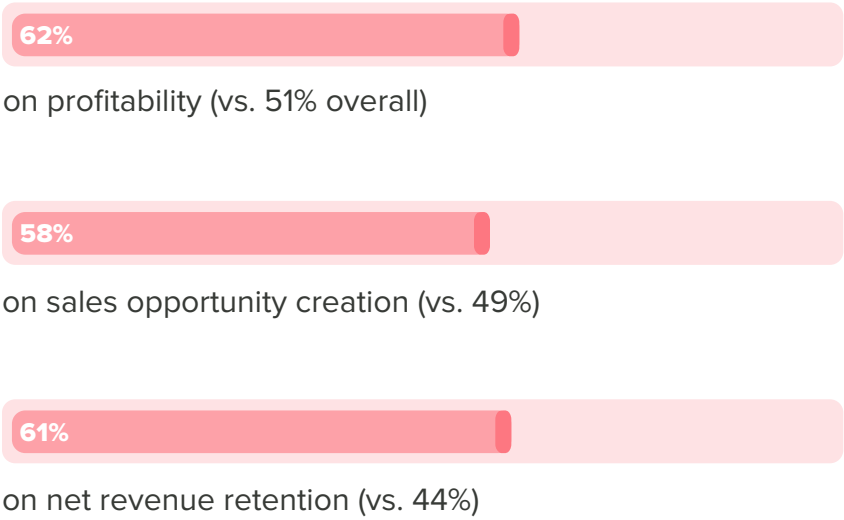
This year's top performers reported stronger AI impact; while showing measurable evolution from last year's baseline.

Feature maximization has grown: 53% of top performers in 2024 said they were fully maximizing HubSpot features. In 2025, that jumped to 62%.

GTM motions are modernizing: In 2025, top performers were 40 points more likely than their peers to say HubSpot is extremely effective in supporting community-led growth, and 26 points more likely for customer-led growth

Shared Metrics Drive Better Results

Top-performing companies **aren't just data-driven; they're data-aligned.** Compared to peers, they are far more likely to report full alignment across departments on critical business metrics:



This level of **cross-functional clarity enables faster execution, smarter experimentation, and more consistent scale.** It's a defining trait of high-performing organizations and one that's directly supported by how they use HubSpot to create a shared source of truth for revenue teams.

For organizations looking to improve, focusing on shared goals and activating HubSpot's reporting and visibility tools is a clear and actionable starting point.

Outcome Over Activity

Top-performing companies don't just use HubSpot to execute tasks: they use it to achieve outcomes. Their approach is defined by results: generating leads, improving retention, and driving revenue. While other organizations often focus on tactical use cases like automating marketing or managing content, **top performers embed HubSpot into their workflows with the express goal of creating measurable business impact.** This strategic, outcome-first orientation is a key differentiator that keeps performance (and the buyer's experience) at the forefront of their strategy.

Integrating HubSpot at the Core of the Stack

Top performers embed HubSpot at the core of their operations. The comprehensive nature of HubSpot helps streamline workflows and condense how many platforms they need.

“Marketing, sales, and customer success must operate on the same data and the same account view. That’s real GTM maturity.”

- *Kerry Cunningham,*
Head of Research & Thought Leadership




Integrating HubSpot at the Core of Stack

This behavior isn't just more advanced, it delivers real results. Top performers who adopt multiple Hubs and connect HubSpot across their tech stack are seeing measurable improvements in how they operate.

Top performers report making fuller use of HubSpot's capabilities.



they are fully maximizing HubSpot's features, compared to just



of lower-performing companies.

This deeper engagement aligns with their broader adoption of multiple Hubs, stronger system integrations, and strategic use of expert partners.

These top performers are also more likely to integrate HubSpot with complementary tools in their broader tech stack. In fact,



of top performing companies say their CRM is tightly integrated with other core systems, compared to just



of lower-performing peers.

This integrated approach drives measurable impact. Top-performing companies that adopt multiple Hubs and tightly integrate HubSpot with other core systems are more likely to report improvements in workflow automation, data flow, and GTM efficiency.

“Companies that consolidate their tech stack with multiple HubSpot hubs create a unified growth engine. Our data shows deeper adoption drives stronger alignment, higher utilization, and better performance.”

- Jonathan Burg, SVP of Revenue
NEW BREED +

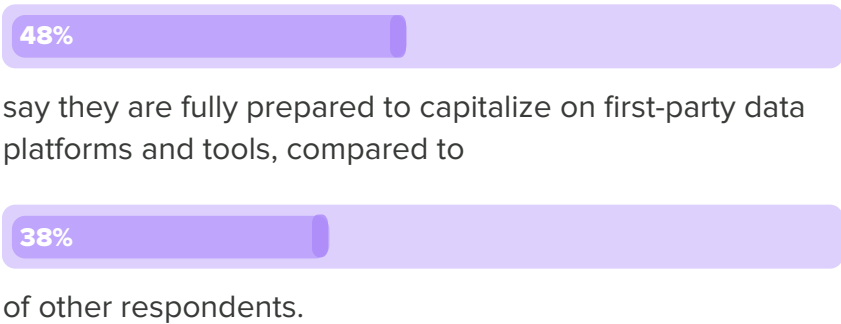


Technology That Serves the Strategy

Top performers stand out not because **they adopt the most new tools, but because they apply their technology intentionally.** They're less concerned with chasing every new innovation and more focused on leveraging existing platforms, like HubSpot, to drive business outcomes that matter to them. This focus on use-case alignment is a key reason their tech stacks are more streamlined, effective, and integrated.

Prepared To Capitalize on What's Next

Top performers are ahead of the curve in more than just AI; they're more mature across the board. For instance,



They also report higher readiness for predictive analytics, autonomous AI, and other capabilities that signal a more forward-thinking, operationally aligned organization.

AI That Drives Impact, Not Just Activity

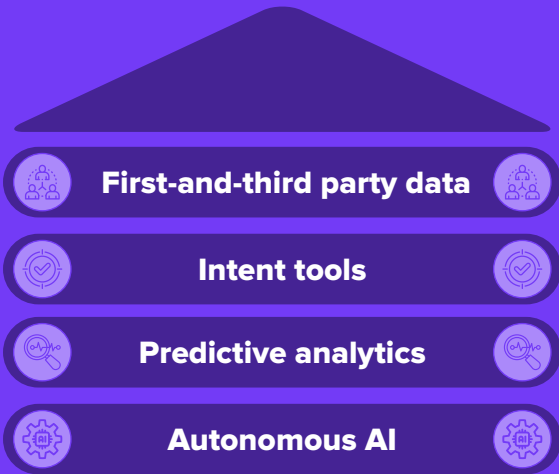
Top-performing companies don't just adopt AI, they operationalize it.

77% have begun to use AI more regularly and effectively, and their usage is pragmatic: embedded in workflows that improve targeting, personalization, and planning.

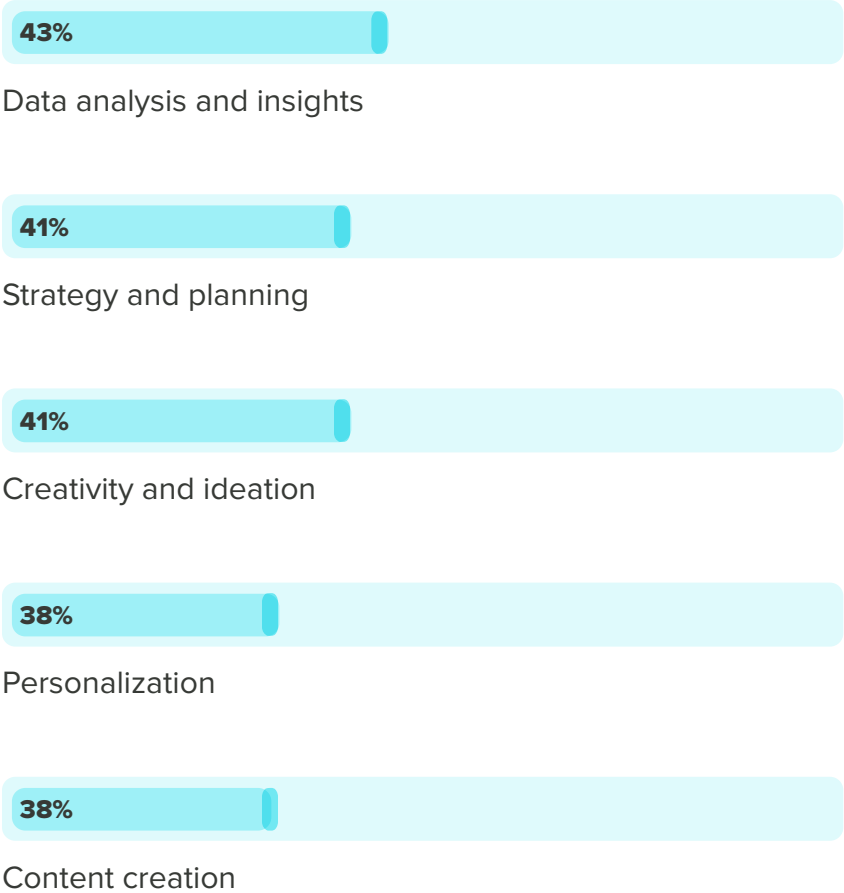
The Data Strategy Advantage

Top performers treat data as a growth engine. They build integrated strategies that combine first-and third-party data, align it across teams, and activate it through HubSpot.

Using tech to stay on the cutting-edge means enabling smarter, faster, more personalized decisions to move the business forward.



WHERE DO THEY SEE THE BIGGEST IMPACT?



These results point to a clear distinction: **while others are experimenting, top performers are aligning AI with outcomes.** They're not chasing novelty, they're using AI to drive measurable advantage.

Deeper Readiness for Predictive Analytics and Autonomous AI

Top performers are past AI testing phases and ready to use it at scale. Over **2 in 5 (42%) say they're prepared to capitalize on autonomous AI**, vs. 32% of peers. For predictive analytics, the gap is even wider: 47% vs. 32%. This edge enables more proactive, data-driven decisions across the customer journey.

A Strategic Role for Partners

The lift is measurable. As outlined in Part 5, companies working with a Solutions Partner report stronger performance across nearly every key metric, from revenue growth and customer acquisition costs to AI adoption and data alignment.

Among companies expecting to hit or exceed their revenue goals, **75% credit HubSpot Solutions Partners with improving their bookings and strategy execution.** These companies don't treat partners as implementers: they use them to unlock underused features, accelerate AI adoption, and align systems with outcomes.

It's a simple equation: top performers use expert support to turn tools into systems — and strategy into execution.

Top performers aren't just testing AI, they're ready to use it at scale.

Understanding the Customer Better

Top performers use HubSpot to deepen their understanding of the customer. According to survey data,



of top performers report that HubSpot helps them improve their understanding of their ideal customer profile (ICP) or target market, compared to just



of their peers.

This insight advantage enables more focused messaging, stronger alignment between teams, and more effective go-to-market execution.

Top Performers Align With HubSpot Strategically

Top-performing companies classified HubSpot as a Customer Platform nearly **twice as often** as non-top performers; a mindset that signals a strategic shift toward more integrated use across functions and deeper alignment of revenue teams around the customer experience.

2:1

What Top Performers Teach Us

The playbook for top performance is clear and deliberate.

Align your teams around meaningful metrics.

Integrate HubSpot into a connected tech stack that supports scale and visibility.

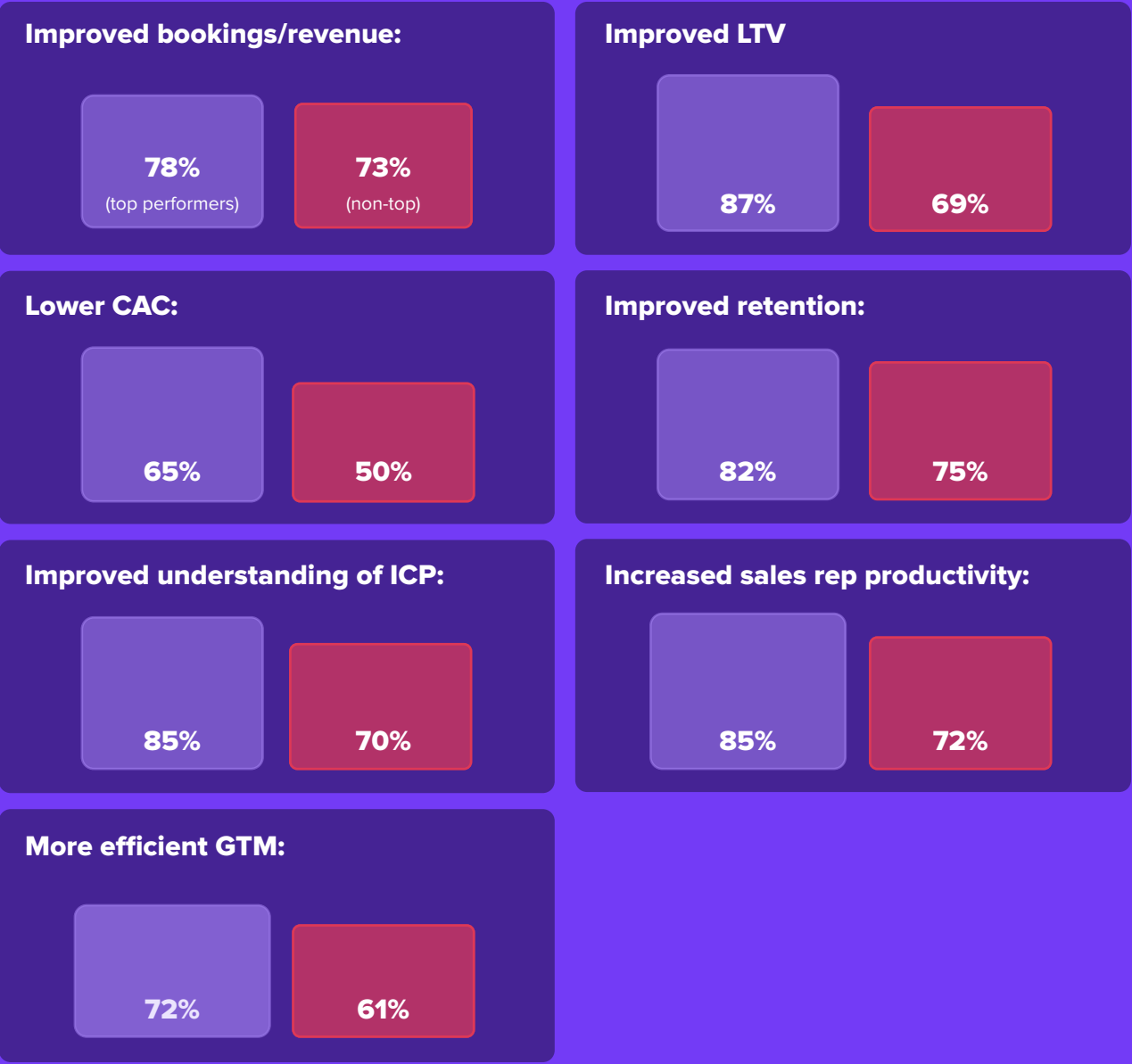
Activate data and embed analytics into workflows to drive faster, more personalized decisions.

Operationalize AI where it helps reach, engage and convert buyers in a more efficient, effective and personalized way.

Engage expert partners to drive adoption, alignment, and execution.

Companies that follow this approach are outperforming their peers. They are building systems that support smarter decisions, improve execution, and lay the foundation for durable growth.

Top-performing companies are more likely than other respondents to report experiencing improvement since adopting HubSpot in the following areas:



Wrapping Up: Where We Go From Here

Today's growth playbook is being rewritten: by buyers, by technology, and by the most forward-thinking revenue leaders.

The State of HubSpot 3.0 reveals a market in motion. AI is no longer an experiment. Traditional funnels no longer define the buyer's journey. And the revenue teams winning today are those building systems that align people, AI, data, platform and action around the customer.

Throughout this report, we've seen that HubSpot, and the broader ecosystem, is embracing this future and creating a platform for scale: one capable of powering full-lifecycle growth across departments, industries, and go-to-market strategies.

But success doesn't come from technology alone.

It comes from clarity: challenging outdated assumptions and aligning on the metrics that truly matter.

It comes from orchestration: uniting people, processes, agents, and platforms into one connected go-to-market.

It comes from action: moving with speed, personalizing every interaction, and turning insight into impact

Whether you're defining your AI strategy, reshaping how you meet your buyer's AI inspired journey, or inventing entirely new go-to-market motions, the opportunity isn't just to reset — it's to reimagine what's next.

The future of durable, scalable, customer-led growth won't be inherited.
It will be invented.

Are you ready to lead it?

NEW BREED +

New Breed is a HubSpot Solutions company on a mission to help companies unlock meaningful growth. As an Elite HubSpot Solutions Partner, and a three-time Top Partner in North America, New Breed helps customers drive business outcomes and get the most value out of HubSpot by delivering tailored professionals services for revenue operations, technology integrations, CRM strategy, demand generation marketing, AI services, and web. We serve customers in a range of industries including Software & Technology, Financial Services, Staffing & Recruitment, Shipping & Logistics, Artificial Intelligence, Business Services, and more.



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stateofhubs.com

SURVEY METHODOLOGY:

The research was conducted by Censuswide, among a sample of 1255 respondents aged 18+ at companies in the UK and USA with at least 50 employees who are the administrator of, user of or buyer/budget owner/key decision maker for HubSpot / their CRM - targeting the following industries - Software & Tech, Ecommerce, Professional Services, Financial Services, Recruitment and Talent, Manufacturing, Cybersecurity, and Real Estate. The data was collected between 4/09/2025-4/24/2025. Censuswide abides by and employs members of the Market Research Society and follows the MRS code of conduct and ESOMAR principles. Censuswide is also a member of the British Polling Council.

With a 95% confidence level and a margin of error of +/-4.4% per country, these findings form the foundation for our report. Censuswide, following the Market Research Society and ESOMAR principles, had a gold-standard research process. This gave us a comprehensive, trustworthy view of the industry. Each section shows a different aspect of the landscape, giving a well-rounded perspective on where we are and where we're headed.