

INBOUND

What's New for Marketers

Hosted by Christine Lee and Brenna Zenaty

September 4, 2025



Brenna
Zenaty

Senior Professor,
HubSpot



Christine
Lee

Inbound Professor,
HubSpot

Agenda

1. Welcome + Icebreaker
2. Automate & Accelerate Marketing
3. Create Content with Impact
4. Activate Data for Targeting & Insights
5. Q&A
6. Wrap-Up

How to Submit Q&A

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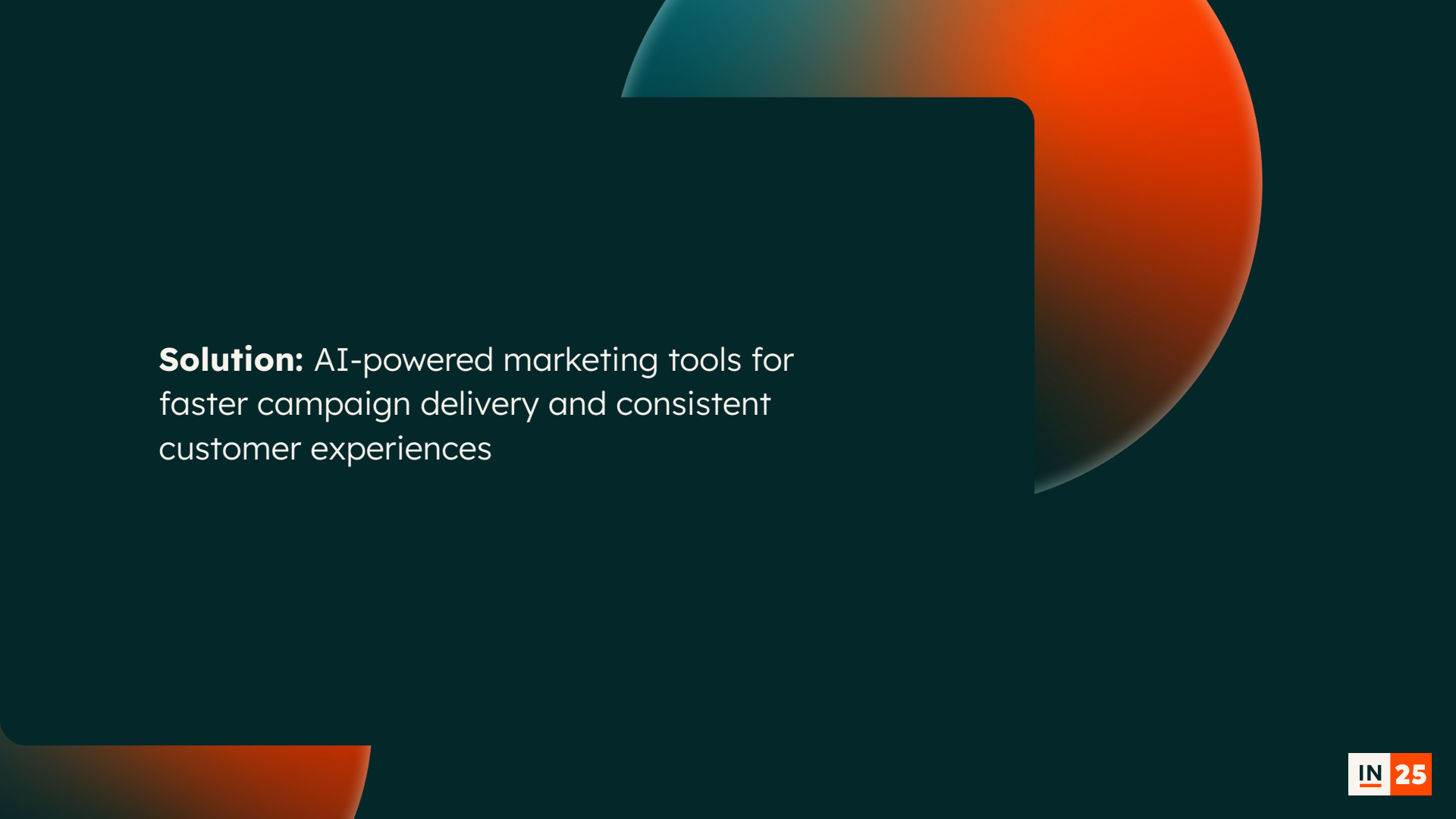
Which marketing task currently requires the most time from your team?

- A. Creating high-quality content consistently
- B. Personalizing messages for different audience segments
- C. Optimizing content for search and discovery

Automate & Accelerate Marketing

Today's Reality

- Customer expectations for personalized, timely communications continue to rise
- Creating high-quality, personalized content at scale consumes excessive time and resources
- Difficult to coordinate across multiple channels with consistent messaging



Solution: AI-powered marketing tools for faster campaign delivery and consistent customer experiences



Naomi
Fitzpatrick

**Staff Product
Manager, HubSpot**



Andrew
Mallen

**Group Product
Manager, HubSpot**

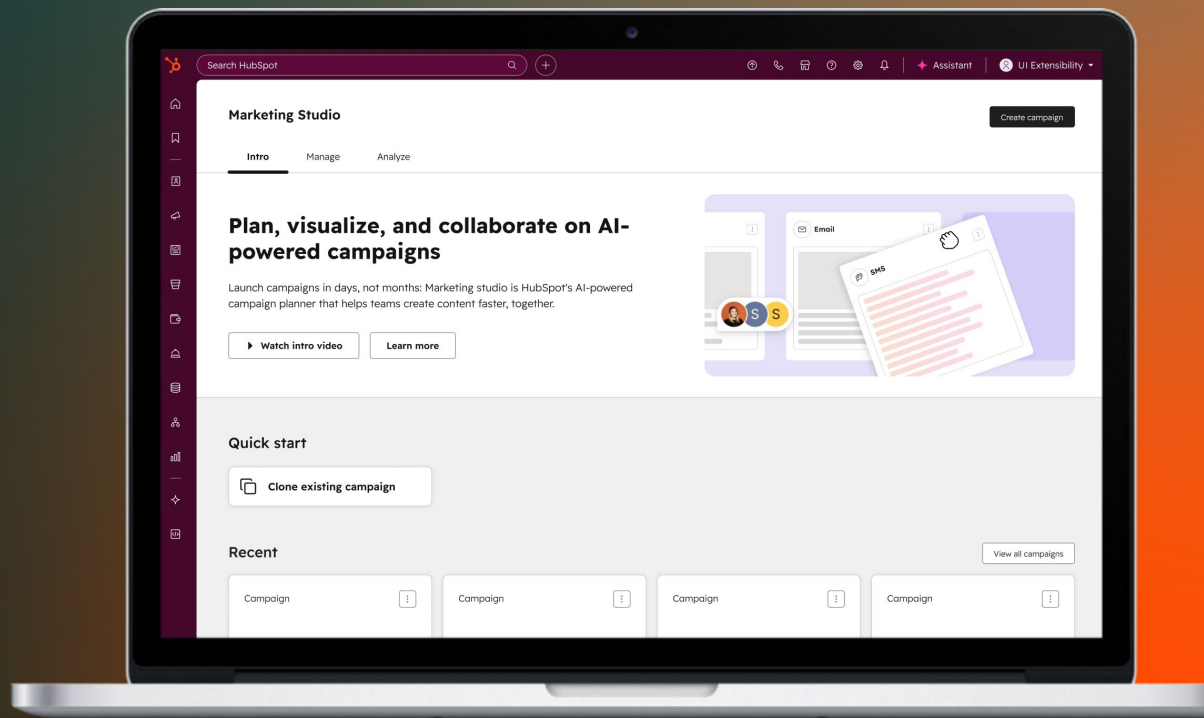


Bhargava
Gade

**Senior Product
Manager, HubSpot**

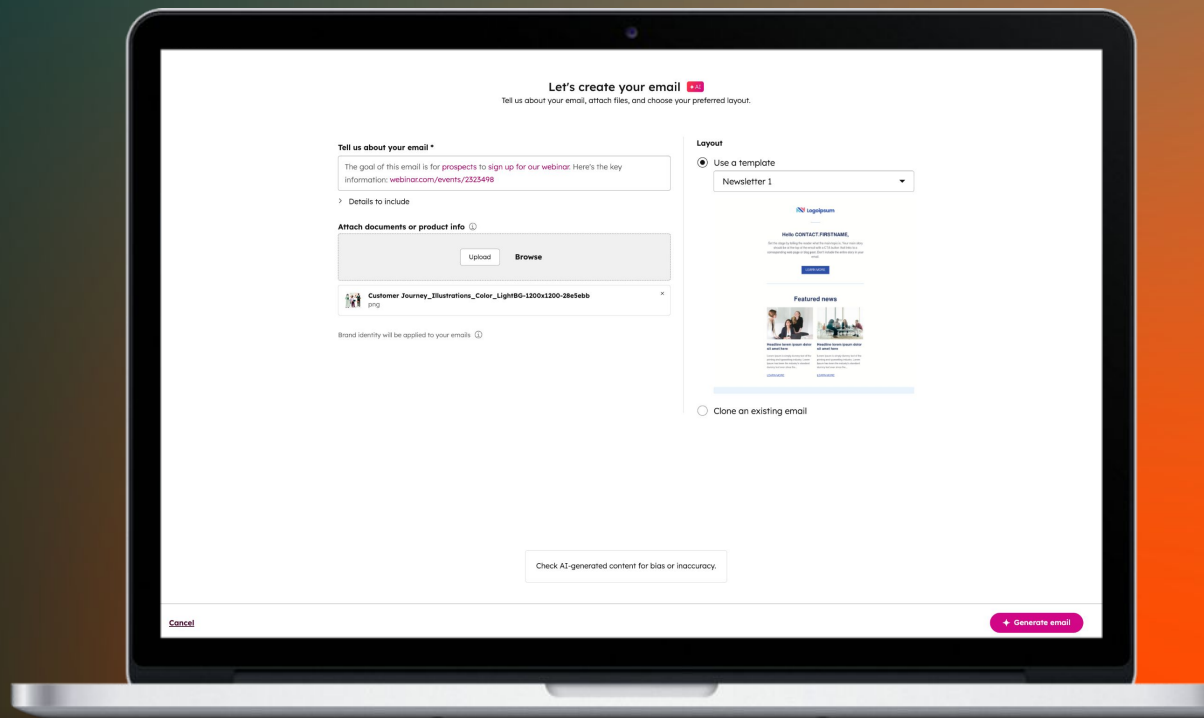
What's New

- Marketing Studio
- AI-powered Email
- Customer Agent



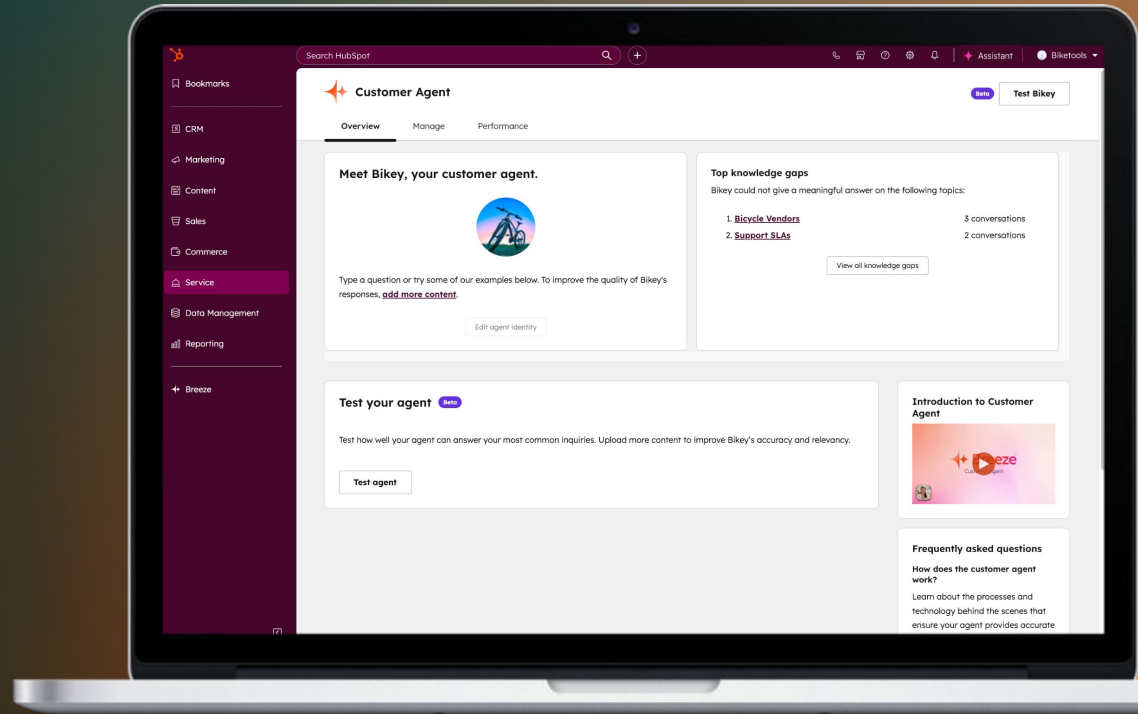
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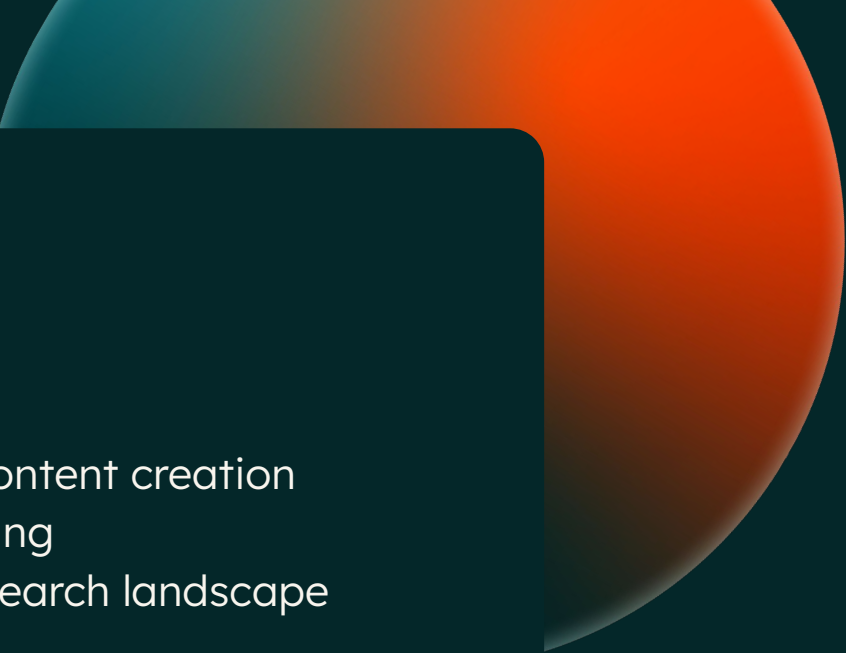
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Create Content with Impact

Today's Reality

- Audiences expect more engaging multimedia experiences, which are time-consuming to create and maintain
- Content often gets lost in the digital noise without proper search visibility
- Teams lack strategic guidance on how to drive search visibility with the changing AI landscape



Solution: AI-powered video content creation
and best practices for optimizing
discoverability in a changing search landscape



Ankur
Gupta

Senior Product
Manager, HubSpot

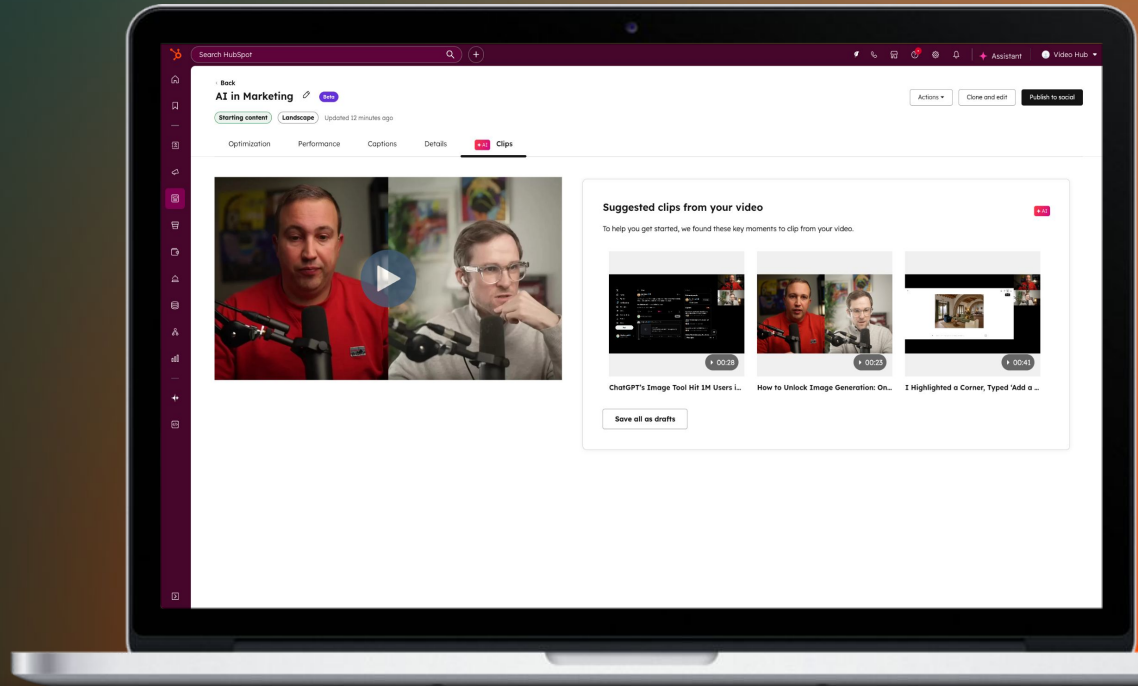


Amanda
Schumacher

Senior Product
Manager, HubSpot

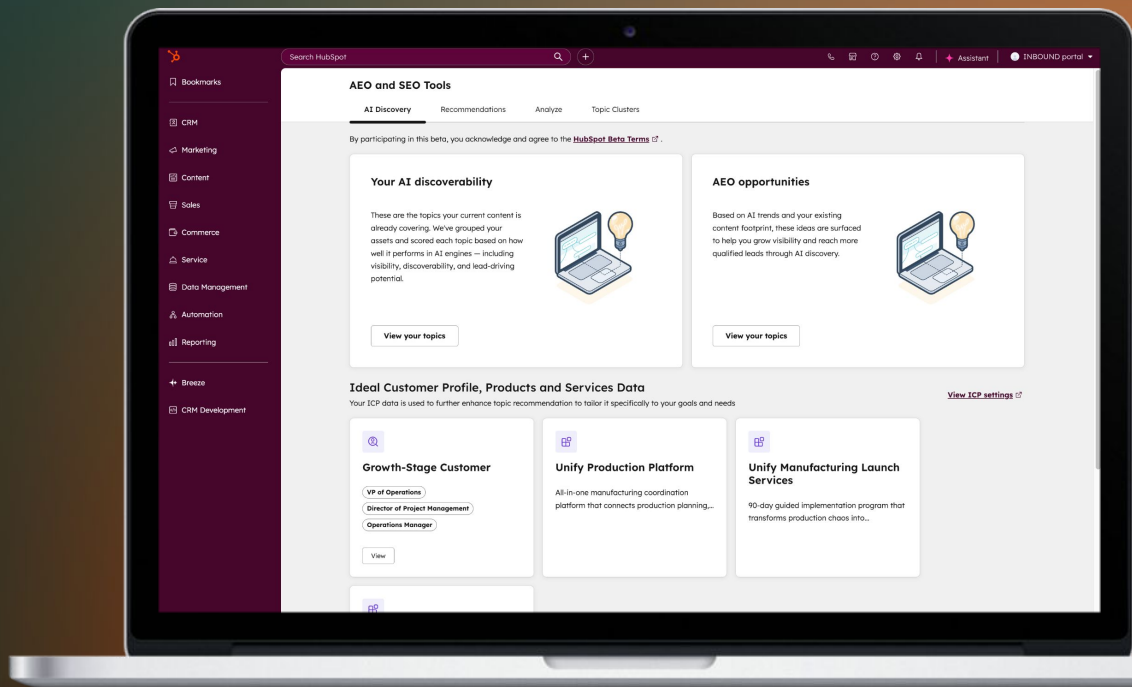
What's New

- Video Media Center
- AI Search Canvas



What's New

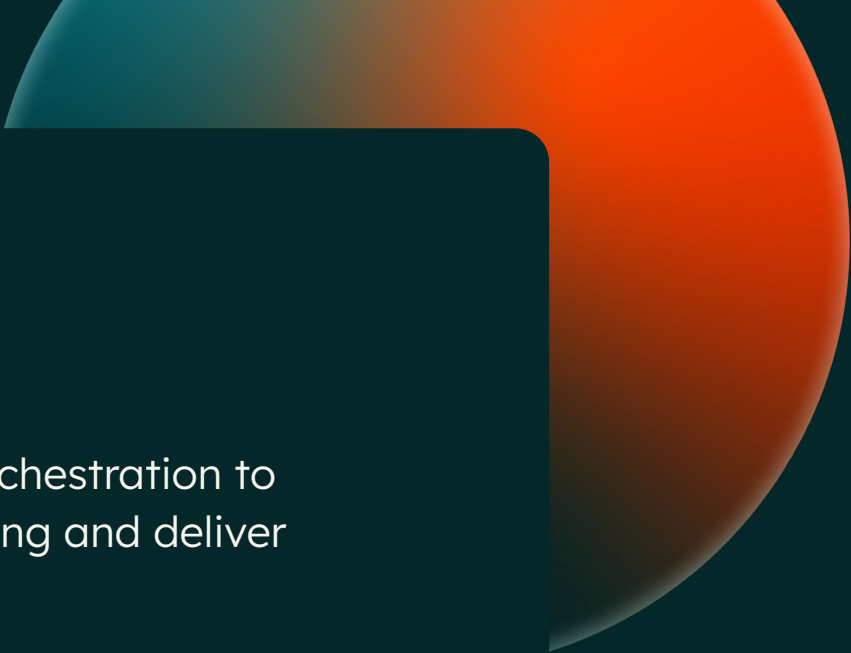
- Video Media Center
- AI Engine Optimization (AEO) Strategy



Activate Data for Targeting & Insights

Today's Reality

- Companies collect massive amounts of data but struggle to extract actionable insights
- Personalization efforts are hindered by disconnected customer information
- Decision-making is delayed by time-consuming data preparation and analysis



Solution: AI-powered data orchestration to unlock better audience targeting and deliver actionable insights at scale



Bowie
Sievers

Senior Product
Manager, HubSpot



Rachel
Webb

Senior Product
Manager, HubSpot

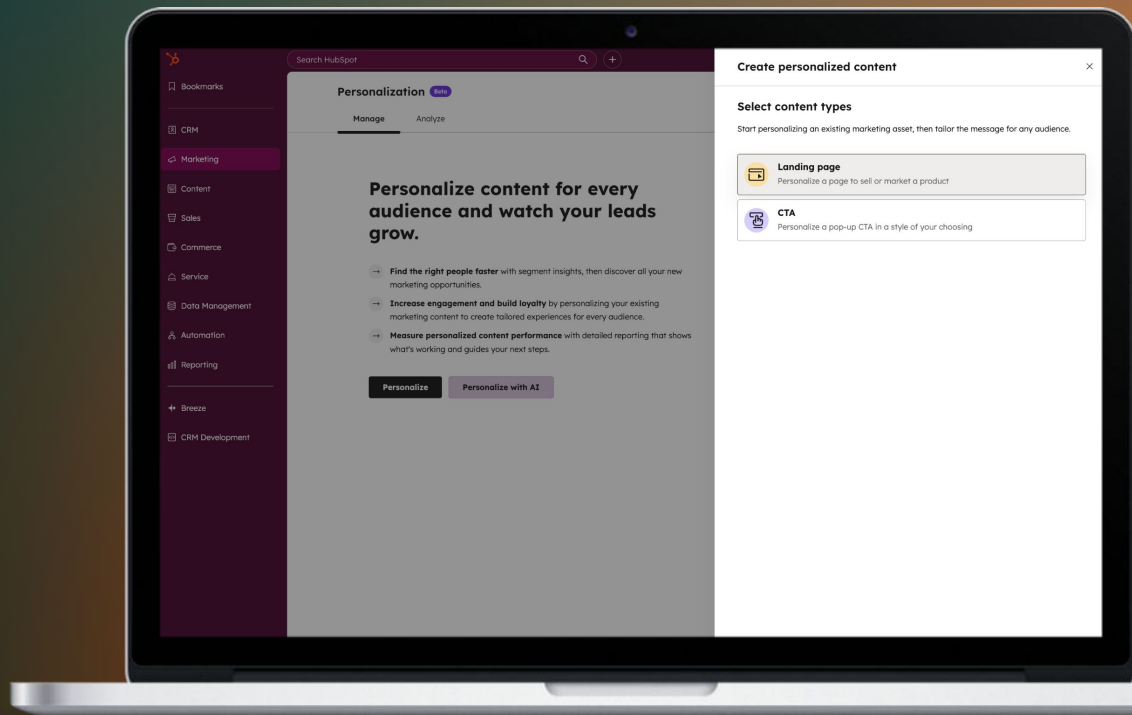


Jacqui
Malis Becker

Senior Product
Manager, HubSpot

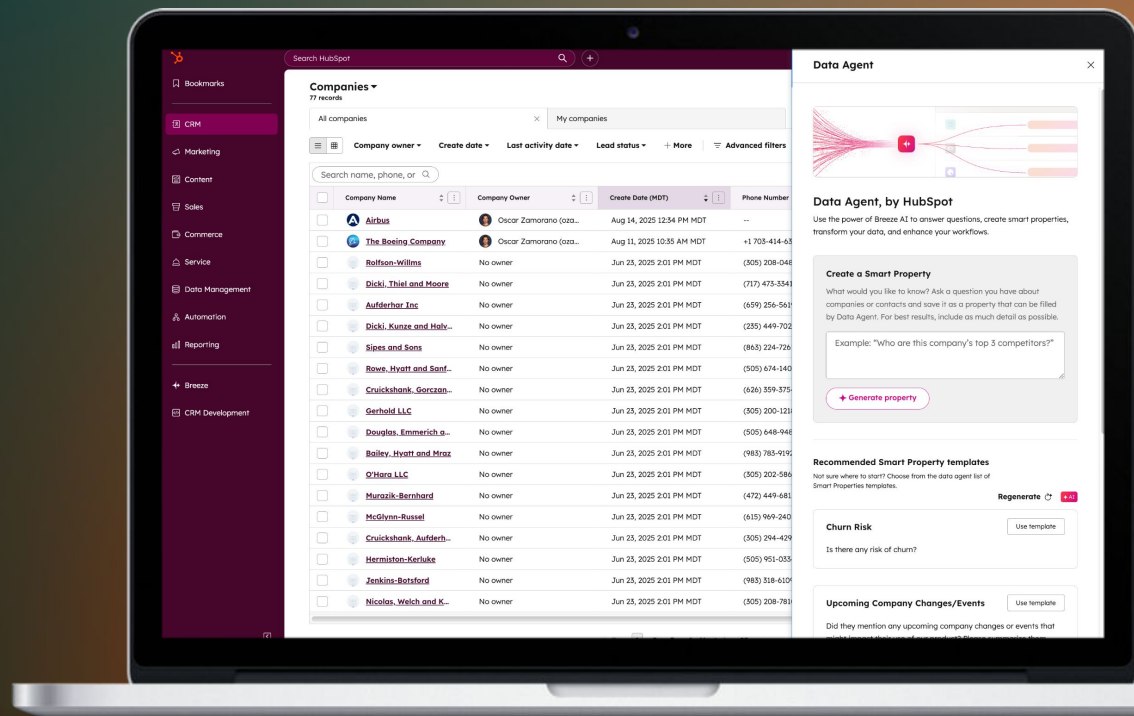
What's New

- Segmentation & Personalization
- Data Agent
- HubSpot GPT Connectors



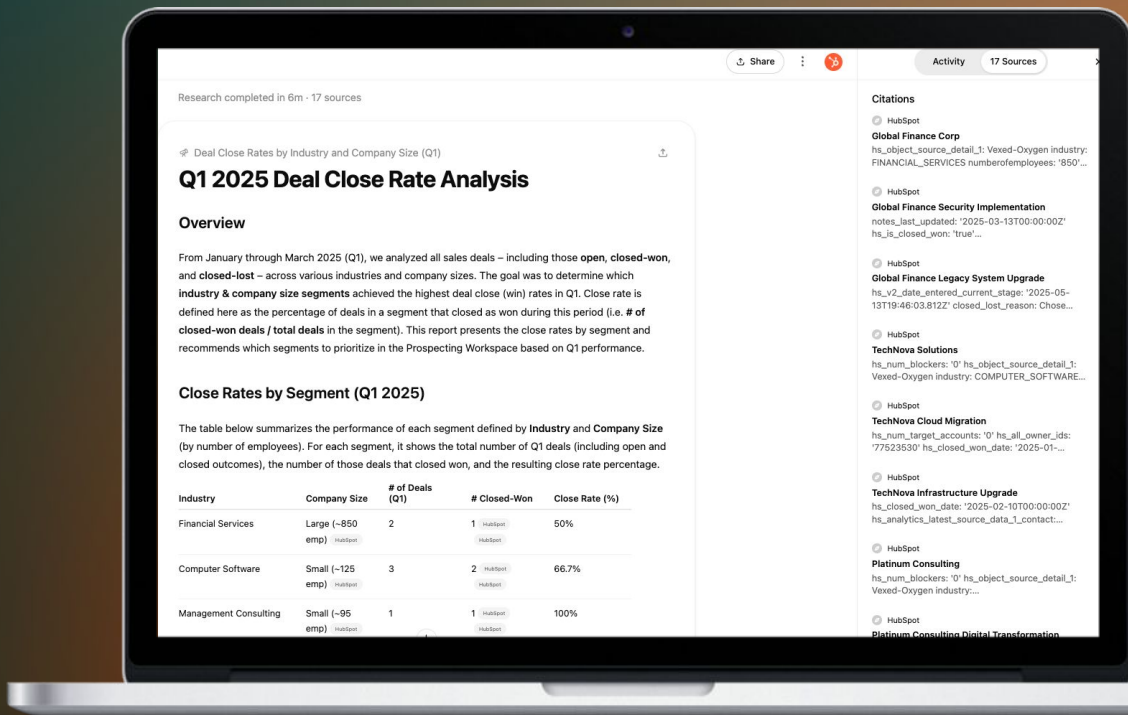
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Q&A

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02 Attend Spotlight Demos

Join our focused 15-minute demos showcasing these features in action at the Innovation Stage

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Experience hands-on, personalized demos at our DemoSpot stations located in the main expo hall

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Thank You!