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# The State of HubSpot.

## How the best achieve more with less.

# Why assess the state of HubSpot?

Multiple shifts are redrawing the sales, marketing, customer success, and revenue operations landscape in 2023. Economic uncertainty, technological disruptions, evolving customer behaviors, the emphasis on profitability, new marketing strategies, and extended sales cycles are not just trends. They're undeniable realities impacting businesses today.

Revenue leaders poised for success in 2023 and beyond confront these challenges head-on, using them as opportunities to question:

*"Is there a better way to grow?"*

Since 2005, HubSpot has been exploring this question. Originating with a strong focus on inbound marketing — a term they introduced — HubSpot has since expanded its offerings to deliver a holistic customer platform supporting marketing, sales, services, and operations functions.

Today, HubSpot caters to over a million users in more than 100 countries, from startups to well-established enterprises.

In this industry-first 'State of HubSpot' report, we uncover how over 1,000 revenue leaders rely on their CRM to navigate disruption and align teams around core goals.

This report sheds light on trends, priorities, and challenges in today's AI era, offering insights from companies that achieve high growth and guidance for revenue leaders aiming to achieve more with less in 2023 — and beyond.

**Patrick Biddiscombe**
CEO, New Breed

# Key takeaways from this report.

## 1

**Sales and marketing alignment remains critical.**

97% of revenue leaders believe that better alignment between sales and marketing departments can bring tangible benefits, such as increased revenue and customer satisfaction.

## 2

**HubSpot directly impacts core revenue metrics.**

80% of respondents reported decreased Customer Acquisition Cost (CAC) and increased bookings and revenue after implementing HubSpot.

## 3

**HubSpot is already solving for the enterprise.**

88% of respondents consider HubSpot suitable for enterprise-level use cases.

## 4

**Solutions Partners help to get the most out of HubSpot.**

87% of revenue leaders saw improved new customer acquisition rates by implementing HubSpot alongside external expert support.

## 5

**AI-enabled CRM will become the new standard.**

Nearly half of respondents expect their CRM to adopt AI to empower cross-functional departments. Teams expecting 100% growth are most likely to be investing in AI right now (56%).

Think we missed something in our analysis? We want to hear from you.

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# Contents

# The Landscape Today.

# The focus shifts to profitability over unchecked growth.

Teams across marketing, sales, and customer success functions are abandoning the "growth at all costs" mindset. Instead, they're leaning into a stricter focus on profitability.

The transition has led to layoffs and tech stack consolidations aimed at **improving revenue and operational efficiency.** These changes reflect how organizations are buying, selling, and growing in 2023:

- Customers are more cautious in their purchasing decisions, focusing their time and investments on mission-critical tech products with a **robust ROI.**

- Buying committees are expanding. CFOs are stepping into the sales process earlier, and **more stakeholders** now participate in purchasing decisions, impacting deal velocity.

- The digital marketing playbook is undergoing revisions, as 57% of surveyed revenue leaders found MQLs less beneficial in 2023.

- Customers increasingly prefer self-service and remote human interactions over traditional one-on-one sales interactions. This emphasizes the importance of building customer journeys that prioritize **experience and personalization** over transaction.

In light of this, companies are actively exploring fresh avenues to integrate AI, automation, and efficiency into their CRM and customer platforms.

The goal is to deliver better customer connections without escalating costs or unnecessary complexities.

**57% of surveyed B2B revenue leaders found MQLs less beneficial in 2023.**

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# Companies struggle to meet revenue targets.

It's no surprise that the global economic climate has caused revenue leaders to temper expectations. In our survey, only **7% of all respondents** expressed confidence in hitting or exceeding revenue targets this year.
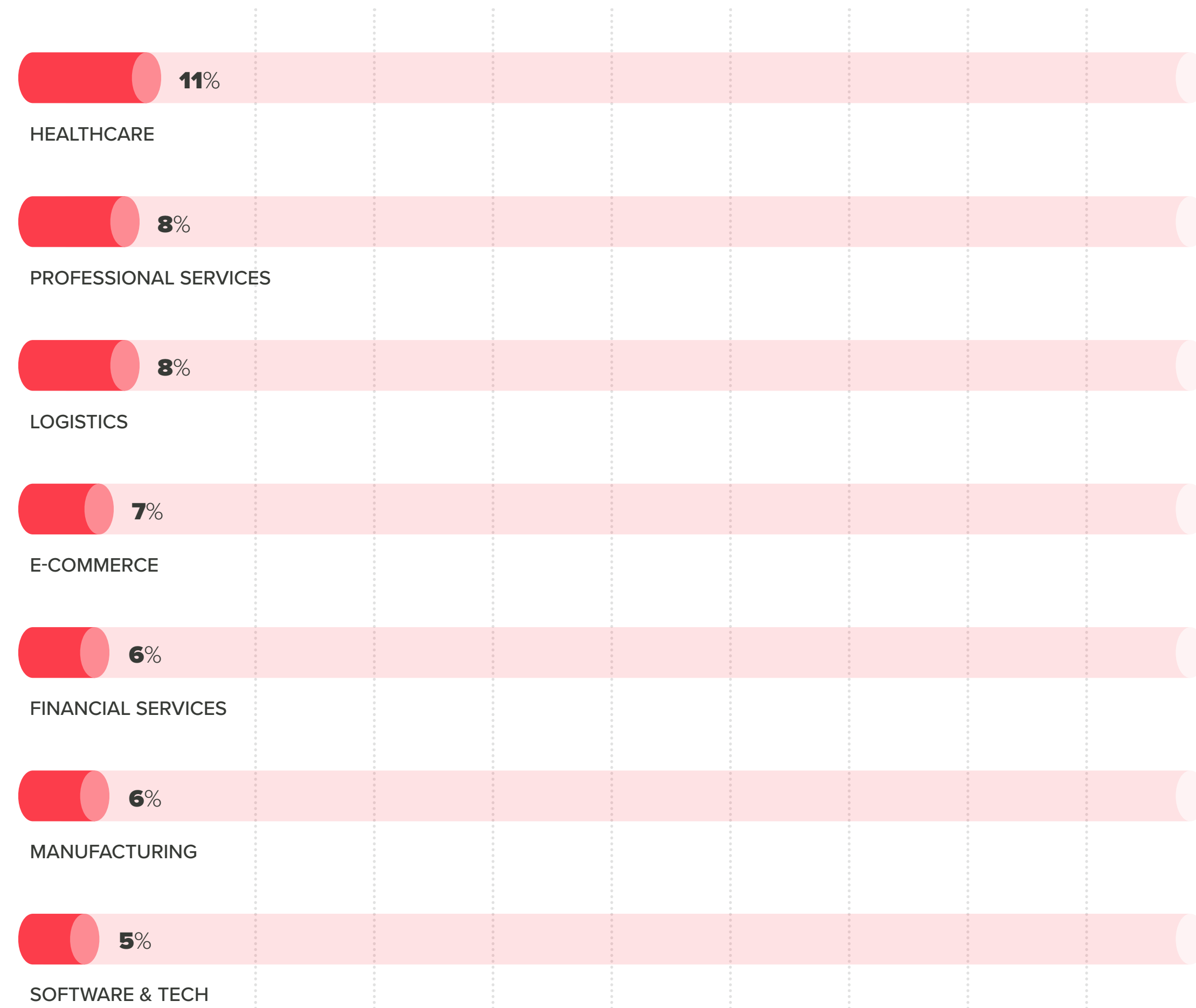
We dug deeper into the data to examine this uncertainty by industry. Healthcare (11%), professional services (8%), and logistics (8%) showed a slightly higher proportion of respondents expressing confidence in achieving their goals.

Other industries — e-commerce, financial services, manufacturing, software & tech — aligned with the overall pessimistic average.
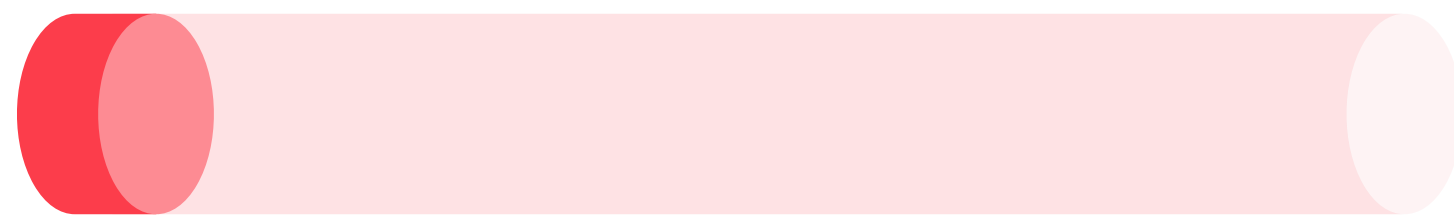
**7% expressed confidence in hitting or exceeding revenue targets this year.**

**% that expect to meet all targets** *(by industry)*

**11**%
HEALTHCARE

**8**%
PROFESSIONAL SERVICES

**8**%
LOGISTICS

**7**%
E-COMMERCE

**6**%
FINANCIAL SERVICES

**6**%
MANUFACTURING

**5**%
SOFTWARE & TECH

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STRATEGY

SOFTWARE

LANDSCAPE

# Top challenges for revenue leaders today.

**Limited resources make prioritization key.**

**#1**  Prioritizing and figuring out the most impactful marketing with limited resources

**#2**  Creating alignment between sales, marketing, and customer success

**#3**  How to approach or integrate AI into our sales/marketing team

**#4**  Managing bigger goals with fewer resources

**#5**  Finding and retaining the right talent

As teams increasingly prioritize initiatives that drive near-term revenue, they're faced with a growing refrain: **"Do more with less."**

This requires leaders to ask the hard questions:

- **Where should resources be allocated?**

- **How can teams do more with less resources?**

- **Can AI replace traditional sales and marketing roles?**

Leaders need to gain visibility into customer behavior and apply data-driven insights across sales, marketing, and services.

They must also prioritize core metrics, collaborate with key stakeholders, realistically forecast sales based on available resources, and identify effective lead-generation initiatives to meet those goals.

ON-DEMAND WEBINAR

# Demand Generation Strategies

For marketers with bigger goals and fewer resources.

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SOFTWARE

LANDSCAPE

8

# Overcoming departmental silos and complexity.

As organizations scale and diversify, internal alignment becomes a critical challenge. This issue has persistently troubled cross-functional departments for decades. Even today, 87% of organizations report facing issues between sales, marketing, and customer success teams.

But why is this the case? Survey responses from sales and marketing leaders highlight three primary challenges, each receiving about one-third of the total response:

### Lack of Cross-Departmental Insight

Departments often lack understanding of each other's challenges, leading to a fundamental misunderstanding or under-appreciation of their respective roles and responsibilities.

### Strategic Planning Exclusion:

Each department feels excluded during the strategic planning processes of others. This limited involvement can create strategy-related disconnects and hinder company growth.

### Data Accessibility and KPI Misalignment:

Both departments struggle with data access and KPI misalignment. Using different tools creates data silos, hindering collaboration and shared understanding.

Despite the ongoing disconnect, leaders almost unanimously see the need for better cross-department alignment. **97% of leaders agree** that improved alignment could result in one or more benefits:

"IMPROVED ALIGNMENT COULD RESULT IN **MORE REVENUE"**

**61**%

"IMPROVED ALIGNMENT COULD RESULT IN **BETTER CUSTOMER SATISFACTION"**

**54**%

"IMPROVED ALIGNMENT COULD RESULT IN **INCREASED CUSTOMER RETENTION"**

**53**%

# 82%

Revenue leaders who say using a single tool for sales and marketing teams could **significantly improve revenue outcomes.**

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SOFTWARE

LANDSCAPE

9

# The State of HubSpot Software.

# HubSpot's evolution into an integrated CRM and customer platform.

HubSpot has a long history in inbound marketing — in fact, they invented the term. Today, over two-thirds (69%) of respondents agree that HubSpot is the undisputed leader in inbound marketing technology.

Over time, HubSpot evolved into a comprehensive customer platform that serves marketing, sales, services, and operations functions.

As of 2023, HubSpot has 100,000+ customers across startups and enterprises in more than 120 countries.

### As of 2023:

**69%**
Agree that HubSpot is the undisputed leader in inbound marketing technology.

**120+**
Countries served by HubSpot.

**100,000+**
Customers served by HubSpot.

We analyzed our survey results from both HubSpot users and Salesforce users to compare their similarities and differences. Our data reveals insights into this progression:

## Emerging as a Leading CRM

Respondents are more likely to agree that HubSpot meets their CRM needs (84%) than that Salesforce meets their CRM needs (76%).

| | |
|---|---|
| **HUBSPOT** | **84**% |
| **SALESFORCE** | **76**% |
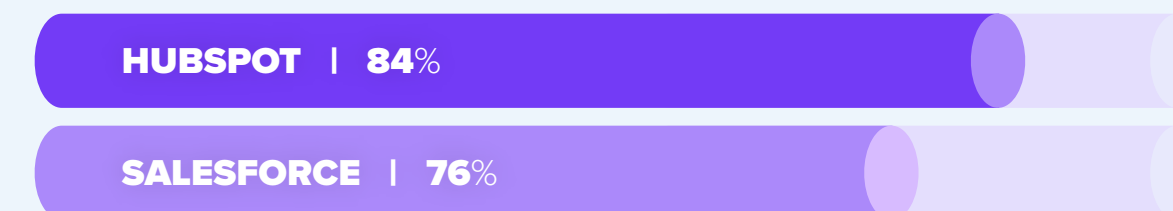
## Apps Extending Core Functionality

A smaller percentage of HubSpot users (vs. Salesforce; 60% vs. 67%) have to rely on third-party applications to fulfill functionality requirements.

| | |
|---|---|
| **HUBSPOT** | **60**% |
| **SALESFORCE** | **67**% |
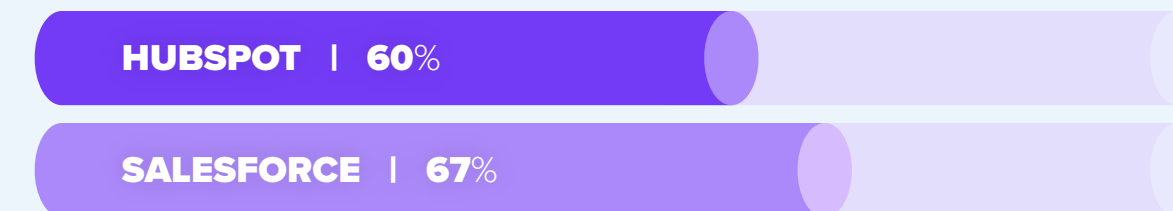
## Plans to Migrate

80% of non-HubSpot users are either contemplating or actively planning a migration to HubSpot Hubs in the foreseeable future.

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LANDSCAPE

# Core strengths and growth opportunities.

On top of these findings, we asked revenue leaders to assess HubSpot's core strengths and weaknesses. Results indicate that HubSpot's analytics, user experience, and customer support tools are particularly strong, while also identifying a few opportunities for HubSpot to improve.

## STRENGTHS

### #1 Marketing & Sales Analytics

Users value the platform's ability to enable their team to track key marketing metrics and understand the customer journey.

### #2 Overall User-Friendliness

The software's user-friendly interface and manageability were the second most rated strengths.

### #3 Customer Support Tools

Responders rated HubSpot's service capabilities as the third most common strength, enabling customer success teams to better support and resolve tickets.

### #4 Efficiency

Users agree that HubSpot's out-of-the-box functionality lets them do more, faster, making 'Efficiency' the fourth highest-rated strength.

### #5 Customization Capabilities

Respondents reported the ability to customize the platform around their unique needs and requirements as the lowest-ranked benefit.

## OPPORTUNITIES

### #1 Expanded Integrations & Functionalities

The top opportunity from users was advanced features to support a wider range of marketing strategies like Account-Based Marketing and Product-Led Growth.

### #2 Simplified Professional Services Partner & App Identification

User feedback indicates the need for a simpler process to find solution partners or apps that meet their specific requirements.

### #3 Improved Configure Price Quote (CPQ) Functionality

Users call for improvements to the Configure Price Quote (CPQ) functionality and more flexibility in product configuration.

### #4 Strengthened Sales Reporting

Respondents highlighted the need for enhanced sales performance management with better sales reporting and quota attainment.

### #5 Industry-Specific Customization

To meet industry requirements, users asked for a customized interface and industry-specific terminology.

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# HubSpot migration: drivers behind the switch.

Companies aim to streamline their tech stacks amid budget cuts by adopting scalable, all-in-one tools that meet evolving operational and team needs. The adoption of HubSpot reflects this trend.

Our survey of non-HubSpot users revealed strong interest in the platform. Among non-HubSpot users, 4 out of 5 are actively considering or planning a transition to one or more of HubSpot's Hubs. The most recognized are Sales Hub, garnering 54% interest, closely followed by Marketing Hub at 50%.

However, beyond these well-recognized Hubs, Operations Hub is generating attention as well. In fact, organizations who have already invested in Operations Hub report experiencing value:

**94% of Operations Hub users have seen increased customer acquisition rates since implementing HubSpot, and 93% noted growth in bookings and revenue.**

These figures suggest that Operations Hub, with its focus on optimized data, workflows, and operational efficiency, may be driving beneficial outcomes.

Considering this, while the Sales and Marketing Hubs are foundational systems of engagement for revenue leaders to build customer connections, the Operations Hub's **notable impact on core revenue metrics** positions it as a valuable tool for businesses, complementing other hubs and helping organizations get the most out of their overall HubSpot investment.

**" Organizations who have already invested in Operations Hub report experiencing value.**

**Among Operations Hub Users:**

**94**%

Have seen increased **customer acquisition rates** since implementing HubSpot.

**93**%

Have noted growth in **bookings and revenue** since implementing HubSpot.

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SOFTWARE

LANDSCAPE

# Hesitations to switch to HubSpot.

While HubSpot's growth and influence continue to expand, there are still some who have reservations about the transition. Some users opt against migration due to reasons such as inconvenience, compatibility issues with current tech tools, or perceived limitations in customization and complex revenue reporting.

Managing HubSpot at scale requires thoughtfully customizing the platform based on team or user requirements. These concerns underscore the need for more robust onboarding and technical solutions partners to **help teams migrate with greater ease.**

**87**%

of respondents who leveraged **external HubSpot expertise** experienced significant growth in customer acquisition.

CONNECT WITH US TO LEARN WHY  ❯

## #1

**Switching Hassle**

35% of non-HubSpot users find it difficult to transition off of their current technology.

## #2

**Integration Challenges**

29% of non-users identified potential compatibility issues with their current tech stack as an obstacle to switching.

## #3

**Customization Limitations**

29% of non-users express a hesitation to migrate due to a perceived lack of flexibility in HubSpot's out-of-the-box functionality.

## #4

**Complex Revenue Reporting**

24% of non-users believe that HubSpot falls short in providing detailed revenue reporting functionality.

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SOFTWARE

LANDSCAPE

# Integrations and alignment boost CRM effectiveness.

'Integration' and 'alignment' are not just buzzwords; they are crucial strategies for achieving peak performance.

Our data highlights the urgency among businesses to address deficiencies in their current tech stacks: 95% of companies have **identified gaps** in their CRM/CMS operations, highlighting the need to allocate resources toward integration efforts to bridge these gaps.

To address this, industry leaders are turning to **advanced tools** to strengthen their tech stack.

**95**% of companies have identified gaps in their CRM/CMS operations.

ARTIFICIAL INTELLIGENCE

**42**%

CUSTOMER SUCCESS SOFTWARE

**39**%

ANALYTICS AND REPORTING PLATFORMS

**38**%

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STRATEGY

SOFTWARE

LANDSCAPE

# Integrations and alignment boost CRM effectiveness.

Platform integration, our survey suggests, isn't about quantity, but quality. Respondents who used a single sales and marketing tech platform encountered fewer challenges compared to those who juggled multiple systems:

**40%**

of respondents who have four or more independent, un-integrated systems in their revenue departments are **more likely to encounter challenges** than those who use a single integrated system.

**20%**

of those relying on a single **integrated platform** reported similar issues.

The takeaway is clear: a cohesive tech environment is the key to unified operations and growth.

**82%**

agree that using a cohesive sales and marketing platform **boosts revenue growth.**

## Enhancing Sales Performance with a Custom HubSpot Integration.

IT Avalon's tailored HubSpot-ATS integration boosted sales, workflow efficiency, and conversion rates, highlighting the power of seamless CRM connections.

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SOFTWARE

LANDSCAPE

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**How Integrating HubS with an ATS Improved Sales Performance.**

Revenue and technology leaders recognize the impact CRM integrations on sales performance and efficiency.

IT Avalon, a leading national woman-owned staffing company, faced common problem - disjointed sales and marketing operations ed by a suboptimal CRM setup. The teams were unable to vely track customer interactions and extract valuable insights to underwhelming sales performance.

# Success Strategies of Top-Growing Companies.

# What enables top-quartile teams to sustainably expand revenue?

Forward-thinking teams are investing in the right talent, providing comprehensive solutions across departments, and leaning on strategic integrations and partner support to unlock their revenue potential.

## Top quartile teams are...

...Measuring the impact on profitability

...Investing in the right channels

...Strategically implementing HubSpot

...Leaning on external support

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**Top quartile teams are...**

# Measuring the impact on profitability.

High-growth teams understand the importance of measuring the impact of their investments. In fact, sales and marketing analytics tools to monitor performance are the top way that leaders are using HubSpot to drive profitable and efficient growth.

The CRM's ability to facilitate insights and collaboration among teams becomes even more potent when multiple HubSpot Hubs are used in an integrated way.

Staying true to HubSpot's own mantra, we find that **80% of respondents reported improved CAC, bookings, and revenue since using HubSpot.**

" **The HubSpot CRM platform makes it easy for your entire company to work together — from marketing, to sales, to customer service. Each hub is powerful alone, but they're even better together.**

**80**% of respondents reported improved CAC, bookings, and revenue since using HubSpot

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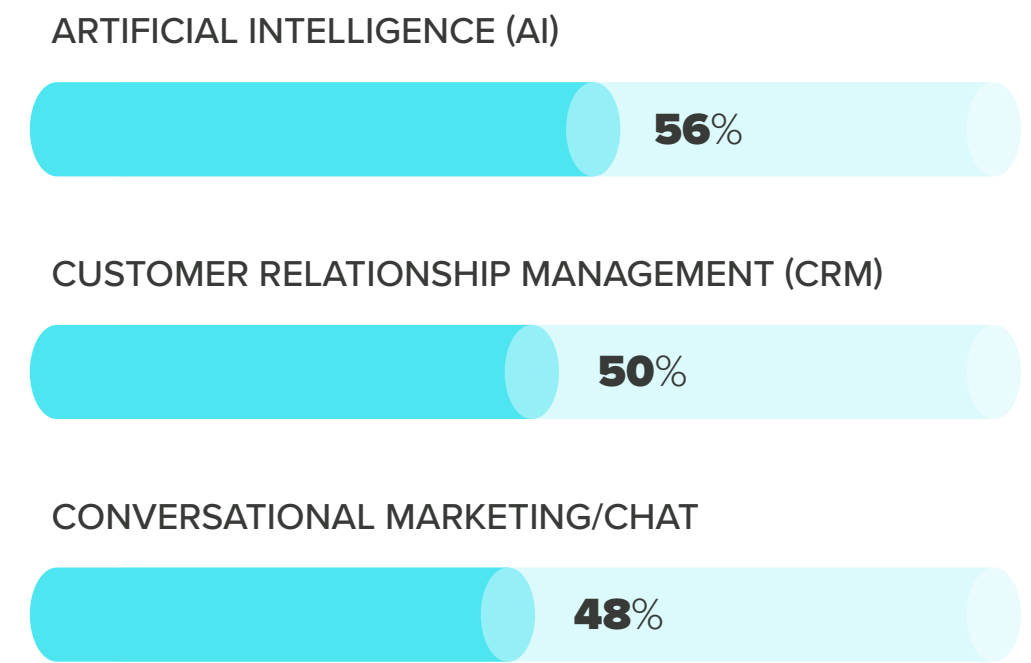LANDSCAPE
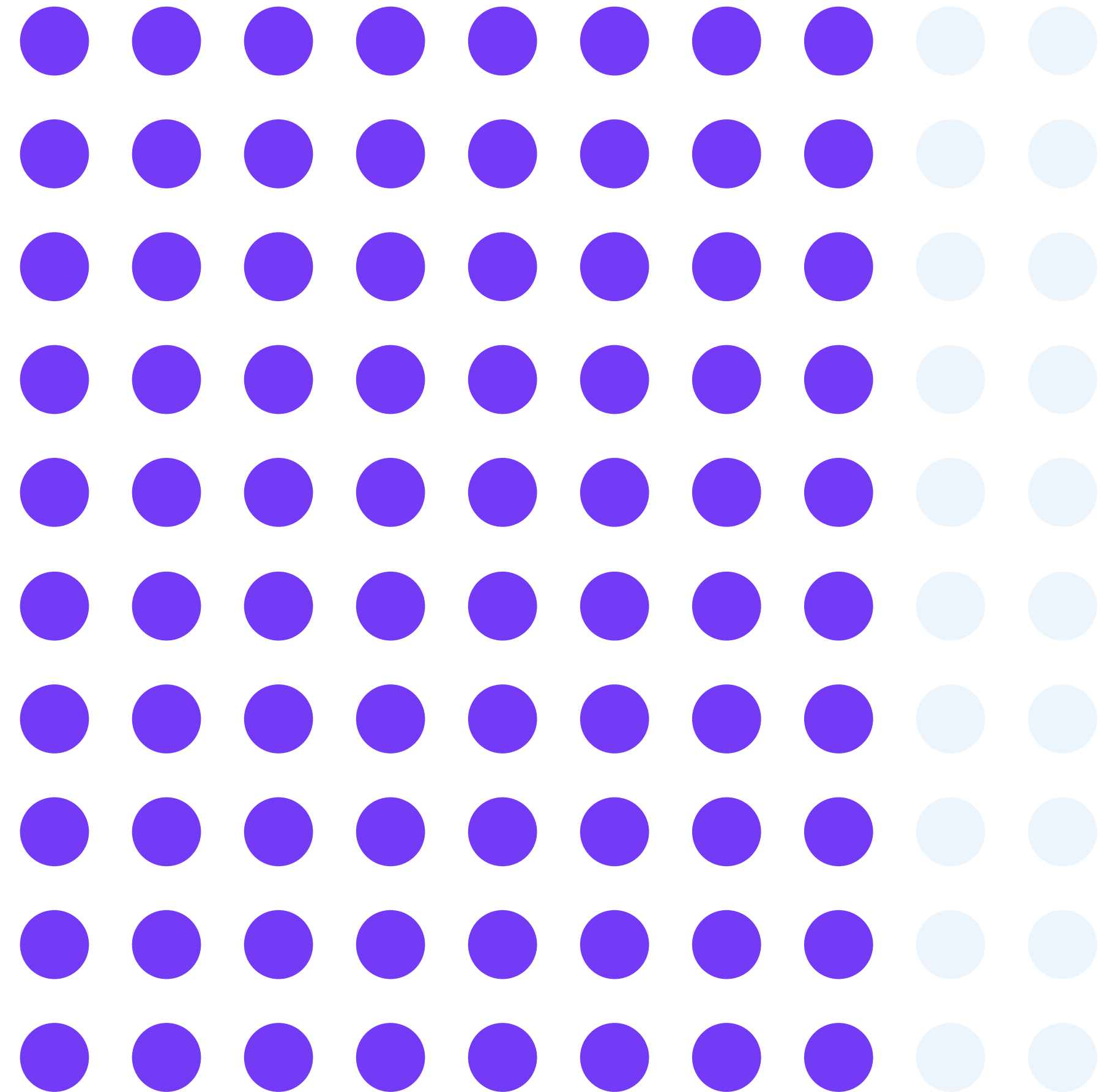
**Top quartile teams are...**

# Investing in the right channels.

Where are leaders placing their bets? With tighter budgets and resource consolidation, identifying **strategic investment channels** is crucial. By pinpointing conversion-driving channels, top performers create laser-focused strategies for maximum return on investment.

Looking broadly at all companies surveyed, we computed the weighted index for each category to identify the areas where companies are investing the most:

**#1**    **Search Engine Marketing (SEM)**

**#2**    **Brand Advertising**

**#3**    **Content** & **Search Engine Optimization**

**#4**    **Social Media Marketing (Paid & Organic)** & **Website Conversion Rate Optimization**

**#5**    **Video Marketing**

Those expecting **100% growth** are likely to allocate budgets to:

ARTIFICIAL INTELLIGENCE (AI)
**56**%

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)
**50**%

CONVERSATIONAL MARKETING/CHAT
**48**%

Leading companies are also on the lookout for solutions to **extend their CRM capabilities to** help them better understand and serve their customers. These include:

ANALYTICS & REPORTING
**45**%

CUSTOMER SUCCESS
**41**%
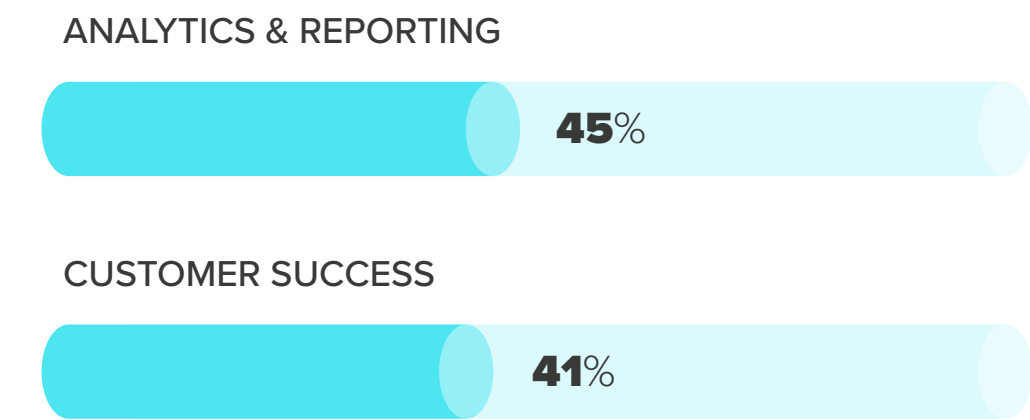
These findings emphasize that companies expecting triple-digit growth need to focus on technology investments in both customer-facing and behind-the-scenes functions.

High-growth teams are investing in **video marketing (11% vs. 8.9%)** more than other companies, signaling the importance of leveraging multiple mediums to reach and engage prospects and customers effectively.

HIGH-GROWTH COMPANIES INVESTING IN VIDEO MARKETING
**11**%

NON-HIGH-GROWTH COMPANIES INVESTING IN VIDEO MARKETING
**8.9**%

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**Top quartile teams are...**

# Strategically implementing HubSpot

The effectiveness of any tool is as good as its implementation. Let's take a look into the **implementation playbook** of top-performing companies:

DOWNLOADABLE GUIDE

## CRM Migration Playbook.

CRM migrations and implementations are complex. With the right strategy, you can deliver a successful CRM migration on time and budget.

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### External Support

# 87%

of respondents who implemented HubSpot with external assistance noted improvements in new customer acquisition rates.

### Process Adaptation

# 86%

of respondents who implemented HubSpot into their business with process adaptation say since using HubSpot they have improved new customer acquisition rates.

### Training Sessions

# 83%

respondents who implemented HubSpot into their business with training sessions say since using HubSpot they have improved new customer acquisition rates.

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STRATEGY

SOFTWARE

LANDSCAPE

**Top quartile teams are...**

# Leaning on external support.

The survey findings highlight the importance of having skilled professionals help get the most out of HubSpot.

Just over two-thirds (67%) of our respondents emphasized that a minimum of one to two years of proficiency in HubSpot is a non-negotiable requirement when hiring new talent.

"ONE TO TWO YEARS OF PROFICIENCY IN HUBSPOT IS A NON-NEGOTIABLE REQUIREMENT WHEN HIRING"

**67**%

High-performing teams also see the value of **Solutions Partner support.** They depend on this external expertise to customize their HubSpot instance, coordinate integrated workflows, and scale operations without compromising the customer experience.

The impact of this collaboration is significant:

RESPONDENTS WHO LEVERAGED EXTERNAL HUBSPOT EXPERTISE EXPERIENCED SIGNIFICANT GROWTH IN CUSTOMER ACQUISITION.

**87**%

The Solutions Partner Directory by HubSpot is hard to overlook in this context. Previously, we mentioned that 42% of all respondents expressed the need for an efficient way to find the right solution partners or apps.

**42**%

EXPRESSED THE NEED FOR AN EFFICIENT WAY TO FIND THE RIGHT SOLUTION PARTNERS OR APPS

In response, the Solutions Directory continues to evolve, simplifying access to partners who can help with platform configuration, integration, adoption, and other RevOps and change management needs. The Directory remains an indispensable tool for those seeking to enhance their HubSpot experience further.

★★★★★

# See the HubSpot Partner Directory.

**Find the right partner for you.**

**VISIT NOW**

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STRATEGY

SOFTWARE

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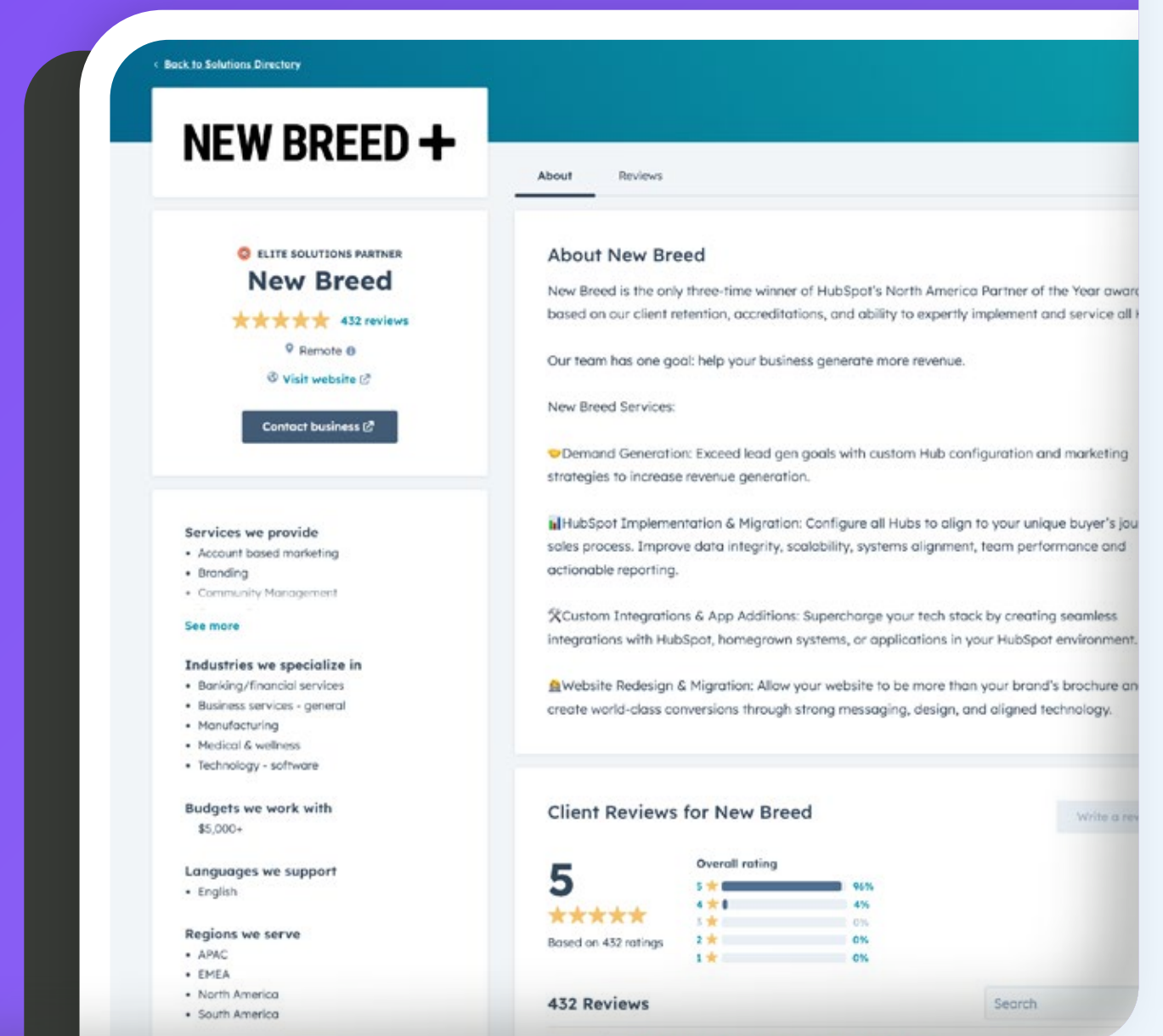
# Moving Upmarket:
# **HubSpot for Enterprise Teams.**

# HubSpot aims to expand its enterprise presence.

Enterprises operate in a complex work environment with large-scale operations and diverse market interactions. Their CRM needs are sophisticated and demand scalability and adaptability.

As a result, effective CRM adoption in such environments hinges on training, user adoption strategies, and effective change management.

As HubSpot increases its enterprise capabilities and moves up-market, we surveyed respondents to see how HubSpot is delivering for larger customers: **88% of revenue leaders believe HubSpot is equipped for enterprise use**.

**40%** of users from enterprise companies say the platform is "easy to use and manage."

Finally, around **35%** of surveyed enterprise leaders reported that since using HubSpot they had seen an improvement in customer service and support processes—which are essential for any successful enterprise CRM implementation.

**88**% of revenue leaders believe HubSpot is **equipped for enterprise use.**
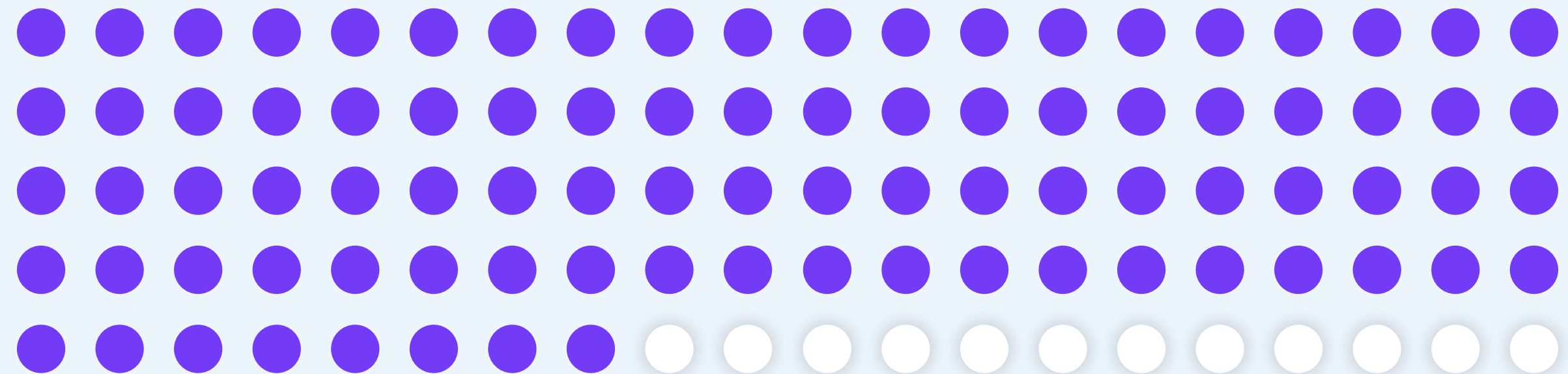
40% of users from enterprise companies say the platform is **"easy to use and manage."**

35% of enterprise leaders reported that since using HubSpot they had "seen an improvement in **customer service and support processes."**

**40**%

**35**%

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ENTERPRISE

STRATEGY

SOFTWARE

LANDSCAPE
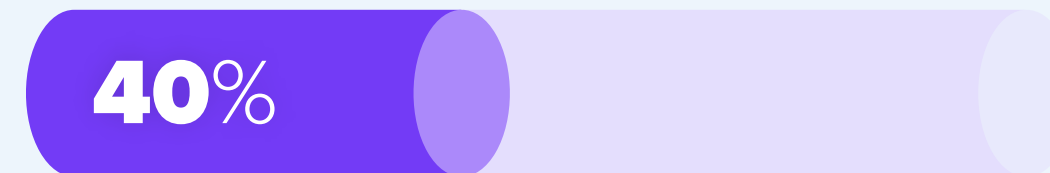
# Essential CRM features for enterprise success.

As enterprises grapple with complex operations and diverse needs, having an effective CRM platform and integrated tech stack are both challenging and crucial. To understand what features drive successful enterprise CRM implementations, we identified the top features requested by enterprise teams.

**#1** **Marketing program performance management**

**#2** **Predictive analytics and AI-based insights**

**#3** **Sophisticated reporting and guided selling**

**#4** **Partner Relationship Management (PRM) functionality for channel sales**

**#5** **Computer Telephony Integration (CTI) to enable phone system usage with CRM data**

With the right suite of integrated applications and solutions partner support, HubSpot can offer teams the capabilities to develop an integrated platform that supports enterprise use cases.

CASE STUDY

NEW BREED +  teamwork.

# Enterprise success with HubSpot.

**Time savings enables enterprise sales team to prioritize customer engagement.**

Teamwork, an enterprise project management platform, switched from Salesforce and sought a solution to their reporting, sales visibility, and data handling needs.

## Challenge

Teamwork faced hurdles obtaining insights into their pipeline. Cumbersome reporting and inefficiencies in data management left room for improvement in their tech stack.

## Solution

After an extensive search, Teamwork discovered HubSpot. Partnering with New Breed, they implemented Sales Hub and unique quote-approval workflows that optimized their onboarding process and boosted team confidence.

**18**% Increase in avg. selling price.

**11**% Win-rate improvement.

**2**x Onboarding attachment rate.

**50**% Time savings for sales reps.

★★★★★

*The best way to implement a CRM*

"We were able to implement the CRM in such a seamless way that it added value to our sales process as it happened and **immediately** started producing a return on investment."

RAY KEATING  |  SALES OPERATIONS LEAD, TEAMWORK

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25

# Benchmarking enterprise performance on HubSpot.

Powered by analytics from Databox, we assessed monthly revenue performance KPIs across a range of upmarket companies using HubSpot.

While both the median- and top-performing company cohorts use HubSpot, the benchmarks clearly show the potential for HubSpot to drive **efficient and scalable growth at the enterprise level.**

The data also illustrates the marked differences in performance between the 'average' and the 'elite', and proves the impact that connected technology can have on company outcomes across the customer journey.

Join our Benchmark Group, powered by Databox, to compare your performance directly to 100s of other large HubSpot customers.

FREE ACCESS HERE ❯

● MEDIAN COMPANY PERFORMANCE
● TOP-QUARTILE COMPANY PERFORMANCE

**Sessions**
18,430
50,740

**New Contacts**
395
1,280

**New Leads**
225
816

**Deals Created**
101
487

**Closed Won Amount**
$1.26M
$10.95M

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ENTERPRISE
STRATEGY
SOFTWARE
LANDSCAPE

# Looking Ahead: Trends and Future Outlook.

# Leaders expect their CRM to deliver AI to empower cross-functional teams.

As organizations embrace the AI-driven world, optimizing customer connections across all touchpoints is crucial for success. Our research identifies **key trends** that organizations believe will significantly impact sales, marketing, and customer success in the next year.

**The top three trends are:**

## #1

### Artificial Intelligence

AI has already started to dramatically improve efficiency and customer insights. Expect to see AI becoming an integral part of sales, marketing, and customer success strategies.

## #2

### Social Media Commerce

The blending of purchasing habits and social media will open new pathways for customer engagement and conversion.

## #3

### Customer Retention/Lifecycle Management

The focus will shift towards the value of existing customers, promoting strategies for customer connections, community development, and advocacy.

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# The AI Revolution: CRM's Evolving Role

AI is making its presence felt in the CRM space: 95% of respondents anticipate their CRM to leverage AI capabilities in at least one way. Enterprises are also increasingly looking at AI solutions to support marketing, sales, and customer service operations.

The survey findings highlighted where AI is currently being applied. 46% of leaders anticipate their platform to leverage AI to enable proactive customer service by revenue teams, and 45% expect the ability to offer insights for customer segmentation and automate service capabilities.

**95**% anticipate their CRM to leverage AI capabilities in at least one way.

**Q:**

The Role of Your Marketing Automation and CRM Platform in the **AI Revolution** is to...

**A:**

#1 **"Enable proactive customer service by revenue teams"**

#2 **"Offer insights for customer segmentation and automate service capabilities"**

#3 **"Facilitate user education about AI and comfortable adoption"**

#4 **"Free up time for strategic planning"**

#5 **"Minimize administrative tasks"**

#6 **"Integrate predictive analytics and AI throughout the product suite"**

The integration of AI into CRM capabilities offers opportunities that are still being explored. But it's clear that leading-edge organizations understand its importance in helping them become more **agile, efficient, and customer-centric** – essential ingredients for long-term success.

ANTICIPATE THEIR PLATFORM TO LEVERAGE AI TO ENABLE PROACTIVE CUSTOMER SERVICE BY REVENUE TEAMS

**46**%

EXPECT THE ABILITY TO OFFER INSIGHTS FOR CUSTOMER SEGMENTATION AND AUTOMATE SERVICE CAPABILITIES

**45**%

THOSE EXPECTING 100% GROWTH ARE MOST LIKELY TO BE INVESTING IN ARTIFICIAL INTELLIGENCE RIGHT NOW.

**100**%

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# HubSpot's future vision: Embracing artificial intelligence.

The demand for AI capabilities is clear, and HubSpot has responded by making AI a key component of its strategy. To take full advantage of AI, three core elements must be present: data, workflow connections, and feedback mechanisms.

HubSpot's CRM system offers these components, allowing companies to benefit from AI for growth. Today, HubSpot's AI-driven tools and programs include:

- **Conversation Intelligence:** Development of features like Call Coaching and Transcription.

- **Predictive AI:** Use of predictive modeling for applications such as Sales Forecasting.

- **Data Quality and Enrichment:** Automation for maintaining and improving data quality.

- **Generative AI:** AI-powered content and CRM reporting tools like Content Assistant and ChatSpot.

These AI-driven initiatives are designed to provide teams with an understanding of customer behavior and help them deliver smarter, more personalized experiences.

This commitment to AI adoption is part of HubSpot's broader strategy to become the **most comprehensive option for enterprise customers**.

For HubSpot, AI is more than a technology—it's an opportunity to offer teams even greater value from their customer relationships

> "AI is not merely an investment, but a **cornerstone** of our roadmap. It promises to revolutionize how our users engage, convert, and grow.

YAMINI RANGAN | CEO, HUBSPOT

LOOKING AHEAD

ENTERPRISE

STRATEGY

SOFTWARE

LANDSCAPE

30

# Wrapping Up:
# Key Takeaways

Ultimately, we see a HubSpot ecosystem undergoing seismic shifts alongside the technology environment and global economy: profitability is a priority, brand loyalty grows rarer, and artificial intelligence has begun to redefine human work and well-being.

But tomorrow's leaders see these shifts not as challenges — **but as opportunities.** Forward-thinking revenue leaders embrace the immense potential brought about by technological advancements, rather than being discouraged by obstacles.

**More connections mean less complexity.**

Using an integrated platform simplifies communication and reduces complexity, helping to break down silos and promote collaboration among your teams and across your business.

**More unified data means less conflict.**

Access to centralized, actionable data helps inform your most important decision-making and fosters alignment between marketing, sales and customer success stakeholders.

**More AI means less time.**

Artificial intelligence is powering quantum leaps in efficiency, productivity and creativity. AI is a central area of interest and investment for high-growth companies, but we have only begun to realize all of its opportunities and shortcomings in 2023.

In our inaugural 'State of HubSpot' report, we have captured the numerous ways in which leaders are adapting to change. They strategically allocate budgets, refine hiring strategies, turn to external expertise, and transform their technology stacks for simplicity and integration — all in pursuit of a competitive edge.

Because when people and processes align, companies can unlock meaningful growth — creating markets, careers and customer connections in the process.

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## 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 the only 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, and web.

We serve customers in a range of industries including Software & Technology, eCommerce, Healthcare, Financial Services, Logistics, Manufacturing, and Professional Services.

## Survey Methodology

In partnership with Censuswide, we surveyed 1,004 marketing, sales, revenue, and RevOps leaders, across the US and UK. They represent companies with 50+ employees in software & tech, financial services, manufacturing, eCommerce, healthcare, and more. The survey was conducted using MRS-certified panels with a double-opt-in method, providing reliable insights.

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.