

HubSpot Product Update March 2023

Product update of the month

- [Public Beta] Custom Properties for Marketing Campaigns

Marketing Hub

- WhatsApp Integration

Sales & Service Hub

- Customize 'Create record' form by pipeline
- "Rating" type questions in Custom Surveys now support calculating average
- Restore Deleted Products

HubSpot CRM Platform

- Property Metadata Surfaced within the Import Flow
- Bot Filtering Status Light

Beta Product Updates



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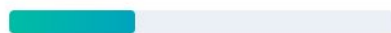
Profile & Preferences

ourgreenfish

4351158

Set up your HubSpot account

Progress... 33%



Account & Billing

HubSpot Academy

Pricing & Features

Product Updates

Projects

Training & Services

Sign out

Privacy policy

Product Updates

Tools

- All
- Account
- Automation
- CRM
- Inbox
- Marketing
- Reports
- Website
- Payments

Early Access

Betas

About Beta Terms By participating in a public beta, you acknowledge and agree to the [HubSpot Beta Terms](#).



Integrations

[Public Beta] One way Salesforce cases sync for the Salesforce integration

BETA Currently not participating in this beta.

Join beta

What is it? Now users can sync Salesforce cases from Salesforce into HubSpot tickets. As Salesforce cases are created or updated in Salesforce they will be sent into HubSpot. This will allow users to have insight... [Read more](#)



Campaigns

[Public Beta] Custom Properties for Marketing Campaigns

BETA Only you have access to this beta. [Edit](#)

Leave beta

What is it? The HubSpot CRM enables you to completely customise the data you store about Contacts, Companies, Tickets, Deals and custom objects through custom properties. This allows you to customise HubSpot to fit... [Read more](#)

Product Update of the Month



[Public Beta] Custom Properties for Marketing Campaigns

We're taking the next big step in bringing the CRM-level custom property functionality to Marketing Hub by supporting marketing campaigns with custom properties.

Video demo of this feature [here](#) (note: can be shared with interested customers or prospects).

Free

Starter

Pro

Ent

[Knowledge base](#)

Properties

Export all properties

Properties are used to collect and store information about your objects in HubSpot. For example, a contact might have properties like First Name or Lead Status.

Select an object: Campaign properties

Properties (28)

Groups

Archived Properties (0)

Filter by: All groups ▾ All field types ▾ All users ▾ All access ▾

Search properties

Create property

<input type="checkbox"/>	NAME ↑	PROPERTY ACCESS ↓	GROUP ↓
<input type="checkbox"/>	Campaign audience Single line text		
<input type="checkbox"/>	Campaign budget Number field		
<input type="checkbox"/>	Campaign Category Checkboxes (Select multiple options)		
<input type="checkbox"/>	Campaign end date Date picker		
<input type="checkbox"/>	Campaign goal Single line text		
<input type="checkbox"/>	Campaign name Single line text		

Back to reports list

Enter report name

Try Demo ▾ Edit data sources <<

1 data source

Search across sources

Browse: Marketing email (primary) ▾

Campaigns properties

- ## Campaign audience
- # Campaign budget
- ## Campaign Category
- # Campaign end date
- ## Campaign goal
- ## Campaign name
- # Campaign owner
- # Campaign spend
- # Campaign start date
- ## Campaign UTM
- ## Country

Configure Filter (1) Undo Redo

Chart Chart Settings

X-axis Drag fields here

Y-axis Drag fields here

+ Add another Y-axis

Break down by Drag fields here

Compare by NEW



Marketing Hub™



CMS Hub®



WhatsApp Integration

Users will be able to **connect their WhatsApp Business Account as a channel in the Shared Inbox.**

Users can also **send automated WhatsApp templates from the workflows tool** to contacts who opted-in.

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Private Beta

[Knowledge base](#)

The image displays a WhatsApp chat interface on the left and a workflow builder tool on the right. The chat shows a conversation with 'Vijay Vadlamani' on August 29th, featuring a video of a cat and a message about sending WhatsApp messages. The workflow builder, titled 'Form Submission Follow up', shows a trigger 'Contact enrollment trigger' leading to an action '1. Send WhatsApp message'. A side panel titled 'Send WhatsApp message' provides configuration options: 'Send from WhatsApp phone number' (Choose a WhatsApp phone number), 'Message template' (Choose a message template), and 'Template language' (Choose a template language). Buttons for 'Save' and 'Cancel' are visible at the bottom of the side panel.



Sales Hub™



Service Hub™



Customize 'Create record' form by pipeline

Admins can customize the “Create Record” form so that depending on which pipeline a user selects, different properties appear as visible or required to users.

Free

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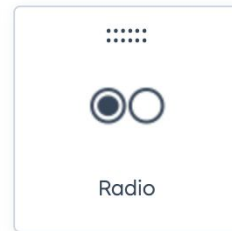
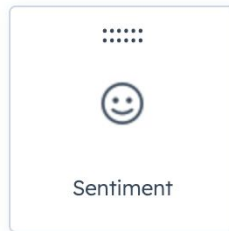
The screenshot shows a configuration interface for adding pipeline logic. At the top, there is a dark header with a back arrow and the text 'Back'. Below the header, there are two tabs: 'Add fields' and 'Add pipeline logic', with the latter being active and marked with a 'NEW' badge. The main content area contains a descriptive text: 'Add properties users will only see if they select a certain pipeline. These properties will appear at the bottom of the form, below the ones that are always visible.' Below this text is a section titled 'Select properties for a pipeline'. It features a 'Pipeline' dropdown menu with the placeholder text 'Select pipeline'. Underneath is a 'Properties' dropdown menu with the placeholder text 'Select properties'. At the bottom of the configuration area, there are two buttons: 'Add' and 'Cancel'.

"Rating" type questions in Custom Surveys now support calculating average

The rating questions are now of the type "number".

This enables more reporting options such as calculating averages for the rating question responses across multiple surveys or for a survey over time.

Question types



Rating questions now support better reporting

We've updated the way we store responses to rating questions. You can now run reports that include rating aggregations, such as averages. All existing rating questions will continue to be available but won't be updated to support the new reporting options.

Pro

Ent

Live

[Knowledge base](#)

Restore Deleted Products

Products could not be restored in-app. The Restore Deleted Products functionality will bring the Recycle Bin into the Products Library so that erroneous Product deletions can be quickly undone.




Expand the Actions button in the top right corner of the Product Library, and click 'Restore records'. This will open the Recycle Bin with your deleted Products.

[← Back to Products home](#)

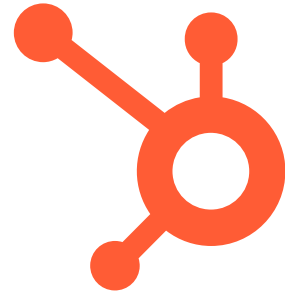
Restore Products

Restore Products deleted in the last 90 days

11/18/2022 to 02/16/2023 [Restore](#)

<input type="checkbox"/>	NAME	DELETED BY	RECORD ID	TIME DELETED
<input checked="" type="checkbox"/>	Delete Me + Restore Me	 Robyn N.	1813254242	Thursday, February 16, 2023 10:39 AM
<input type="checkbox"/>	Makeup bag	 Robyn N.	1341900589	Tuesday, January 10, 2023 11:14 AM
<input type="checkbox"/>	Coffee cup	 Robyn N.	1341886021	Tuesday, January 10, 2023 11:09 AM

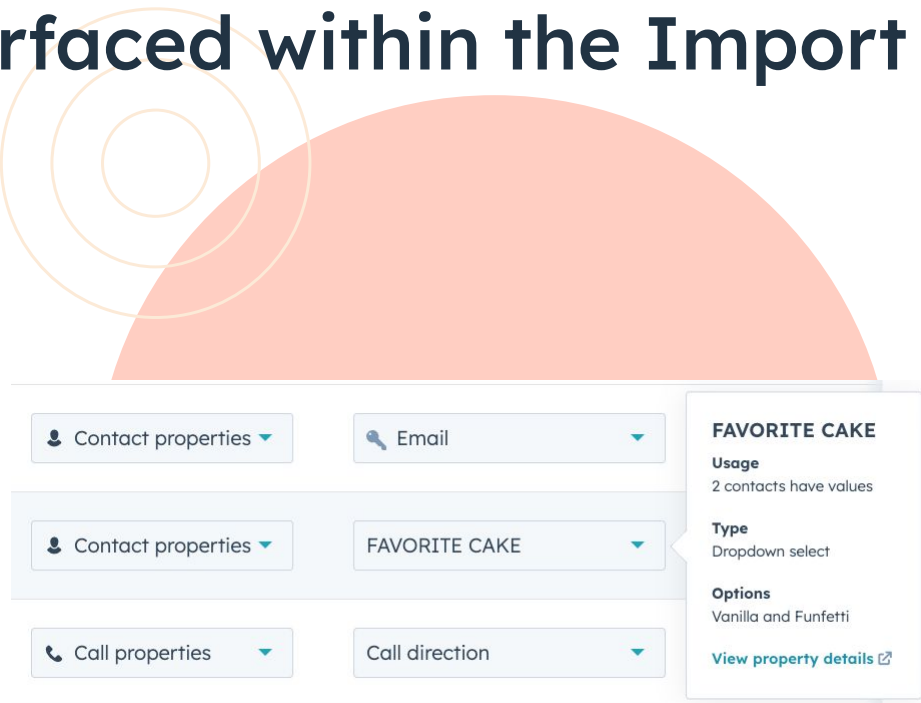
HubSpot CRM Platform



Property Metadata Surfaced within the Import Flow

On the mapping step of the import flow, we will now surface metadata on the properties that you are mapping data to.

This includes the property type, description, and how many records currently have a value for that property in the CRM.



The screenshot displays a mapping interface with three rows of property selection. The second row is highlighted, showing the property 'FAVORITE CAKE' selected from a dropdown menu. A tooltip is open for this property, displaying the following metadata:

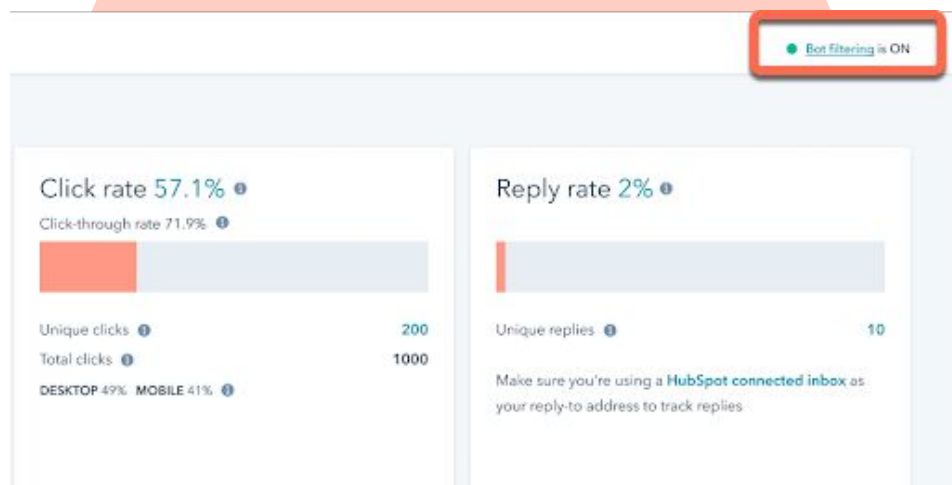
- FAVORITE CAKE**
- Usage:** 2 contacts have values
- Type:** Dropdown select
- Options:** Vanilla and Funfetti
- [View property details](#)

Bot Filtering Status Light

A status indicator on the email post-send page to show whether your Bot Filtering setting is currently turned ON or OFF.

If bot filtering is turned on, the email's primary open rate will exclude bot activity and will only include the estimated percentage of opens made by humans.

Available for all hubs & Tiers



Thanks for joining! See you
next month.

