

INBOUND

Inside Data Hub: Democratizing Data in the AI Era

Matt Sornson, GM Data Hub
September 3rd, 2025

The background is a dark purple field filled with various geometric elements. There are several large, concentric circles in a lighter shade of purple. Scattered throughout are bright orange shapes: circles, squares, and rectangles. Many of these orange shapes have three thin, white, parallel lines trailing behind them, suggesting a sense of motion or speed. The overall aesthetic is modern and tech-oriented.

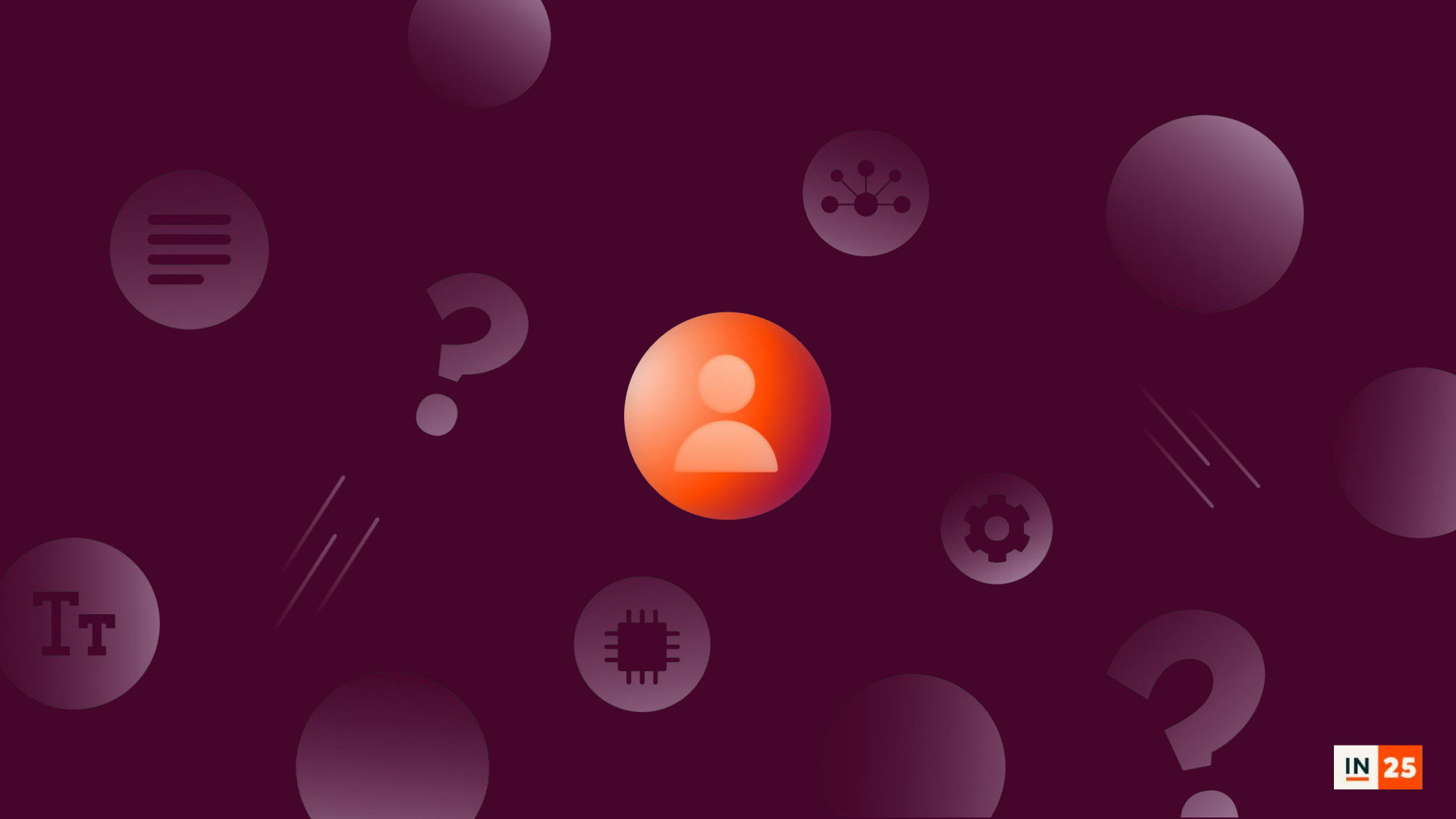
Data is like a puzzle



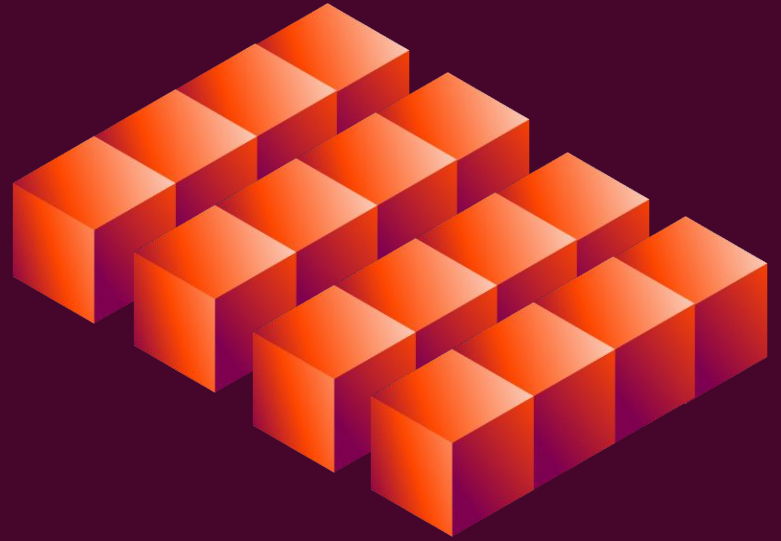
Matt Sornson
GM of Data Hub



Messy Data



Present



Past

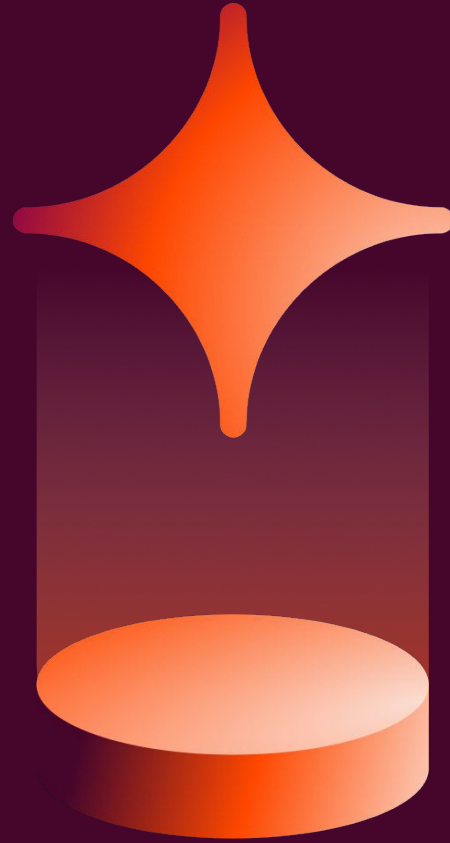
01 Wasted spend & missed quotas:
Poor targeting and broken handoffs
tank performance.

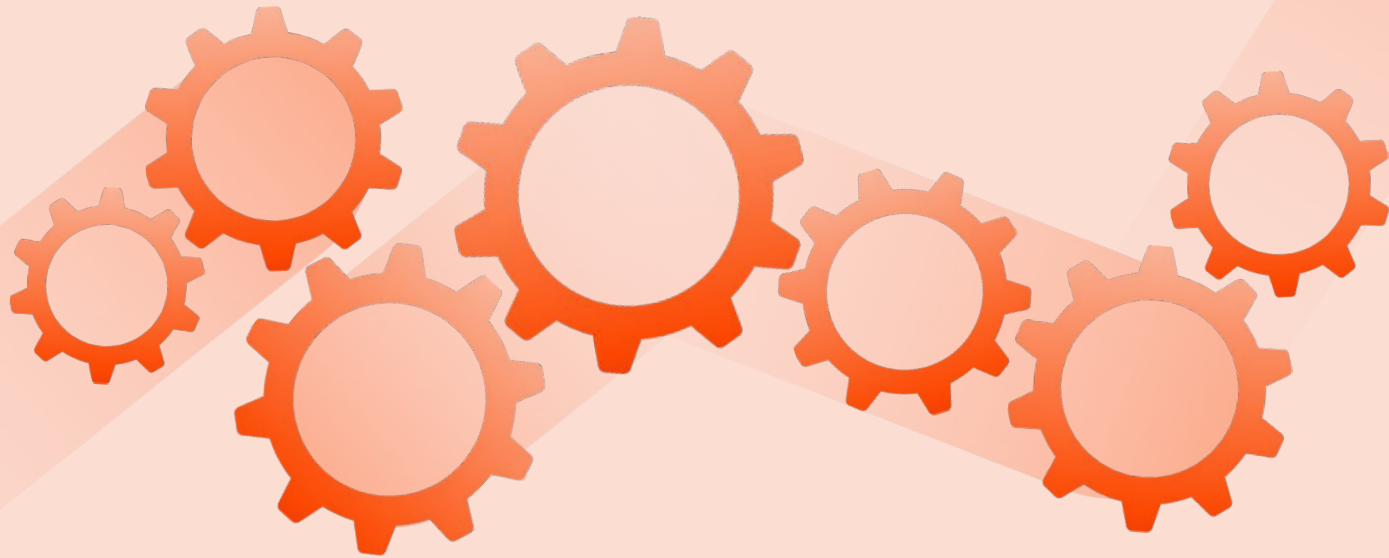
02 Slow, reactive strategy:
Leadership can't act on insights
that don't exist.

03 AI with blind spots: You can't
automate or personalize when your
data is incomplete or messy



Your AI is only as
good as the data
that powers it.





 **Operations Hub[®]**



”

Limited access to data equals limited success. But complete data access? That's where the magic happens.

”

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1

Approachable, but powerful
enough to...



1

Approachable, but powerful enough to...

2

Give our customers and their AI access to **complete, accurate, and up-to-date data.**

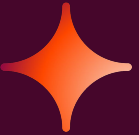
Vision

Reality



Combine + Enhance = **Activate**

HubSpot all-on-one customer platform



Marketing Team



Sales Team



✓ Data Studio

✓ Data quality

✓ Deduplication

✓ Advanced segmentation

✓ Campaign attribution

✓ Data quality automation

✓ Personalization at scale

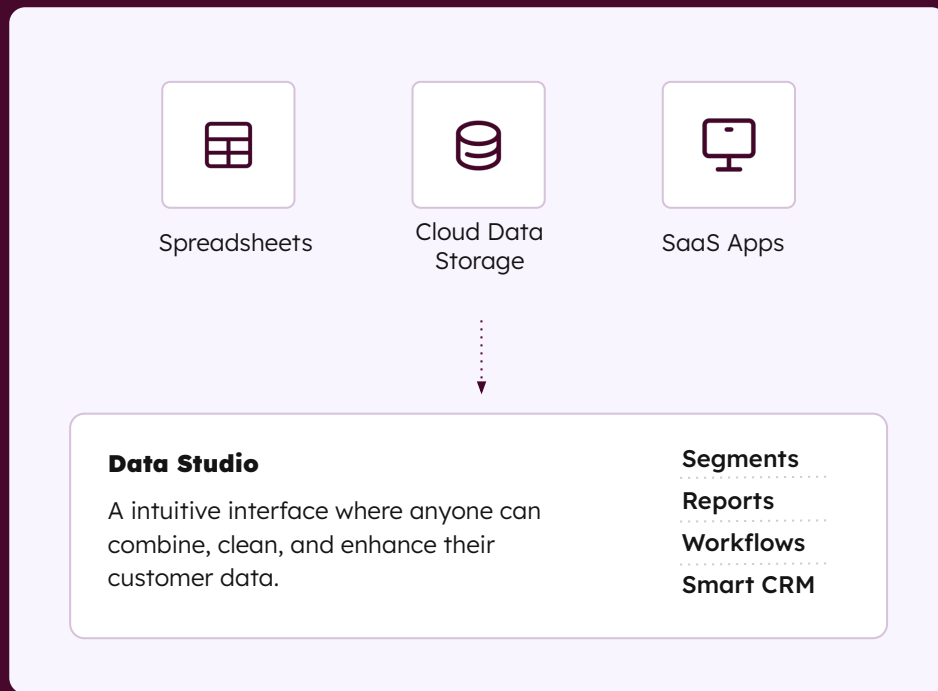
✓ AI powered content

✓ Data Agent

Combine Data

Connect your tech stack without code. Combine HubSpot CRM data with external sources to unify your customer insights.

- 01 Break down silos**
Connect your tools and unify your customer data with no coding required.
- 02 Advanced insights**
Power advanced segmentation, reporting, and automation with unified data.
- 03 AI-ready foundation**
Give your AI the complete data it needs to deliver powerful results.



Data Studio

[Connect external data source](#)[Create dataset](#)[Intro](#)[Datasets](#)[HubSpot Data Sources](#)[External Data Sources](#)

Transform siloed data into actionable insights

Combine HubSpot data with external sources to build smarter segments, workflows, and reports. Keep your CRM clean and focused by importing only the data you need.

[▶ Watch intro video](#)

Quick start

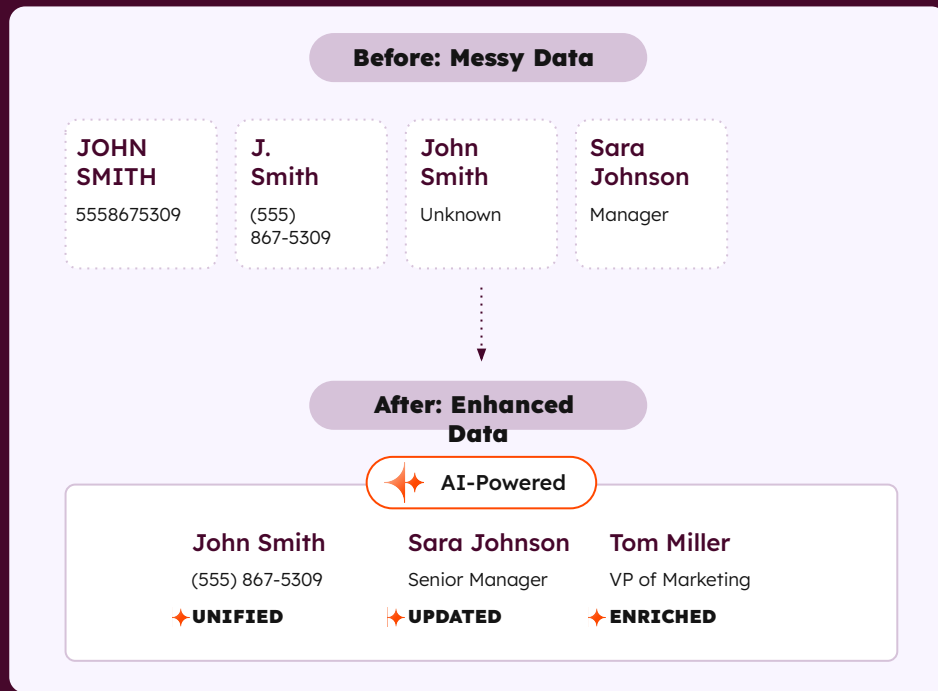
[Enhance HubSpot Contacts](#)[Upload CSV file](#)[Connect external source](#)[Start from scratch](#)

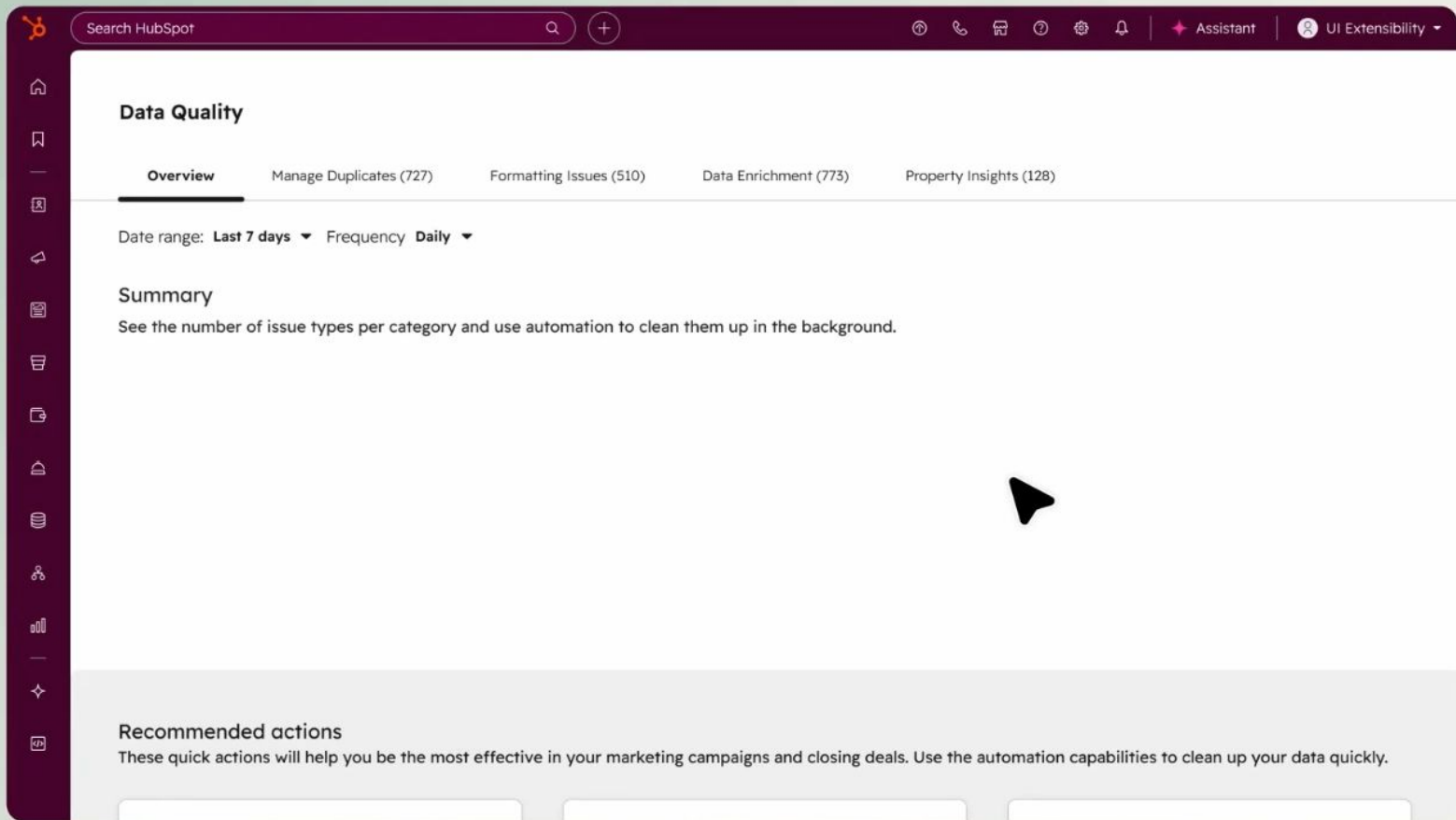
Example use cases

Enhance Data

Make data clean and actionable. Deduplicate, enrich, and standardize records. Empower your team and AI with trustworthy information—no more manual cleaning.

- 01 Automatic cleanup**
Find and fix errors before they impact your customer experience.
- 02 Smart enrichment**
Automatically fill gaps in customer profiles with relevant information.
- 03 Standardize data formatting**
Ensure consistent data formats for better personalization.





Data sync

Easily integrate 100+ apps. Customize your syncs so customer data flows effortlessly across your tech stack. Connect apps directly to the data studio and easily activate your data in HubSpot.

APP	STATUS
 Airtable	● Ok
 Netsuite	● Ok
 Shopify	● Ok
 Mailchimp	● Ok
 Google Calendar	● Ok

Data warehouse integrations

Directly connect cloud data storage platforms to HubSpot. Enable seamless data flow across your tech stack for advanced personalization, analytics, and automation.

STATUS	SNOWFLAKE DATA INGESTION	HUBSPOT	MAPPING TYPE	
✓	FIRST NAME	→ First Name	Custom	Actions ✓
✓	LAST NAME	→ Last Name	Custom	Actions ✓
✓	SCORE	→ API Score	Custom	Actions ✓
✓	ID	→ Facebook click id	Custom	Actions ✓
✓	RECORD ID	→ Google ad click id	Custom	Actions ✓
✓	EMAIL	→ Email	Custom	Actions ✓
+ ADD A MAPPING				

Programmable automation

Automate any process with customizable workflow actions, webhooks, and advanced workflow triggers. Enable your teams -and your AI- to do more, faster.

Trigger enrollment for contacts

When this happens

Group 1

Has completed: Form s

Only enroll contacts that meet

Choose conditions to filter records

Re-enroll on

Details

fx

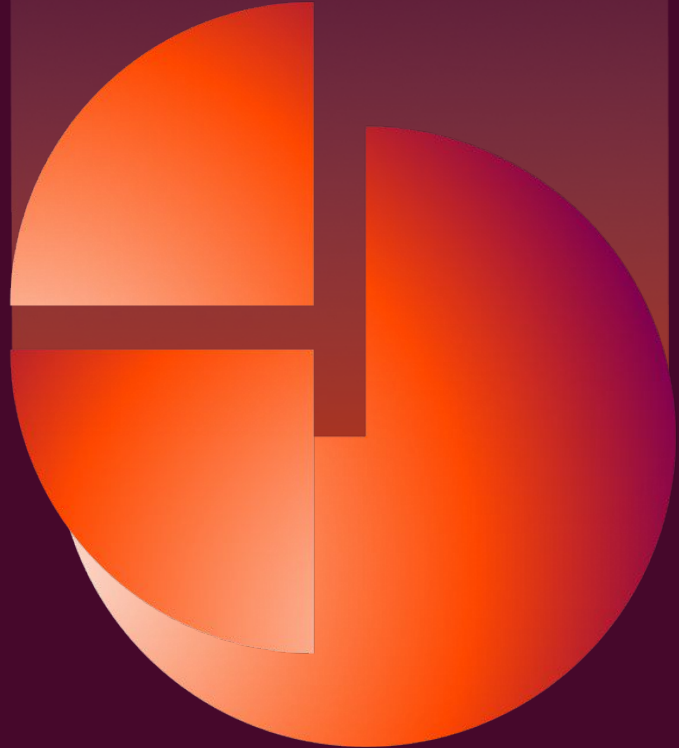
1. Custom code

Defined by custom code.

Details

Enhanced Segmentation & Targeting:

- Combine website behavior, email engagement, purchase history, and support interactions.
- Create segments like 'High-value customers who haven't purchased in 90 days and recently visited pricing page'.
- AI-powered segment suggestions based on conversion patterns.



Personalization at Scale:

- Dynamic content that adapts based on complete customer profile.
- Cross-channel personalization - email, website, ads - using unified data.
- AI content generation informed by customer's entire journey.



Advanced Campaign Attribution:

- Connect marketing activities to revenue outcomes.
- Multi-touch attribution across all channels and touchpoints.
- Understand which campaigns drive the highest-value customers.



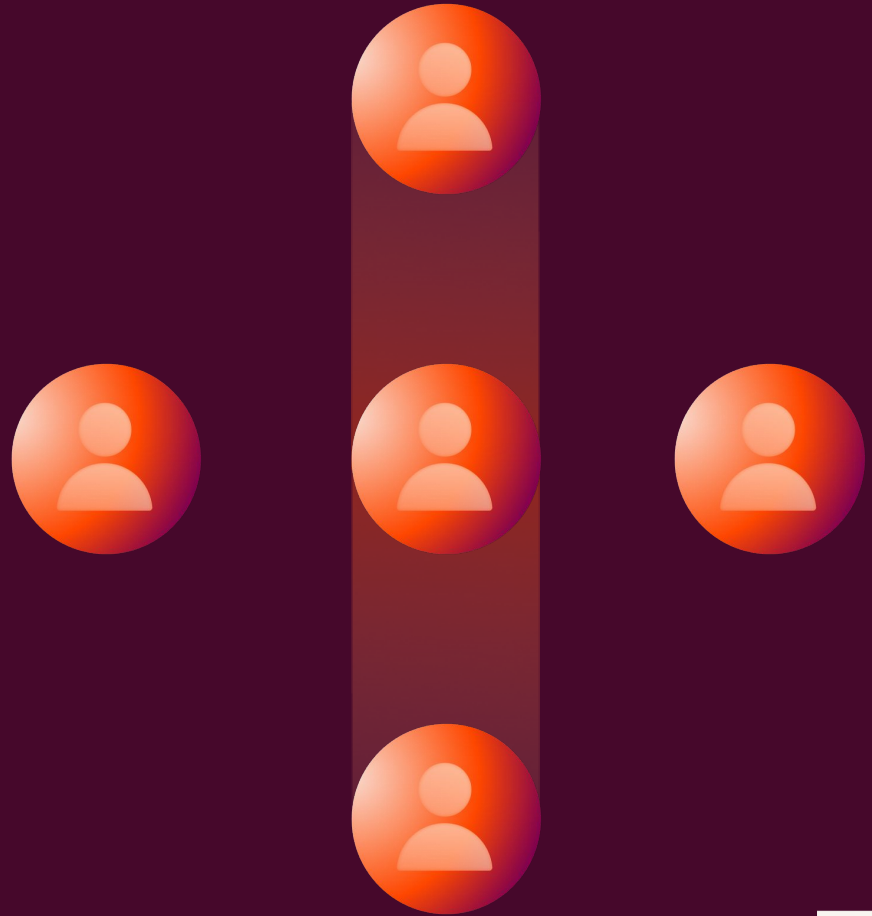
Smarter Prospecting:

- Combine CRM data with product usage, support tickets, and external signals.
- AI-powered account scoring based on complete customer intelligence.
- Personalized outreach based on prospect's entire company profile.



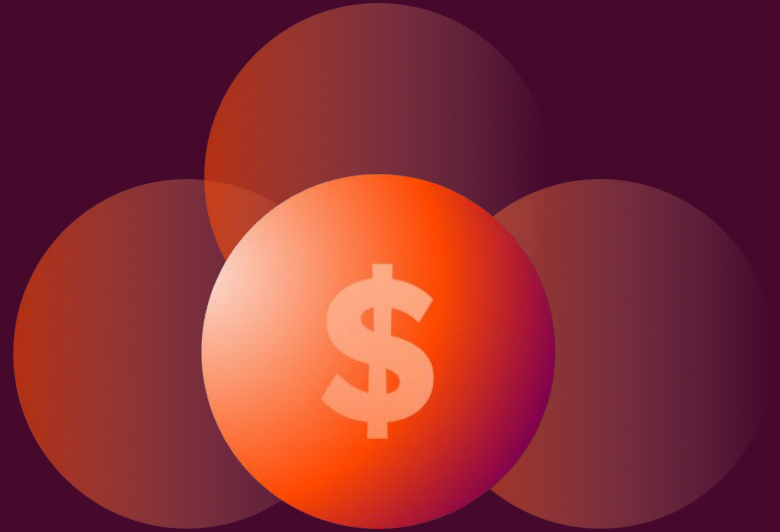
Deal Intelligence:

- Understand buying committee dynamics across all interactions.
- Identify champions and decision-makers using engagement data.
- Win/loss analysis based on complete deal history.



Revenue Operations:

- Eliminate manual handoffs between marketing, sales, and success teams.
- Automated lead routing based on comprehensive qualification data.
- Revenue reporting that connects all customer touchpoints.



Data is how you win



Looking to the future...



Real-time customer
behavior tracking



More ways to connect
your customer data



More ways to enhance
and enrich data

...and more to come!

Visit Data Hub at DemoSpot for a demo.

Questions?

Data Studio Spotlight Demo | **Today @ 11:45a, HubSpot Heroes Stage**

Unlocking Data Magic for Sales and Marketing | **Today @ 2:00p**

Segmentation Magic: Data Hub and Marketing Hub Unite | **Thursday @ 1:45p**

Please Rate My Session

We hope you enjoyed today's session.
Please head to the INBOUND mobile app
to provide your feedback.
Thank you!