

Commerce Hub

Product Overview for Partners

For Partner Use Only

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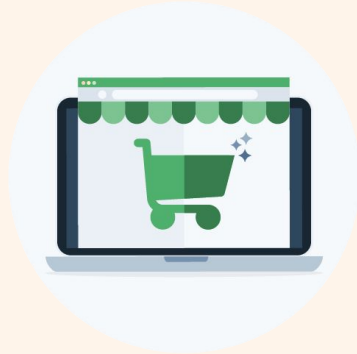
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What you'll find in this deck

This deck provides a product overview of Commerce Hub. It's a great starting place to get an introduction with resources that will **help you understand the product before you begin selling it.**

This deck includes:

- [Positioning](#)
- [Target Customer](#)
- [Key Features](#)
- [Additional Resources](#)




Commerce Hub Positioning

To ensure consistency and clarity in our messaging, please use the Commerce Hub positioning as an input in all marketing materials, content and campaigns.




Positioning Statement


Commerce Hub helps growing B2B businesses **streamline their opportunity-to-revenue process** to get **paid faster**, **increase revenue**, and **save time**.



Easy-to-use toolset designed to accelerate the time from opportunity to payment.



Empower your teams to generate new revenue opportunities.



Leverage automation to reduce manual billing tasks.

Commerce Hub Positioning

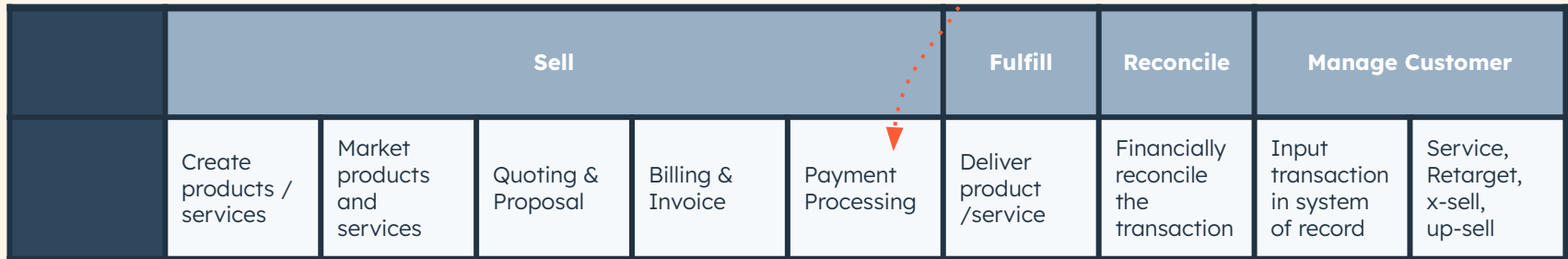
Streamline your opportunity-to-revenue process to get paid faster, increase revenue, and save time.

Commerce Hub is an easy-to-use B2B commerce suite for HubSpot.

GET PAID FASTER	INCREASE REVENUE	SAVE TIME
Invoices - Quickly turn quotes into cash with invoices sent directly from your HubSpot CRM. Stay on top of invoices with overdue invoice tracking and management.	Subscriptions - Collect, manage, and report on recurring payments directly alongside your HubSpot CRM.	Custom Billing Automation - Automate time-consuming manual tasks like collections, customer implementation, renewal management, and more.
Payment Links - Create simple yet powerful payment links that enable you to sell from anywhere — your website, forms, email, and more.	B2B Checkout - Create an exceptional checkout experience for your customers, all on top of your HubSpot CRM.	Revenue Reporting - Combine commerce and CRM data in powerful custom reports to gain a deep understanding of your revenue performance.
Quotes - Create and send quotes on beautifully branded templates, powered by data in your CRM.	Flexible Payment Processing - Seamlessly and quickly collect money from your customers directly from your HubSpot CRM with your existing Stripe payment processing	Quickbooks Integration - Easy reconciliation & reporting with HubSpot's native integration for QuickBooks.

Commerce Hub Positioning

This is “payments”



This is “commerce” - it’s **the entire experience of orchestrating a transaction for both the buyer and seller.**

Target Customer

Understand the ideal customer profile for Commerce Hub, so you can prepare to engage the right audiences.



Target Audience Snapshot

The target audience for Commerce Hub typically falls in the following categories:

- Existing HubSpot customers
- B2B SMB (1-100EE)
- One industry we're finding good traction in is Professional Services

Commerce Hub is typically discovered by a HubSpot user in app. However, they often work with an internal committee at the company to decide to adopt:

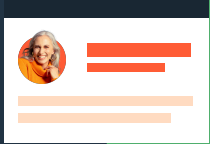
- CEO = Final decision maker
- Finance = Influences decision (we need to check the boxes)
- Sales Leader
- (potentially) Marketing Leader

Ideal Customer Profile

Criteria	Description
Company Size	<100 employees, though can work with any size
Industries	B2B Pro Services, high consideration B2C, consulting, Non-profits, almost anything that is not classic ecommerce (selling physical goods)
Potential Technology Stack	<ul style="list-style-type: none">• Quickbooks payments (not accounting), Stripe, PayPal, authorize.net, Chargebee, bill.com, Venmo, Google Pay, Apple Pay, wire transfers, paper checks (yup, 40% of B2B txns are still w/ paper checks)• PandaDoc, Proposify, Qwilr, Microsoft Word, Docusign
Current HubSpot Products	Free, Starter, Professional or Enterprise Hub
Additional criteria	<ul style="list-style-type: none">• Sells digital goods (services, software, content, etc.)• Sell recurring subscriptions and/or memberships

Key Features

The following slides highlight the main features in Commerce Hub. You can also visit the [product & services catalog](#) for a full list or check out [this feature one pager](#).



Part One: Select a Payment Processor

Commerce Hub availability



HubSpot payments



Hubspot tiers

Starter, Pro, Enterprise



Location

United States



Supported Currencies

USD



Stripe payment processing



Hubspot tiers

Free, Starter, Pro, Enterprise



Location

Global

Restrictions may apply. See stripe.com/global.



Supported Currencies

USD, EUR, GBP, CAD, AUD, MXN, NZD, CHF, SGD, DKK, NOK, HKD, PLN, RON, CZK, BGN, HUF, PHP, SEK and JPY

Part Two: Get Paid



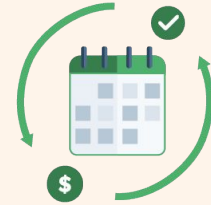
Invoices

- Bill your customers from the CRM
- One-time payments



Payment Links

- Sell your products or services anywhere online
- One-time and recurring payment



Quotes

- Create signable and payable agreements
- One-time and recurring payments

Part Three: Understand Commerce Data

Payment objects

Represents a transaction

Properties include:

processor (HubSpot payments or Stripe), gross/net amount, fees, etc.

Subscription object

Represents a recurring subscription

Properties include:

start/end/next payment date, status, ARR/MRR, total collected amount, etc.

Invoice object

Represents a record or request for payment

Properties include:

status, due date, amount, balance due, invoice number, etc.

Part Four: Use the Data With the Power of HubSpot



Commerce workflows

- Subscription-based (renewal management)
- Invoice-based (overdue invoices)
- Payment-based (failed payment notifications)



Commerce reporting

- Out-of-the-box dashboard (gross payment revenue)
- Commerce objects in the custom report builder



List segmentation

- Segment all commerce data
 - List of active subscribers
 - List of those w/ overdue invoice

Key Product Resources



Additional Product Resources

Knowledge Base, Training & Education

[Product page](#)

[Commerce Hub 1-Pager](#)

[Commerce Hub YouTube Playlist](#)

[FAQ](#)

[\[Webinar\] Product Learning Hour](#)

[Understanding payment processors & integrations](#)

App Marketplace Apps for Sales

[Commerce app integrations](#)

[Finance app integrations](#)