BBD Boom Resource

25 HubSpot Tools to Embrace in 2025

BBD BOOM | HubSpot Elite
SOLUTIONS PARTNER PROGRAM

Can you believe we're already into another year? With all the talk about fresh starts and new goals, it can feel overwhelming to keep up. We're bombarded with recommendations on what to invest in next, right? But here's a thought: what if we focused on levelling up by using the amazing tools we already have in HubSpot? After all, maximising our current investments could be the key to boosting our ROI.

We're excited to share 25 HubSpot tools you can embrace this and next year, to get the most out of your HubSpot investment. Whether you're in marketing, sales, customer service or operations, there's something here for everyone!

Marketing Teams

1: Breeze AI Content Agent

Professional Customer Platform   Enterprise Customer Platform   Content Pro

Content Enterprise   Marketing+ Pro   Marketing+ Enterprise

Content marketing is more important than ever. However, **50% of B2B marketers** report that creating high-quality content consistently is challenging and resource-intensive. The new Breeze Content Agent uses AI to create engaging content powered by your CRM data. It helps marketers quickly produce various types of content that attract visitors and generate leads, including high-quality landing pages, podcasts, case studies, and blogs in no time, letting them focus on strategy rather than spending hours writing copy. Plus it has built in SEO tools to make sure your content is optimised for search engines, helping you get organic traffic. It's a must have for any content marketer!

How to Use Breeze AI to Enhance Marketing   Learn More →
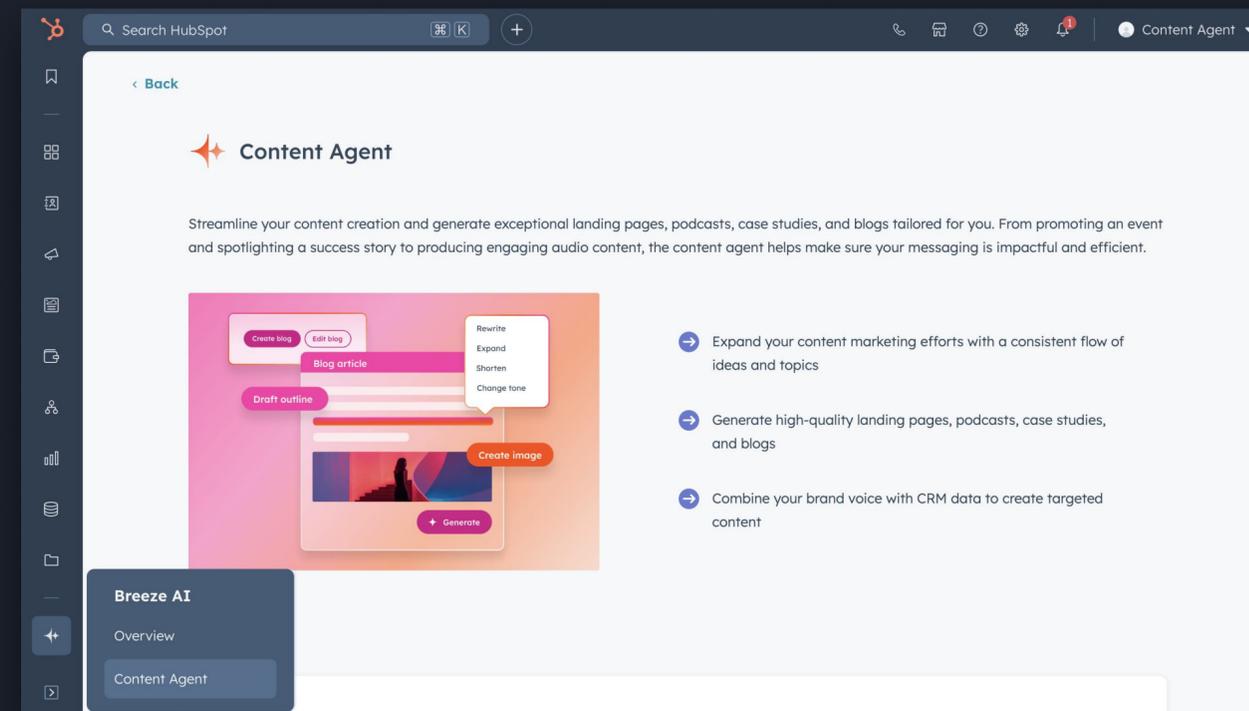
Marketing Teams

2: Breeze AI Social Agent

Marketing Professional   Marketing Enterprise

Marketers can now expedite their social content process with the Social Media Agent. This agent automatically produces effective social posts tailored to your social media accounts past performance, data business details, brand voice, industry, audience, value proposition, other marketing and industry best practices. It's like having your own personal social media manager, powered by AI. You get a ready-to-go caption and AI-generated image with the ability to change it at any time. It's designed to take the stress out of social media management, so you can focus on strategy rather than execution.
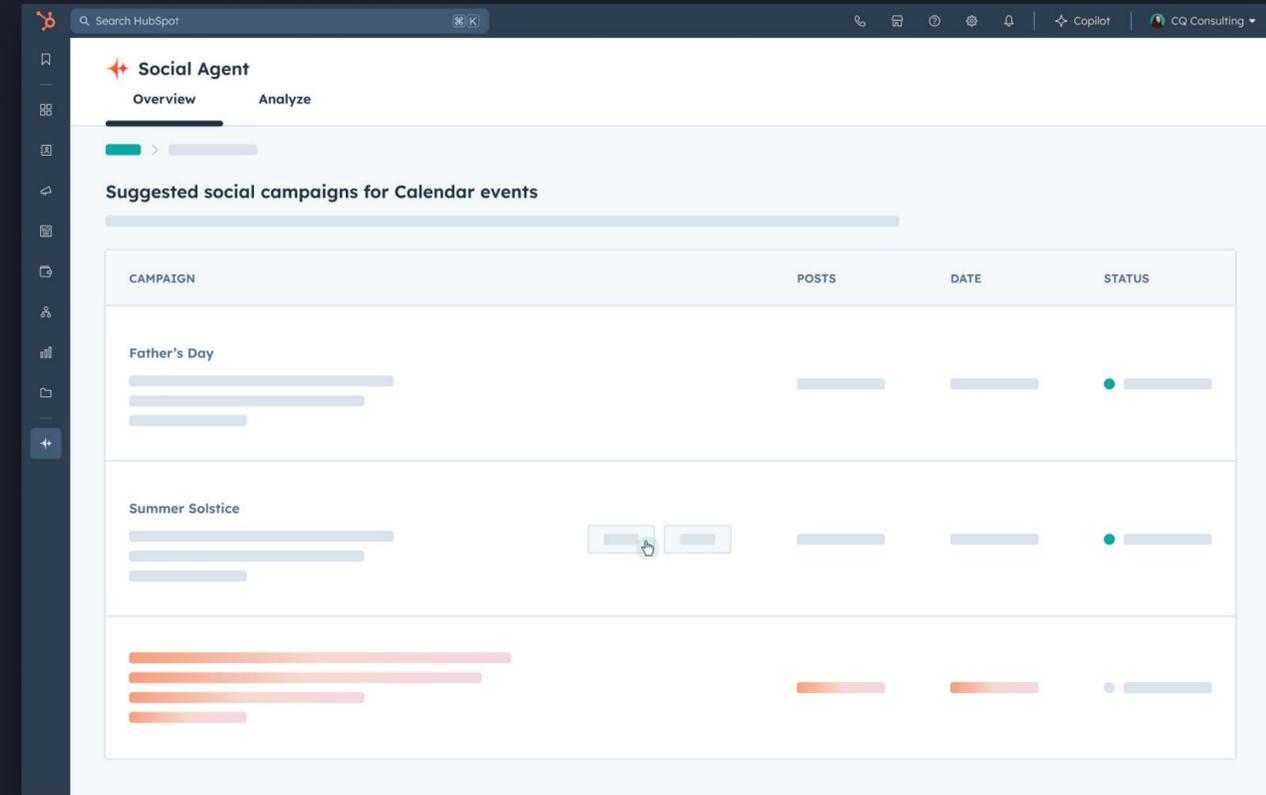
Marketing Teams

3: Brand Voice

Content Hub Professional   Content Hub Enterprise

HubSpot's AI powered brand voice tools are a fantastic way to make sure your content stays true to your unique tone and style. These tools analyse the personality of your writing, so every piece of content you generate - whether it's a social post, email or blog, sounds like it's coming straight from your brand. You can use it across multiple channels, including website pages, landing pages, emails, blogs, social posts and even SMS messages. You can even refine it by adding details like your target audience, company mission or specific terms to avoid.
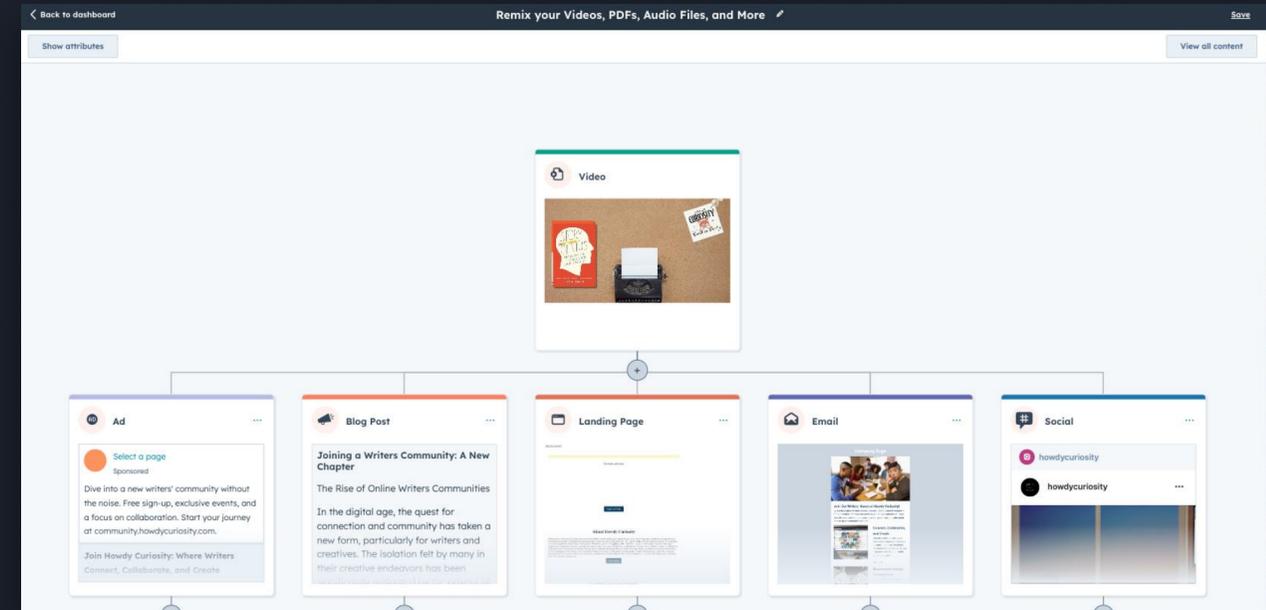
Marketing Teams

4: Content Remix

Content Enterprise   Content Pro   Enterprise Customer Platform

Professional Customer Platform   Marketing Enterprise   Marketing Pro

With Content Remix, you can easily turn video, audio or text into different assets. Let's say you wrote a blog that's been getting a lot of attention you can now turn this into a podcast, social post, landing page and more in just a few clicks. By reusing your content you can target various different audiences, some people prefer reading, others listening - you can now ensure your content resonates with everyone. Plus the fresh formats will help you stand out from the crowd! Not only does Content Remix save you time and effort, but it also maximises your return on investment. By repurposing your work, you can extend its reach and drive more traffic to your site.

Marketing Teams

5: Lead Scoring Intelligence

Marketing Pro   Marketing Enterprise

HubSpot's Lead Scoring is a powerful tool that helps you easily spot the most promising leads, so you know exactly where to focus your marketing and sales efforts. It's like having a smart filter that shows you who's really worth your time, based on their behaviour, interactions and demographics. With HubSpot's flexible score builder, you can create both engagement scores (tracking how engaged your leads are based on their actions) and fit scores (showing how well a lead matches your ideal customer profile). Whether you're tracking website visits, email opens or using data like company size, you have full control over what goes into your scoring model.
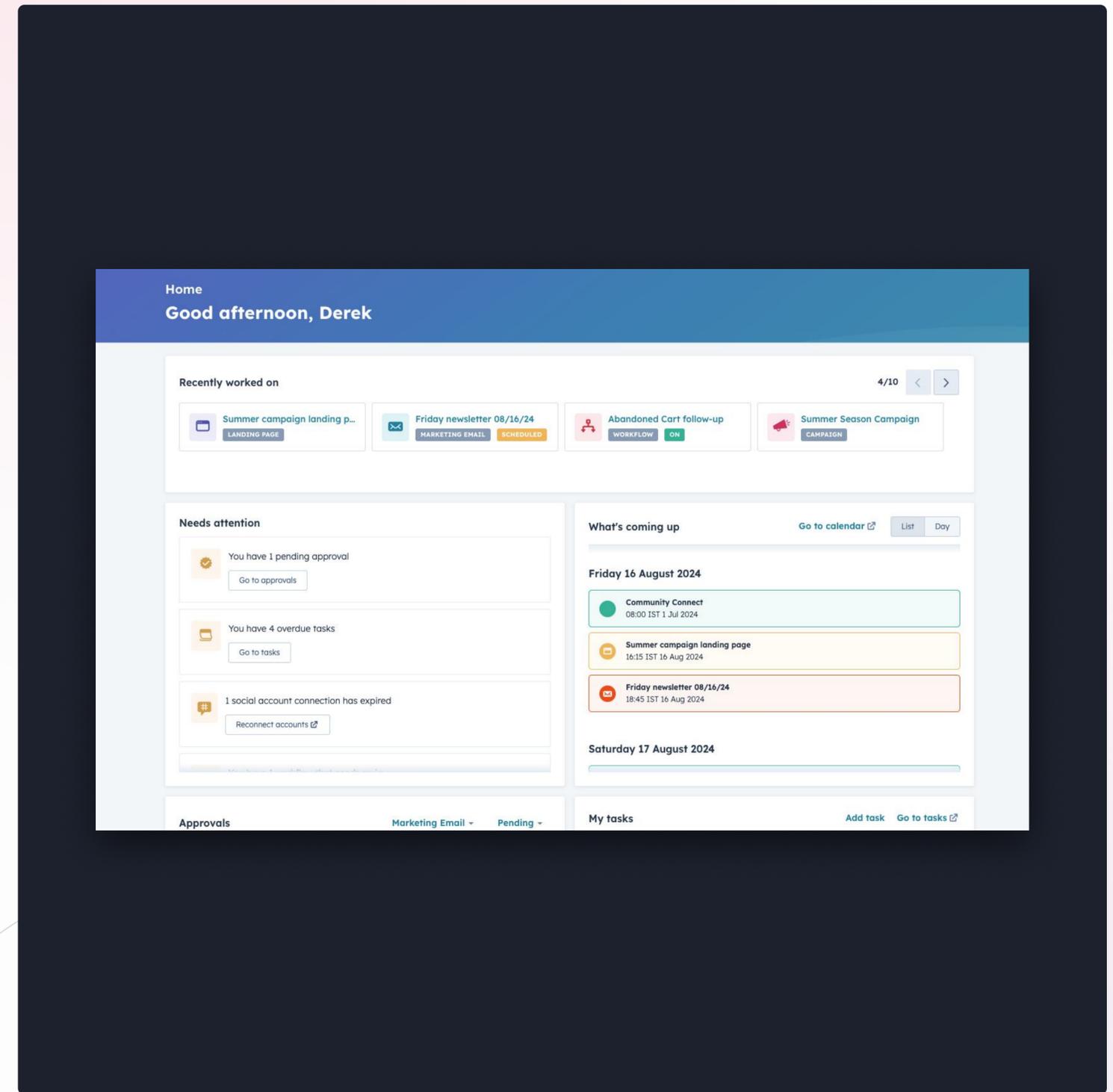
Marketing Teams

6: Home for Marketers

Marketing Pro   Marketing Enterprise

The all new Home for Marketers is a new, centralised space where marketers can access all their essential tools, data, and tasks across HubSpot. It provides personalised and tailored views to each user's needs, allowing them to stay updated on their marketing efforts and jump directly into the work that needs their attention. Our favourite feature here is that you can see the most recent assets you've worked on and quickly jump back into them without the need to switch tabs.

Marketing Teams

7: Multi-Step Forms

Content Enterprise
Marketing Starter
Marketing Pro

Marketing Enterprise
Marketing+ Pro
Marketing+ Enterprise

Sales Starter
Sales Pro
Sales Enterprise
Service Starter

Service Pro
Service Enterprise

Multi-Step Forms tackle the problem of form abandonment by breaking down longer forms into manageable parts, providing visitors with a sense of accomplishment and encouraging completion. With multi-step forms, you're making it easier for your leads to complete the process, reducing frustration and boosting conversion rates. Plus, it helps you gather critical information in a way that feels more like a conversation than a task.
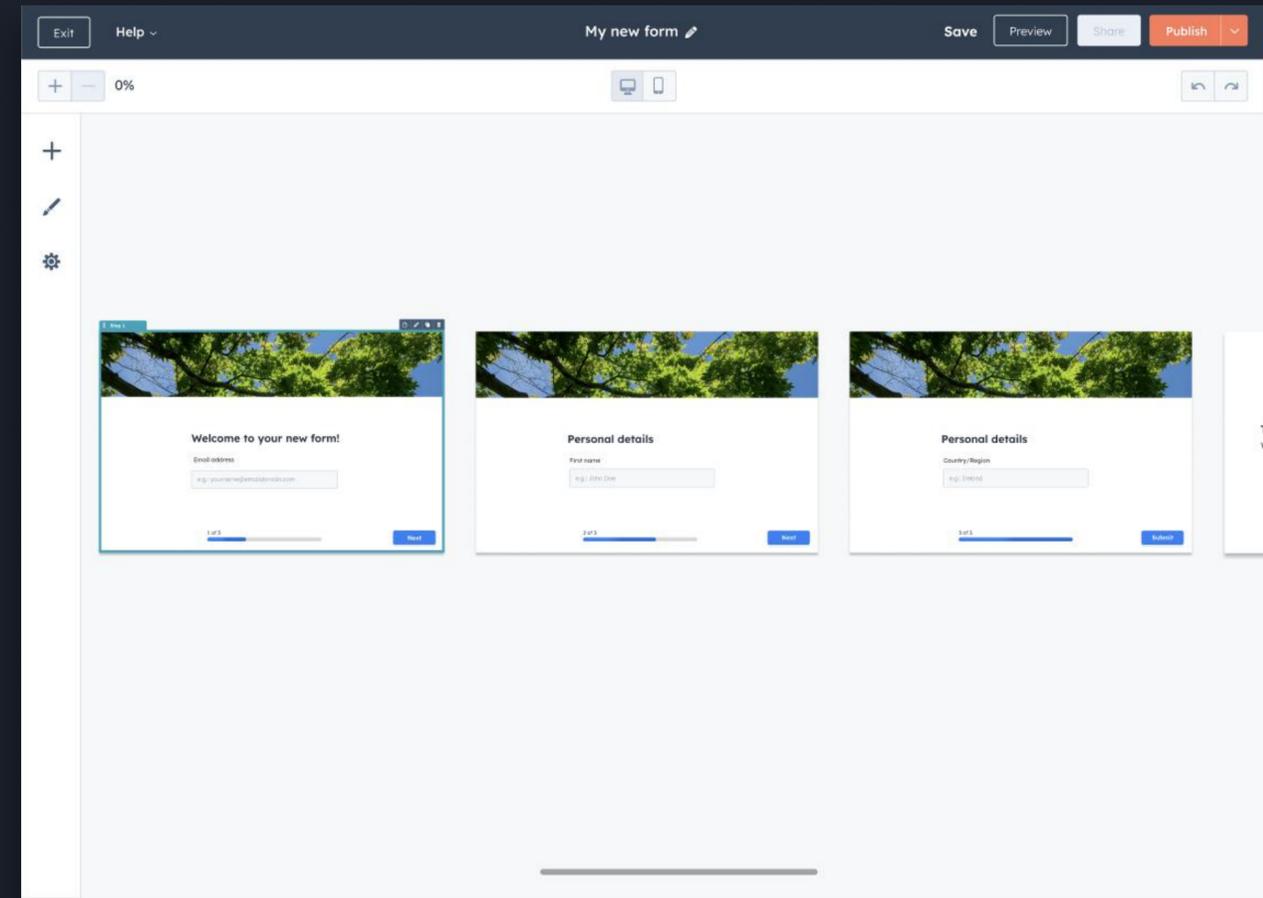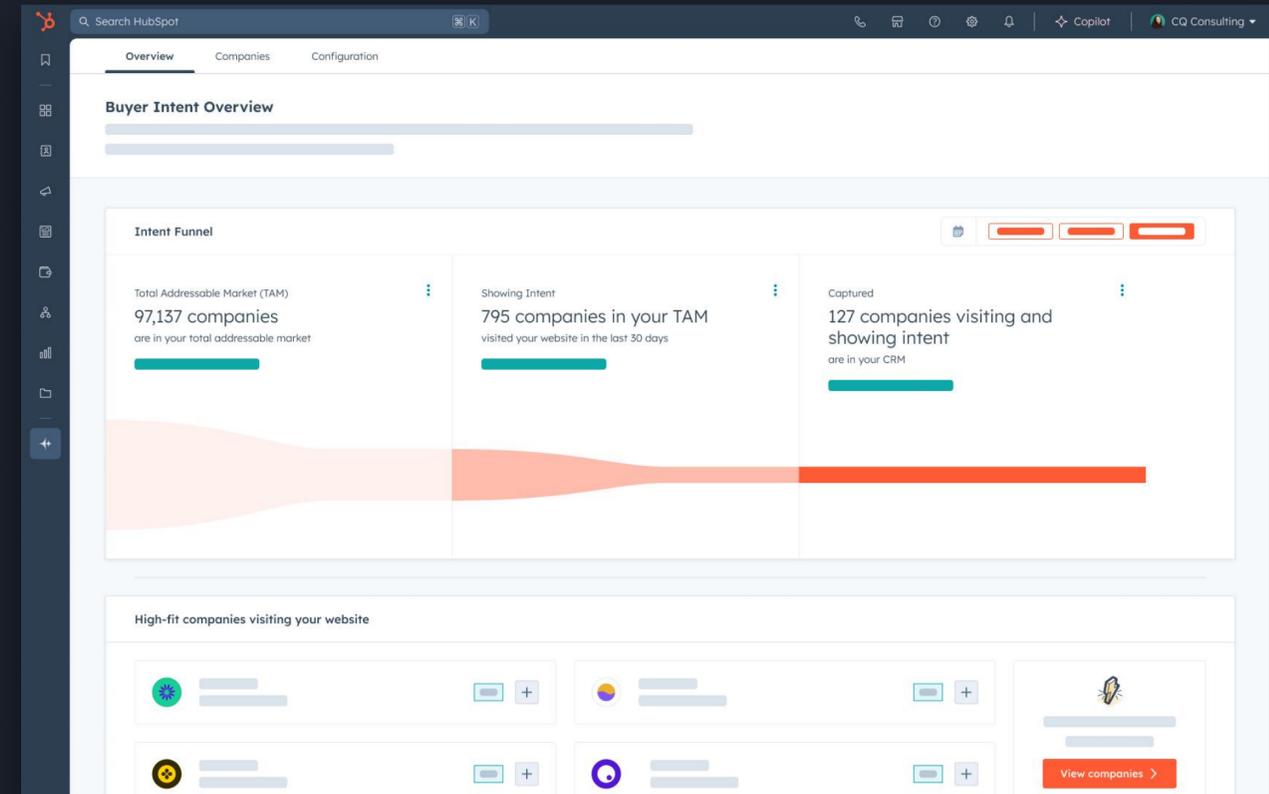
Marketing Teams

8: Buyer Intent

Breeze Intelligence uses a credit-based system. Available for all plans.

Powered by HubSpot's reverse-IP and enrichment data and your own HubSpot Smart CRM data, the new Buyer Intent tells you which companies in your target market(s) are ready to buy - whether they're already in your HubSpot Smart CRM or not. This tool is part of Breeze Intelligence and can help you easily identify high-fit and high-intent accounts, complete with webpage visit activity. You can also quickly add net-new companies showing intent on your website to your CRM. This data is also visible alongside B2B company profile data on the new intelligence tab on company records.

Unlock the Power of Breeze Intelligence | Learn More →

Marketing Teams

# 9: Marketing Analytics Suite

Marketing Pro | Marketing Enterprise | Content Pro | Content Enterprise

Marketing Pro and Marketing Enterprise (advanced reports only). Some reports available to Content Pro and Content Enterprise.

HubSpot's Marketing Hub provides multiple channels to engage leads and customers. Across all of these channels, HubSpot already offers tons of out of the box metrics and reports to help you understand what's working. Marketing Analytics Suite simplifies all of this by providing a curated space that combines all of these metrics to make it easier to understand what is working and what isn't working. Additionally, each report has a uniform 'interface,' making it easier for users to navigate from one report to another.You can also save any of these reports to a dashboard so that you can add it alongside any custom reports you and your team have created.
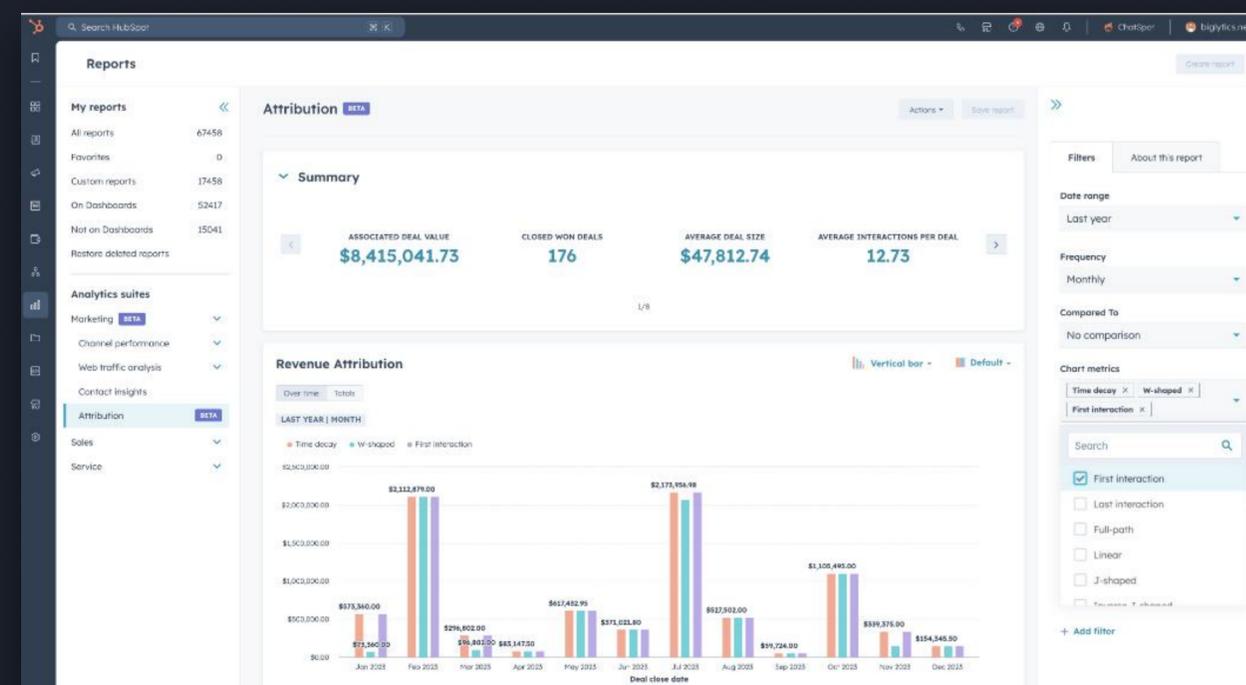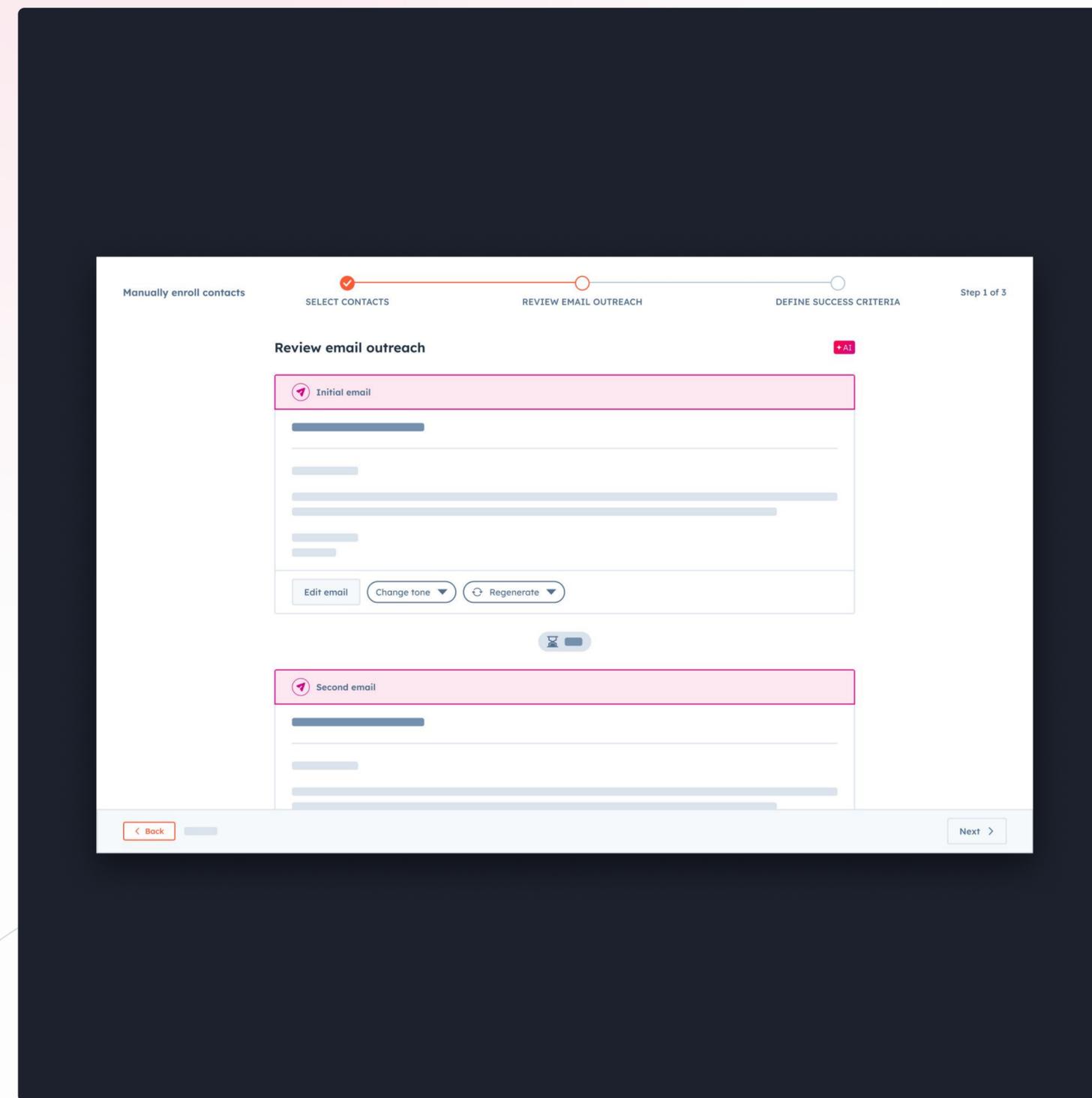
Sales Teams

10: Breeze AI Prospecting Agent

HubSpot's Breeze Prospecting Agent is like having your own personal assistant dedicated to finding the best leads for you. Picture this: while you're busy focusing on closing deals, Breeze is out there working around the clock, digging up qualified prospects that fit your criteria and building relationships. What's really cool about the Prospecting Agent is that it researches and executes personalised outreach strategies for prospects within HubSpot's Smart CRM, helping build a more qualified sales pipeline. It looks for signals of intent and activity, writes personalised emails using its research and context from the customer's CRM, and reaches out at the right time.

How to Use Breeze AI to Enhance Sales   **Learn More →**

Sales Teams

11: Breeze Copilot

Copilot is available to all HubSpot users at all hubs and tiers.

Imagine having a smart assistant by your side, guiding you through tasks and automating tedious processes... well you can with Breeze Copilot! This feature is all about making your workday easier, helping you focus on what really matters by handling the repetitive tasks behind the scenes. You can automate follow ups, reminders, do research on prospects, draft emails or even whole workflows with just a few clicks. No more juggling multiple tools or manual updates!

Sales Teams

12: AI Powered Forecasting

Sales Enterprise   Sales Pro   Service Enterprise   Service Pro

HubSpot's AI Forecasting takes the stress out of wondering what your sales numbers will look like. Forget about trying to piece together a forecast from random reports or gut instincts, this tool gives you accurate predictions based on actual data. AI Forecasting scans your entire sales pipeline, looks at historical data, current deals and even your team's activity to generate forecasts that you can actually count on. This tool helps you see exactly where your team is headed and whether you're on track to hit those targets.
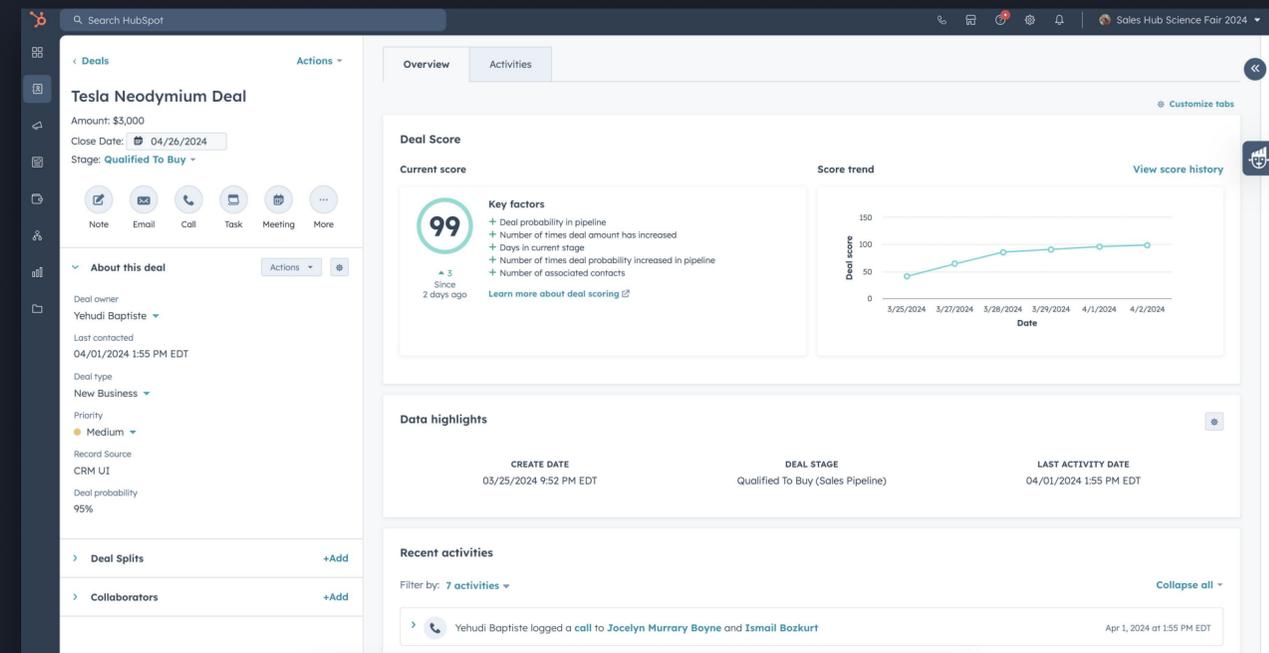
Sales Teams

13: Predictive Deal Score

Sales Hub Professional   Sales Hub Enterprise

Sales reps often struggle to effectively prioritise their deals, resulting in missed opportunities and wasted time. With predictive deal scoring, AI will be used to rank deals based on their likelihood of closing. This empowers sales reps to focus their efforts on the most promising opportunities and gain a deeper understanding of the key factors that drive success. With these insights, your team can make decisions about where to direct time and resources, leading to improved closing rates and higher revenue. HubSpot's predictive deal scores allow your sales team to be more strategic, allowing you to focus on the deals that are most likely to succeed!
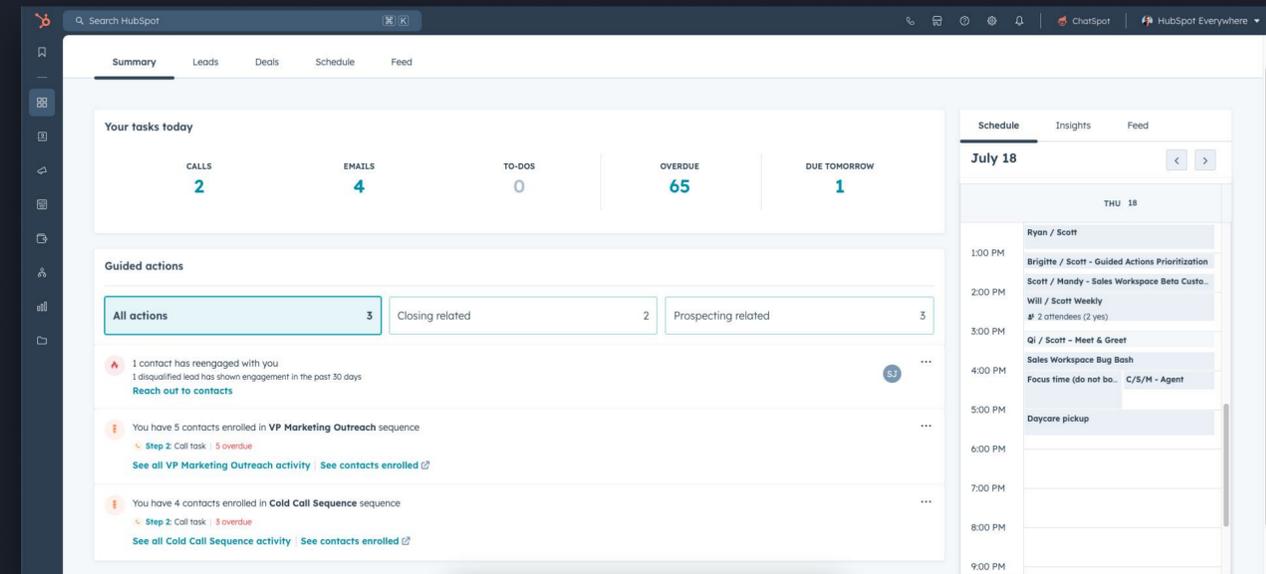
Sales Teams

14: Sales Workspace

Sales Pro   Sales Enterprise

HubSpot's new Sales Workspace is designed to streamline your entire sales process by bringing all your tools into one place. Here's how it works: the Sales Workspace unifies pipeline generation and closing activities in one place, making it easy for salespeople to prioritise and execute the most impactful and relevant sales actions to hit their sales goals without needing to navigate across Sales Hub or the CRM. The updated Sales Workspace also includes a handful of new capabilities such as Guided Actions, Deals in the Workspace, Queues, AI Meeting Assistant.

Sales Teams

15: Dynamic Sequences

Professional Customer Platform Enterprise Customer Platform Sales Pro

Sales Enterprise Service Pro Service Enterprise

Today, sequencing is SO static! Every prospect enrolled gets the same experience: the same content, over the same channels, at the same pace. Personalised, multi-channel outreach is known to perform better, but it's time consuming and difficult to scale! With dynamic sequences, reps can send personalised automated emails and prioritise manual outreach steps only for the contacts who are showing engagement. This means reps are spending their time only on the contacts who are warmed up and more likely to convert!
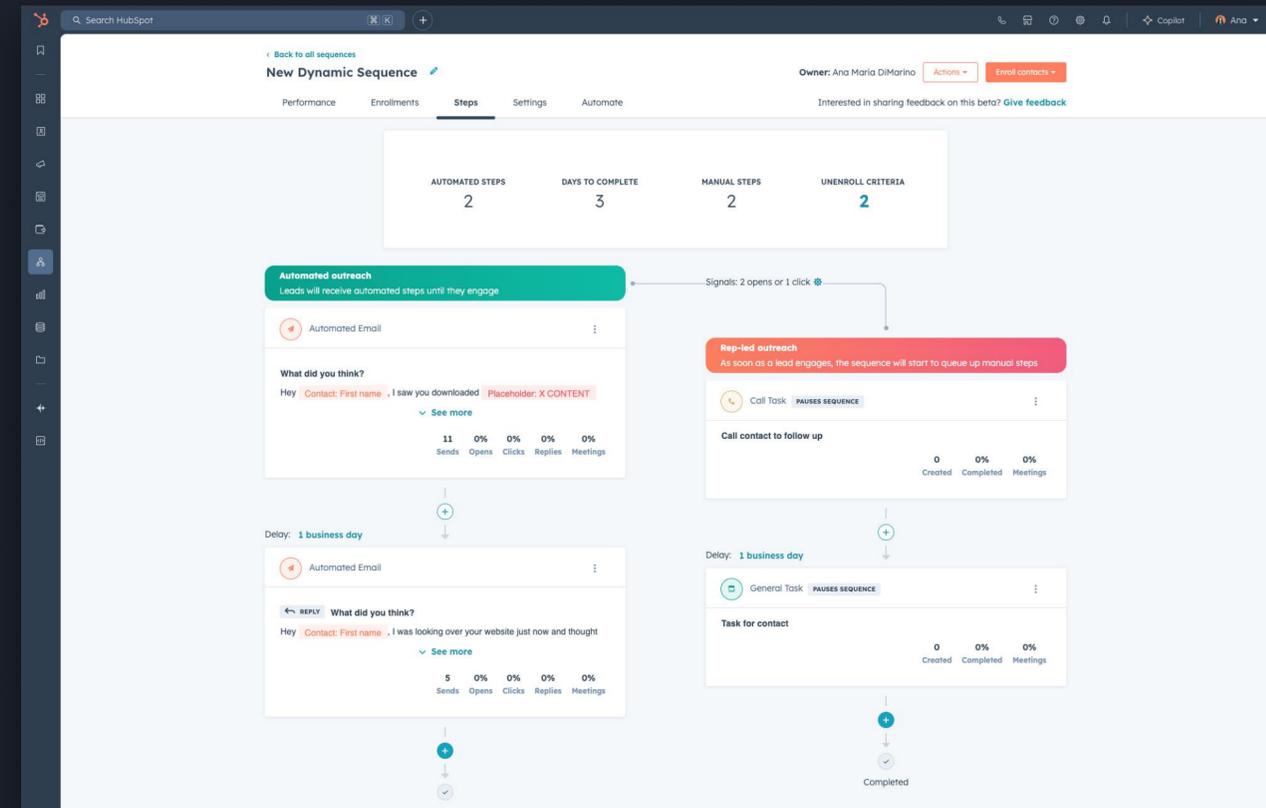
Sales Teams

16: AI Assistant Call Summaries

Sales Pro   Sales Enterprise   Service Pro   Service Enterprise

HubSpot's AI Assistant for Call Summaries is like having your very own personal meeting assistant who never misses a detail. After every sales call, it automatically generates a clear, well organised summary of everything that was discussed - so you can stay focused on the conversation itself instead of frantically trying to take notes and wasting time going through long transcripts.
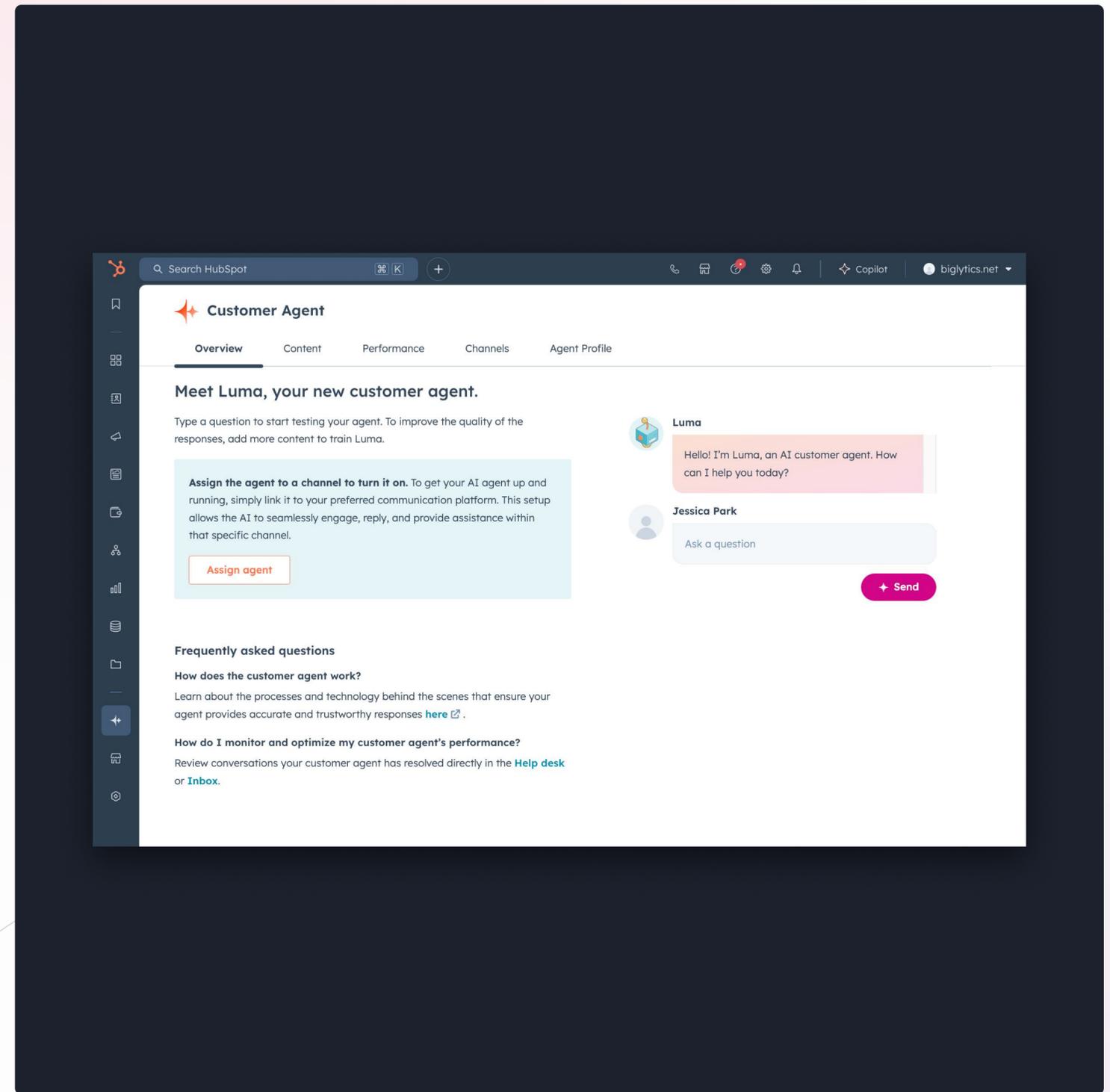
Service Teams

17: Breeze AI Customer Agent

Service Pro+

Ever wished your customer support could run on autopilot while still keeping customers happy? That's where the Breeze AI Customer Agent steps in. Think of it as your tireless, around the clock support rep, always ready to handle routine customer enquiries quickly and accurately. Additionally, you can monitor performance with detailed reporting on resolutions, handoffs, and customer sentiment, allowing you to continuously improve your agent's effectiveness over time.

Service Teams

18: Company Health Score Builder

Service Pro   Service Enterprise

CS teams need help aggregating and evaluating data points about individual companies in an automated way so that they can identify who is getting a lot of value and who is a potential churn risk. HubSpot's Company Health Score Builder is an essential tool for any business looking to monitor and enhance customer relationships. This new feature allows you to create customised health scores based on metrics that matter most to your business, making sure you have a clear view of customer satisfaction and engagement. Additionally, the health score builder integrates with HubSpot's CRM, so you can set up automated alerts for customers who dip below a certain score. This allows your team to take the needed steps, such as reaching out for feedback or offering additional support, before any issues escalate.

Service Teams

19: Help Desk for Support Teams

Service Pro   Service Pro

The Help Desk for support teams is a total game changer for customer service! Imagine having a powerful tool that transforms chaos into order, ensuring that every ticket is handled efficiently and no customer is left in the lurch. Its sleek interface makes it a breeze for your team to manage, track and prioritise requests. Help desk consolidates tickets and conversations in a centralised workspace, allowing your support team to intake, triage, troubleshoot, and resolve customer requests much more efficiently. With omnichannel messaging, a 360-degree customer view powered by the CRM, and a growing list of AI-backed features, the help desk contains all the tools your team needs to provide world-class service, at scale.

Service Teams

20: Content Recommendations for Inbound Calls

Service Pro   Service Enterprise

Content recommendations for inbound calls can transform your customer service experience into something truly special! This feature helps support reps resolve issues faster by providing instant access to relevant resources during calls and reducing the need for manual searches. It empowers reps with the right info at the right time, boosting confidence and productivity during calls.

Service Teams

21: Chat with Copilot during Live Calls

Professional Customer Platform,   Enterprise Customer Platform   Sales Pro

Sales Enterprise   Service Pro   Service Enterprise

Breeze Copilot is a powerful AI chat assistant that works with you to get things done in HubSpot. Today reps can use Breeze Copilot to gather insights on past calls. This new tool however unlocks a new way for reps to use Breeze to supercharge their calling workflow. With a simple click, reps can engage with copilot and get real-time answers to their questions. For example: "Can you draft notes for this call so far". "Help me draft a follow-up email for this call", "Does the caller have any open tickets/deals".
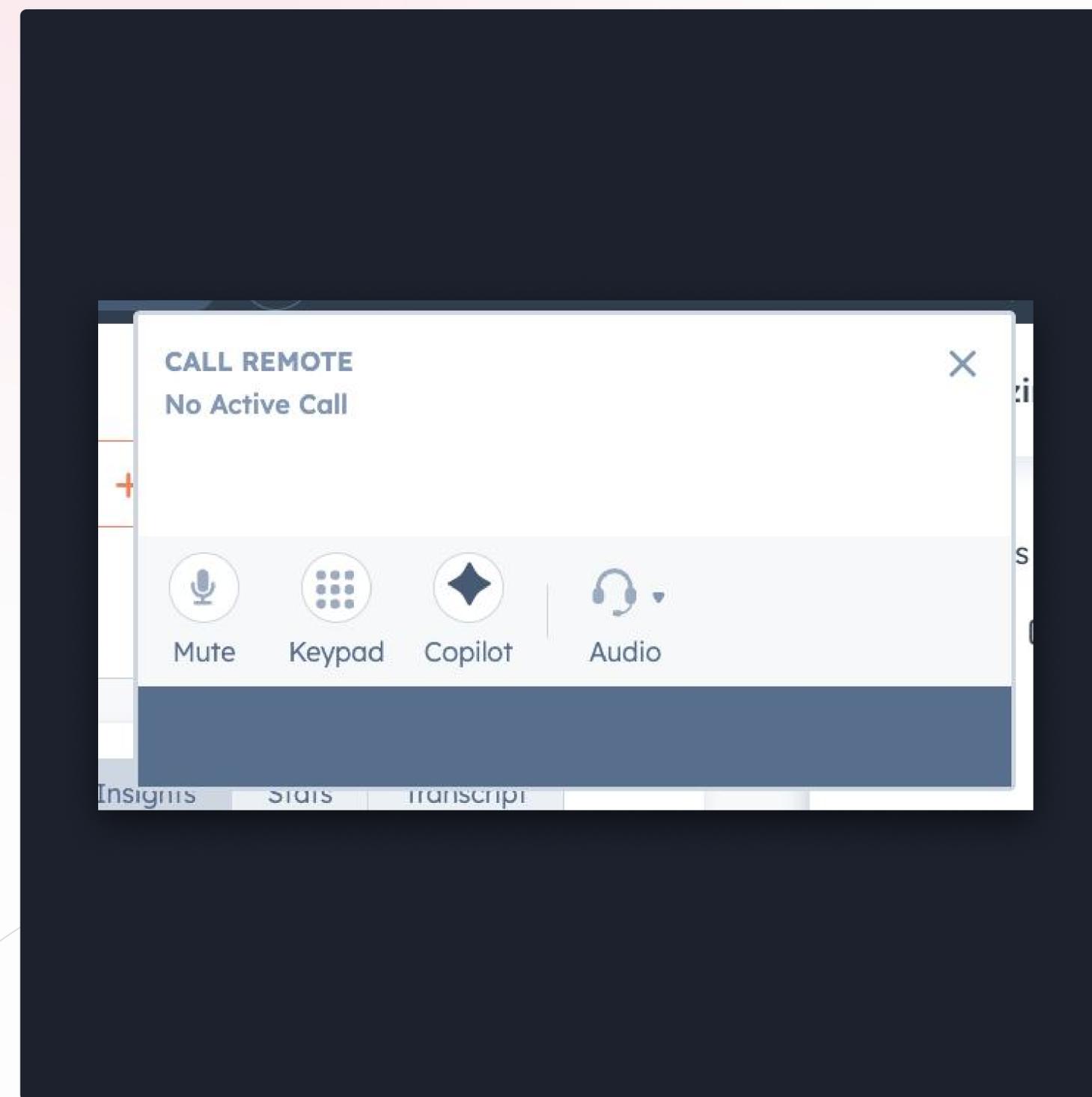
Operation Teams

# 22: Storing Sensitive Data + HIPAA in Smart CRM

Sensitive data is available on Enterprise subscriptions.

You can now create custom properties for storing highly sensitive information, like Social Security Numbers or full bank account numbers, complete with click to decrypt functionality, strict access controls and an extra layer of encryption for top notch security. This new feature is a game changer, allowing organisations to securely store sensitive data in HubSpot Smart CRM. HubSpot also supports customers who store HIPAA data by providing the tools and technical infrastructure designed to keep this sensitive health information safe.
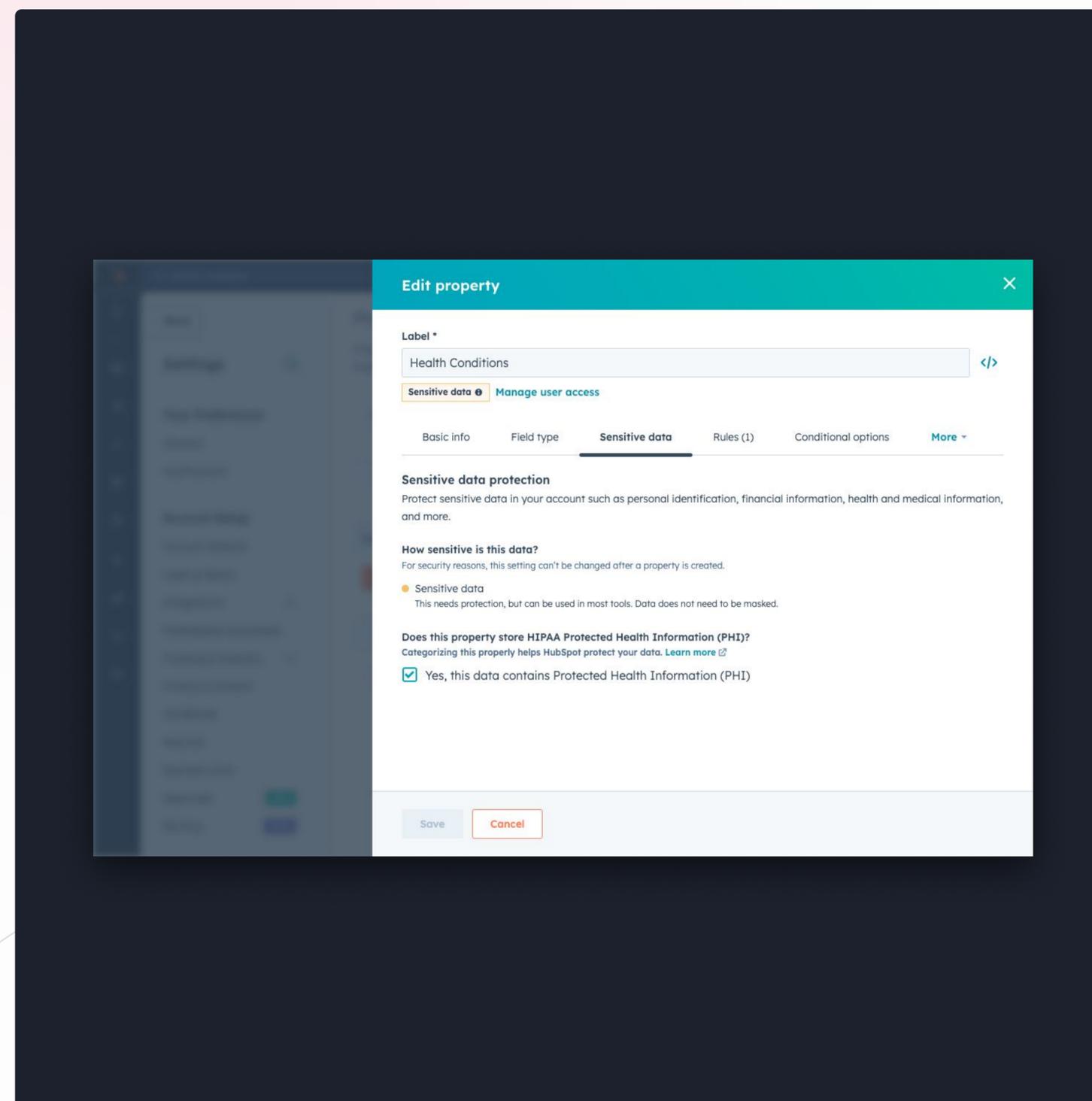
Operation Teams

23: Breeze Intelligence Data Enrichment

Breeze Intelligence uses a credit-based system. Available for all plans.

HubSpot's AI-powered Data Enrichment tool is invaluable for operations teams as it automates the process of gathering and updating key contact and company data. By integrating AI-driven insights, the tool enriches your CRM with accurate, real-time information like industry, size, location, and more. This saves time by eliminating manual data entry, ensures data accuracy, and helps teams maintain clean, organised databases, leading to more effective decision-making and streamlined operations. It's particularly useful for keeping contact records up to date, improving segmentation, and personalising outreach.

Operation Teams

24: Industry Templates

The new objects are available to all Hubs and Editions. The Real Estate and Education templates are available for (Pro+) and the Healthcare template is available for Enterprise portals only.

The new industry templates in HubSpot allow users to expand their data model by utilising new objects and data templates, enhancing their CRM setup efficiency. This update features a library of customisable objects - such as Courses, Appointments, Listings, and Services - along with recommended custom properties, association labels, and pipeline stages tailored to specific industries like Real Estate, Education, and Healthcare. This release addresses previous challenges where Enterprise customers had to create custom objects from scratch, while non-enterprise users had to adapt existing objects or use multiple systems. Now, super admins can easily select and activate templates that suit their industry's needs, streamlining the configuration process.

Operation Teams

25: Introducing App Cards Powered by UI Extensions in the App Marketplace

App cards are available to all hubs, tiers, and customers with apps installed (or reinstalled) that contain this new functionality.

These app cards are designed to make your life easier by providing a custom way to display, sync and take action on data between HubSpot and your favourite third party tools, all without ever leaving HubSpot! They're set to replace the classic CRM cards, delivering better experiences that bring everything together seamlessly. Customise with app cards to dynamically match your unique business needs. Save time, reduce context-switching, and work where you're most comfortable – in HubSpot.

Contact Us

Stay ahead in 2025 by making the most of HubSpot's latest tools and updates! Our expert team is ready to help you fully leverage HubSpot's newest features, ensuring you stay up-to-date with the best practices and strategies that will maximise your investment.

Reach out to us today and let us guide you through all you need to know to optimise your HubSpot experience and drive even better results for your business.

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