

You've all heard the hype around AI,
but let's be real.

Figuring out how to start and make
the most of it can be overwhelming.

That's where HubSpot AI steps in.

We spent the past

six months embedding

AI across the entire platform,

in every Hub and the Smart CRM.

We're taking the guesswork out of AI

so you can focus on

growing your business.

Whether you're trying to create

more engaging content,

forecast revenue,

or automate customer support –

HubSpot AI's got your back.

Today, customers are everywhere.

So you need to show up where they are

with the right content at the right time.

But that's easier said than done.

From finding the right topic

to choosing the perfect image.

The amount of time it takes to create

content can stretch your marketing

teams thin.

But when you're creating

all that content,
how do you make sure it's consistent?

With Brand Voice,
you can make sure your content
sounds like your business.

Sales leaders:

What if you had a tool
to help you
improve the accuracy
of your forecast by up to 95%?

Well, we built it.

Our predictive AI
uses your historical data
and past performance
to help you forecast with confidence.

Plus, HubSpot AI
creates personalized sales
emails that have an impact,
saving you time to focus on your targets.

When it comes to Customer Service,
time is everything.

Our AI Chatbot
gives you a 24/7 support assistant
to answer
customer questions instantly.

And with Reply Recommendations,
HubSpot AI uses knowledge based content

and conversation history
to generate responses
so you can solve customer needs
and clear your service queue fast.
All of these features
are just the beginning for HubSpot AI.
We're going to keep building
AI tools to make front office teams
more efficient and more effective.
Check out how we are
embedding AI everywhere
in our first ever Spotlight.