


NEW BREED +

THE
STATE OF
HUBSPOT 2024



How the best do it **d i f f e r e n t.**



— Patrick Biddiscombe, CEO | NEW BREED+

In just a year, **so much** has changed.

The explosion of AI has cemented itself into day-to-day processes. Buyer needs have drastically evolved, forcing organizations to dig deep into new ways to attract, engage, convert, and inspire customers and community. Leaders everywhere are wondering, *how can I keep up?*

To prepare for the unknown, leaders in all revenue-driving functions — Marketing, Sales, Revenue Operations, and Customer Success — must equip themselves with what is known, and understand the **right levers to pull to become a top-performing company**.

In this year's *State of HubSpot*, we're exploring how businesses everywhere use the HubSpot ecosystem to exceed their goals and its effectiveness in an organization's go-to-market strategy.

What is the 'right' way to grow? Are traditional go-to-market models, like inbound marketing, still relevant? Can AI solve for everything — and everyone?

Just what is the secret sauce to success?

Our survey of 1,600 international revenue leaders across Marketing, Revenue Operations, Sales, and Customer Success took the plunge into unraveling the unknown to form a new playbook. We'll reveal **how the most successful companies are achieving durable growth** and shaping a new vision for the future of revenue leaders everywhere.

BEGINNING AT THE END

Key Takeaways From This Report.

The inbound methodology has been disrupted and Revenue leaders are embracing new go-to-market demands.

HubSpot supports the top go-to-market strategies and significantly impacts core revenue metrics.

A focus on durable growth is critical to business success, with top performing companies aligned around net revenue retention and profitability.

Top-performing companies are maximizing their investment and usage of HubSpot.

AI continues to dominate as a top area of investment — and impact.

PART 1

State of Play:

**What Revenue
Leaders Care
About Most.**

SPOILER ALERT:

Our buyer behaviors are rapidly changing.

Leaders are still feeling the after-effects of constrained budgets and carefully scrutinizing every dollar they spend. But within that limited budget, HubSpot is still front and center.

Of the 1,600 leaders surveyed, 70% of respondents use HubSpot in their go-to-market strategy **across a wide variety of GTM strategies.**

What's exciting is that not only is HubSpot helping revenue-driving teams hit more of their goals, it's increasingly gaining ground across every GTM framework and industry.

Is Inbound dead?

While HubSpot is most well-known for its introduction of the term 'inbound methodology,' its shift to a more holistic customer platform supporting wider marketing, sales, services, and operations functions was clearly a smart one.

When surveyed, nearly 90% of respondents said that **inbound was *not* one of their primary go-to-market strategies.**

While inbound isn't on its way to the grave just yet, the way it needs to be designed, applied, and measured has changed forever.

THE TRENDS IMPACTING INBOUND

Buyers are leaning on third-party rather than corporate-created content.



90% of B2B buyers [use review sites](#) during the buying process

AI content is cluttering the web (and it will only get worse).



[Experts warn](#) that 90% of web content may be AI-generated by 2026

Buyers expect content to be more personalized and tailored to their needs.



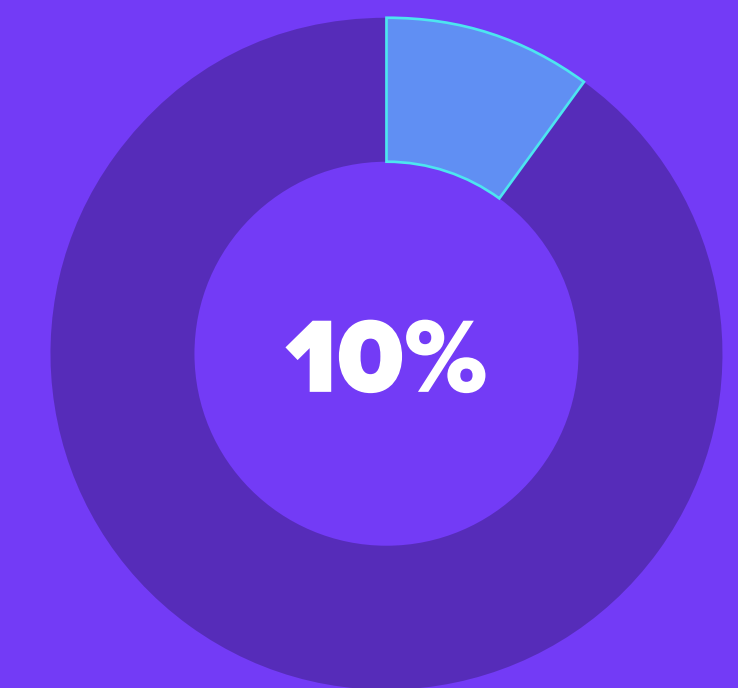
[According to McKinsey](#), 71% of buyers expect a more personalized experience

Buyers are doing their own research deeper into the buying process.



Buyers spend [70% of their time researching](#) before a direct conversation with a vendor

Only 10% of respondents said that inbound was their primary go-to-market strategy.

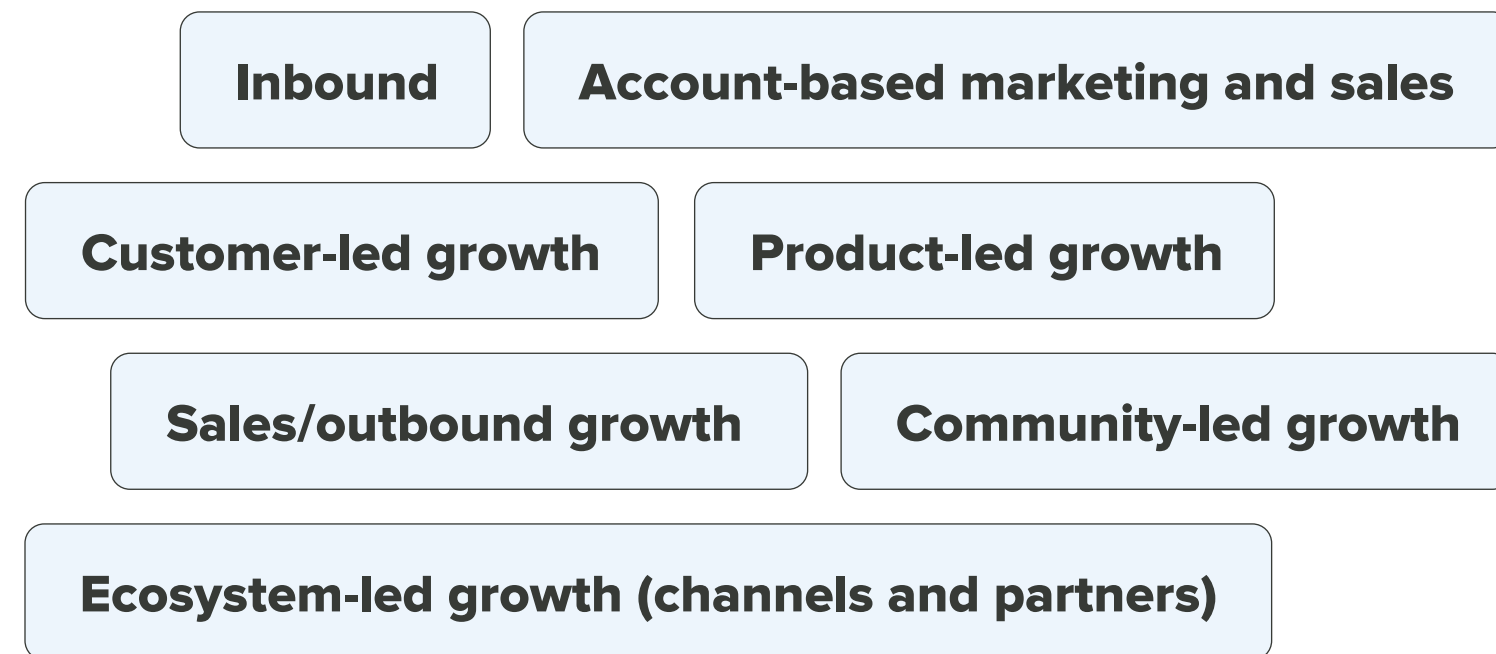


As behaviors change and buyers lean heavily on third-party content, expect more personalized content, and do more of their own product research, revenue leaders are changing how they integrate inbound into their go-to-market strategy.

In addition, as we'll explore later in this report, we can't (and truly are unable to) ignore AI, which has had an impact on how teams are creating content at scale, and potentially leading to more buyer mistrust of content that feels generated by AI.

All of this to mean that the face of inbound is dramatically changing, leading smart revenue leaders to understand that **inbound is a piece of the puzzle**, and not the whole picture, of successful GTM strategies.

To look at this in more depth, our respondents were allowed to choose their top two go-to-market strategies among the following:



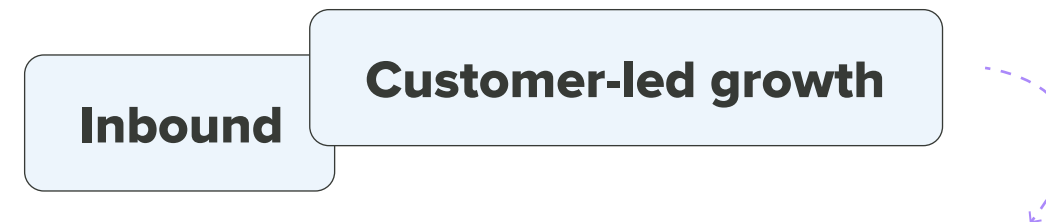
“Inbound is a piece of the puzzle — not the whole picture.”

MOST COMMON GTM PAIRING WITH INBOUND



Survey results showed that the most popular pairing for inbound was sales/outbound growth (24%), which isn't surprising as this is a more common model aligning with how buyers have traditionally made buying decisions.

2ND MOST COMMON GTM PAIRING WITH INBOUND



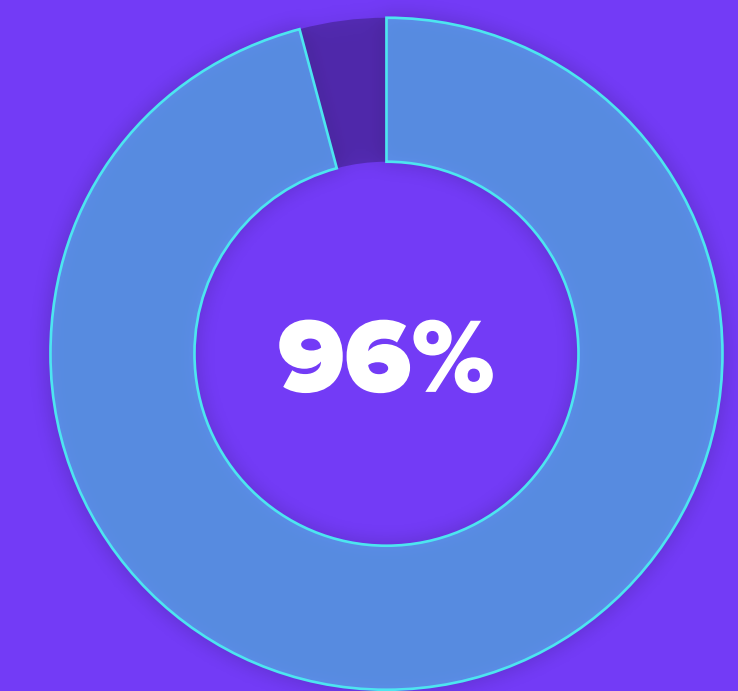
However, the next most popular pairing with inbound is with customer-led growth (18%), showing that more and more revenue leaders are thinking about the whole flywheel that HubSpot introduced to incorporate both prospect and customer journeys.

Indeed, we can see that GTM strategies as a whole are moving toward more customer-, product-, and account-led models. **Is HubSpot keeping up with these needs? The data is clear: yes.**

The HubSpot ecosystem received an **overwhelmingly positive 96%** of respondents saying HubSpot is **effective in supporting their GTM strategy.**

But, as we'll see, organizations are using HubSpot in different ways to reach their goals and support their overall GTM strategy — and *that* is what separates a top-performing company from those that are still struggling to keep up.

96% of respondents say HubSpot effectively supports their go-to-market strategy.



The cross-functional alignment crisis.

If you were to define your ‘team,’ who would be on it? Chances are you’d look only to your left and right, and see your peers within your core department.

But high-performing revenue teams understand that revenue leaders across all functions — Sales, Marketing, Revenue Operations, and Client Success — must march toward the same metrics and goals to fuel critical business growth.

But there’s clearly work to be done. In last year’s report, an incredible 97% of leaders agreed that improved alignment could result in one or more benefits, including more revenue (61%), better customer satisfaction (54%), and increased customer retention (53%).

REVISITING 2023 DATA

Improved alignment could result in...

61%

More revenue

54%

Better customer satisfaction

53%

Increased customer retention

But this year, we found that nearly **60% of organizations feel they are not fully aligned on metrics to deliver on.** And while profitability remained the top metric across nearly all departments (with Sales favoring sales opportunity creation by a mere 3% difference), there’s still a lack of alignment on what that exactly means per department.

Relative to the metric of profitability, Marketing respondents feel most confident in being ‘fully aligned’ with ‘complete buy-in’ with the other functional roles at their company at 57%, followed by Revenue Operations respondents at 53%. Sales and Customer Success lag behind in feeling aligned at 49% and 47% respectively.

How aligned do you feel with other departments on the metric of profitability?

57%

Marketing

53%

Revenue Operations

49%

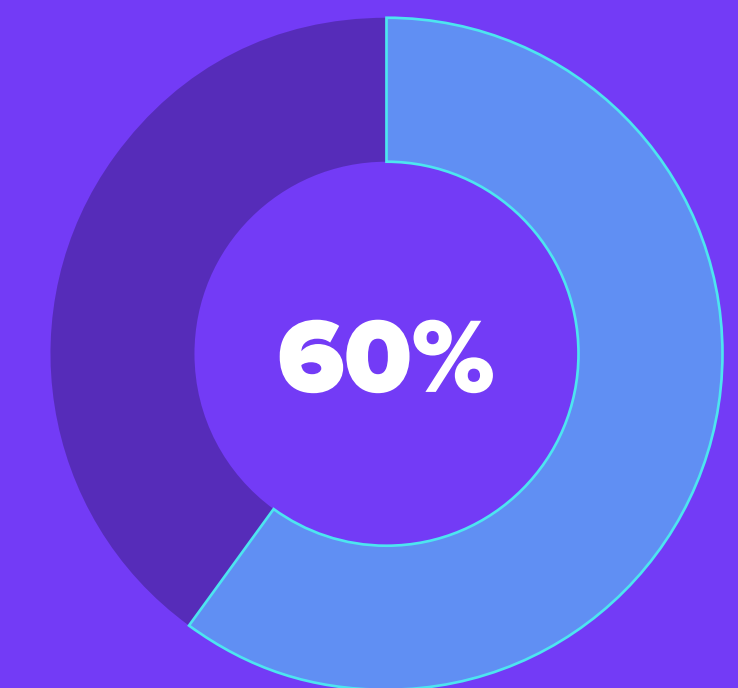
Sales

47%

Customer Success

Marketing leaders have a critical role to play here, helping align teams across the organization with communication, processes, and data to lead to the North Star: **Profitability.**

60% of organizations feel they are not fully aligned on metrics.



When looking at all users, here's how they rank the metrics that matter:

TOP RANKING

1. Profitability
2. New Business Revenue Growth
3. Sales Opportunity Creation
4. Net Revenue Retention

The outlier? Marketing still sees marketing qualified leads as the top metric (61%) for their department, yet their counterparts removed it from their top four choices entirely. While Marketing may feel fully aligned, the feeling might not be mutual. Marketing needs to get on board with their wider revenue leaders to think outside the MQL box. What other options are there to lead to profitability, the top choice among every other function?

But, those with HubSpot have an advantage, as **HubSpot users reported that they felt 10% more aligned with their overall organization than non-HubSpot users.**

This points to the importance of a CRM that truly serves as a dedicated source of truth, transparently delivering data and visibility on team performance to drive business decisions.

THE TIME FOR ALIGNMENT IS NOW.

The companies that can't do this will fail.

THE MOST IMPORTANT METRICS

For Marketing.

1. Marketing Qualified Leads

MQL DOESN'T EVEN MAKE THE TOP 4 FOR ANY OTHER DEPARTMENT.

For everyone else.

1. Profitability
2. New Business Revenue Growth
3. Sales Opportunity Creation
4. Net Revenue Retention

A greater focus on the customer.

When looking to increase investments, customer marketing was in the top two (27%), showing a needed commitment in retaining and educating customers. This was a common theme throughout the survey respondents, with teams focused on net revenue retention, upsell, and expansion combined at 64%, ahead of profitability (63%) and new business revenue growth (58%).

Profitability and retention go hand in hand, as **retention reinforces durable growth**. One of the most strategic and long-term ways to deliver on durable revenue growth is to deliver recurring impact to your customer base.

Most widely-used go-to-market strategies

1. Customer-led Growth

2. Sales/Outbound Growth

3. Product-led Growth

Looking at this through the lens of go-to-market strategies, it's becoming more and more apparent that **customer-led growth is top of mind, ranking highest on the top go-to-market strategies**, trailed by sales/outbound growth ever so slightly (44% and 43%, respectively).

With this, leaders should look for new ways to **invest in their most valuable recurring asset: their customers**. HubSpot's continuous investment in expanding Service Hub capabilities makes perfect sense, and it's paying off as well.

Service Hub was among **the top two HubSpot Hubs** people are thinking of migrating to in the next year.

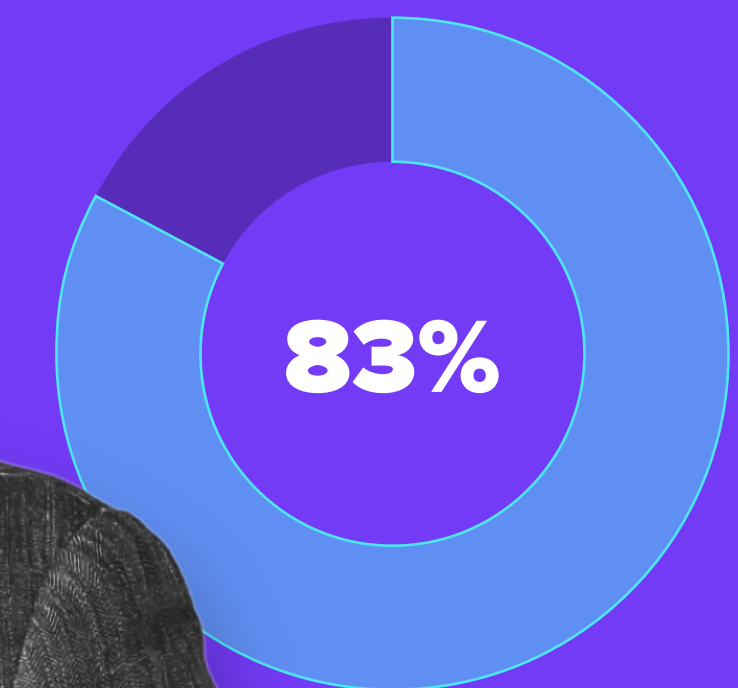
This extends to non-HubSpot users as well, with 83% of Salesforce users saying that they are planning to move to Service Hub in the next 12 months. If HubSpot keeps pace with the demands that come with shifting customer needs, as well as buyers, it is well-positioned to grow its leadership in the competitive landscape of CRMs.

“With customer attention increasingly difficult to secure, revenue leaders need to adopt a go-to-market strategy tailored to their buyers – rather than following popular trends. This approach will help deliver recurring impact for their community and retain a focus on driving durable revenue growth.”

— Sam Jacobs, CEO |  Pavilion



83% of Salesforce users say that they are planning to move to Service Hub in the next 12 months.



Finding focus in an age of new challenges.

Your go-to-market strategy informs a whole host of things. Budget. Resources. Technology. Talent. The list goes on.

When it comes to unraveling departmental challenges and aligning investments to them, leaders have a few difficult decisions ahead of them. When looking at the top challenges across departments, two were consistently present:

1

Keeping up with the changing landscape of technology.



2

Integrating AI into our sales processes in a meaningful way.

Today, leaders everywhere are concerned (and maybe excited) about **the changing landscape of technology**, which could mean anything from tech consolidation to the proliferation of AI to data enrichment programs.

In fact, people are thinking about tech before they even think of their buyers. Or, at least, some departments are.

TOP FIVE CHALLENGES

For Marketing.

Keeping up with the changing landscape of technology

Integrating AI into our processes in a meaningful way

Staying ahead of changing buyer behavior

Identifying the right channels and tactics to reach our buyers

Producing enough quality leads for sales

TOP FIVE CHALLENGES

For Sales.

Keeping up with the changing landscape of technology

Having enough leads and pipeline to hit our goals

Aligning with Marketing, Customer Success, and Revenue Operations

Staying ahead of changing buyer behavior

Buyers are more reluctant and hesitant with budgets

TOP FIVE CHALLENGES

For Revenue Operations.

Keeping up with the changing landscape of technology

Aligning with Marketing, Customer Success, and Revenue Operations

Finding and retaining the right talent

Managing bigger goals with fewer resources

Integrating AI into our processes in a meaningful way

TOP FIVE CHALLENGES

For Customer Success.

Finding and retaining the right talent

Managing increased expectations from our customers

Integrating AI into our processes in a meaningful way

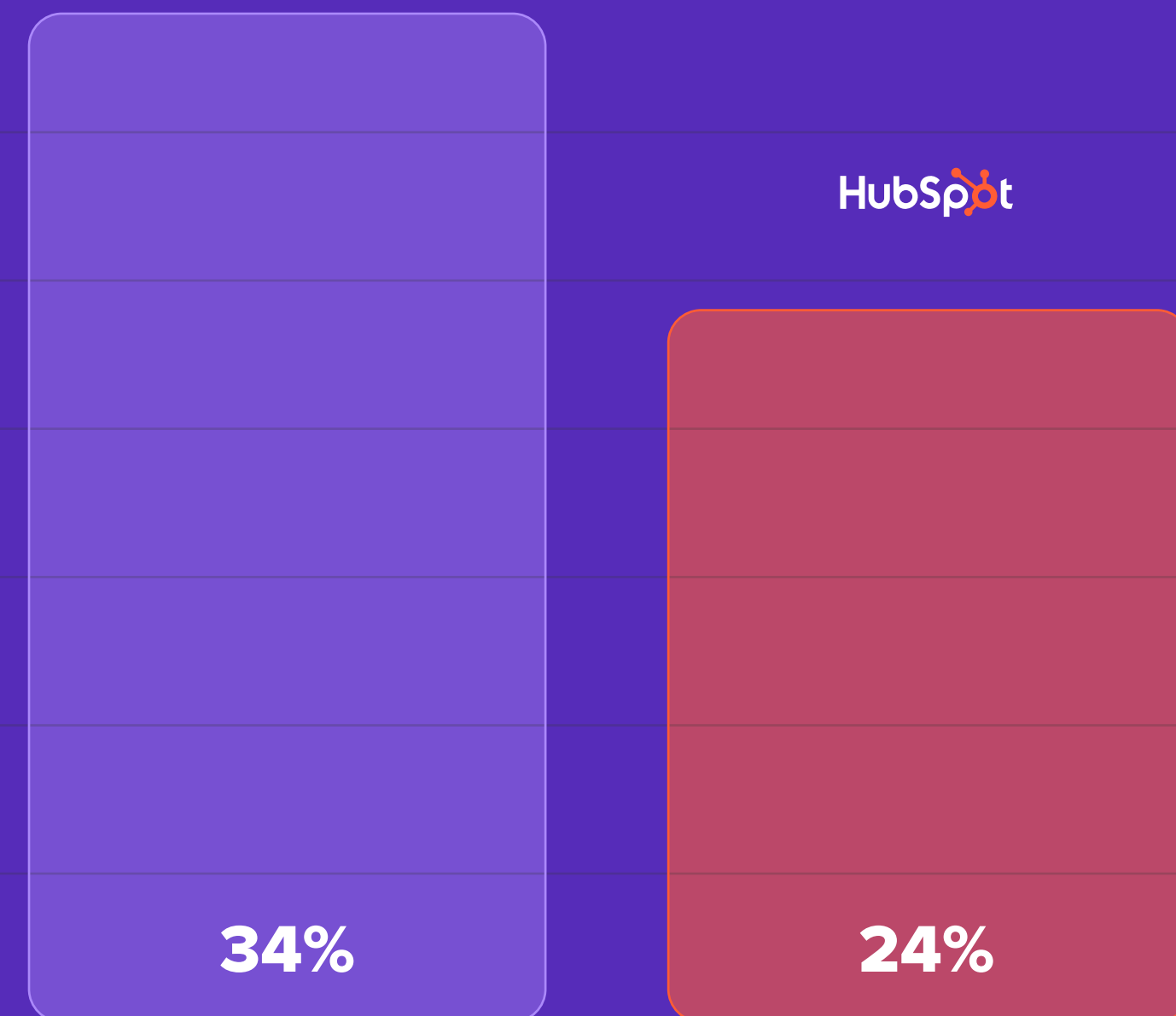
Keeping up with an increased volume of customers with fewer resources

Keeping up with the changing landscape of technology

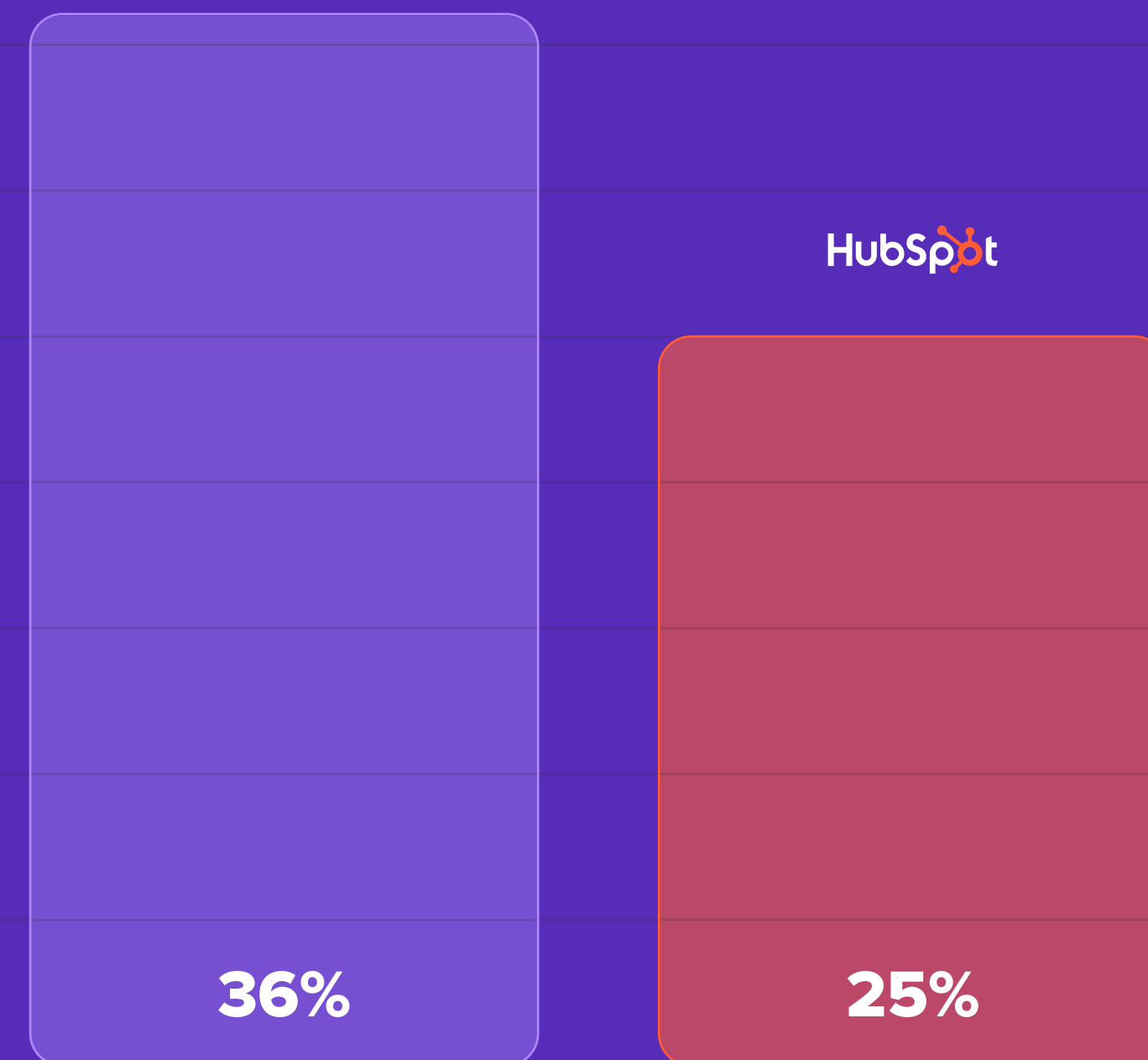
HubSpot solves the biggest challenges.

When comparing HubSpot to non-HubSpot users there was an interesting story. HubSpot users are more aligned. Companies on HubSpot are 10% less likely to see cross-functional alignment as a top challenge. And non-Hubspot users claim finding and retaining the right talent is a top challenge, potentially highlighting HubSpot as a leader in ease of use.

“Aligning with other revenue departments is a top challenge.”



“Finding and retaining the right talent is a top challenge.”



“To overcome the challenges of today, you need to understand your customers’ context. It’s about how technology in their environment can be integrated to create meaningful solutions. The HubSpot ecosystem now centers around the context of the buyer.”

— Jill Rowley, GTM Advisor & LP



Money talks: Tapping into investment needs.

When asked what departments plan to increase investment in the next 3-6 months, the top answer by and large was (no surprise) **Generative AI, with nearly 40% of revenue leaders choosing this at their top investment — about 10% higher than the next-largest investment.**

And, as noted previously, customer marketing was top of many lists as well, with 29% of respondents overall choosing it as an investment. Sales productivity also bubbled up as a top choice among every single department.

Unsurprisingly, the focus on investments turns to technology to match the overall challenge of keeping up with the changing landscape of technology. Of those surveyed, some of the top investment choices were a HubSpot Solutions partner (to help navigate tech) and sales productivity tools.

So where does HubSpot investments fit into this shifting landscape? Can HubSpot help solve all, or at least most, of departmental challenges? In a word: Yes.

When comparing HubSpot and non-HubSpot users' CRM effectiveness, the trend was crystal clear — on average, **HubSpot users felt nearly 20% more supported across their chosen top challenges than non-HubSpot users.**

In particular, HubSpot users **felt 18% more supported** across the leading challenge for most, which was “keeping up with the changing landscape.” And when it comes to productivity, HubSpot users felt **26% more supported** than their non-HubSpot using counterparts in, “Too much time spent on admin tasks and not enough time on strategy.”

So it's no surprise that our respondents were looking for *more* ways to integrate HubSpot into their overall tech stack.

A whopping 96% of those surveyed are planning to migrate to one or more Hubs in the future, and an average of 83% are planning to migrate to one or more Hubs within a year.

These migration choices further highlight the need to be closer to the customer, with Services Hub as a top migration choice, outweighed only by Operations Hub.

In fact, 84% of those surveyed say they are planning to migrate onto Services Hub *within the next year*. What's more, **83% of Salesforce users** say they are *also* planning to migrate over to Services Hub within the year.

Salesforce users that are planning to migrate over to Services Hub within the year

83%

As we'll discuss later in this report, that investment is likely to pay off, with a substantial increase in HubSpot users versus non-HubSpot users who are confident that they'll hit, or even exceed, their revenue targets this year.

HubSpot users felt nearly 20% more supported across their chosen top challenges than non-HubSpot users.



Where companies are investing in 2025

1. Generative AI

2. Customer Marketing

3. Sales Productivity Tools

4. HubSpot Solutions Partners

5. Product-led Growth

84% of them already use a HubSpot Solutions Partner to maximize their investment on HubSpot.

PART 2

Is HubSpot Ready for Tomorrow's Challenges?

HubSpot's effectiveness: Past, present, and future.

While HubSpot has been around since 2006 first as an inbound marketing technology, it's since evolved to become a more **holistic customer platform**, supporting all functions of marketing, sales, services, and operations. This is key to HubSpot's continued success, making sure that the tools and features it provides supports not just marketing and customer acquisition, but also retention.

With an emergence in customer-led growth as a top GTM strategy, it seems that HubSpot is predicting trends with exciting investments and developments in their Service Hub and Content Hub, with AI wrapping around and at the core of both updates, each announced earlier this year.

See HubSpot's latest AI and sales productivity features in action here.

WATCH NOW

Last year's State of HubSpot showed that respondents were more likely to agree that HubSpot meets their CRM needs (84%) than Salesforce, with more than two-thirds (69%) agreeing that HubSpot is the undisputed leader in inbound marketing technology.

And when you dive deeper into the results this year, HubSpot *is* a clear winner in certain areas, but has other areas where users believe they could improve. We asked our respondents to rate HubSpot in several areas such as AI, reporting, customization, overall CMS features, etc. as a Leader, Average, or a Laggard.

How we defined the rankings:

Leader

In these areas, HubSpot is ahead of competitors, exceeds expectations, and is considered an early adopter by respondents

Average

In these areas, HubSpot is in line with competitors, meets expectations, and is considered an average adopter by respondents

Laggard

In these areas, HubSpot is behind competitors, misses expectations, and is considered a late adopter by respondents

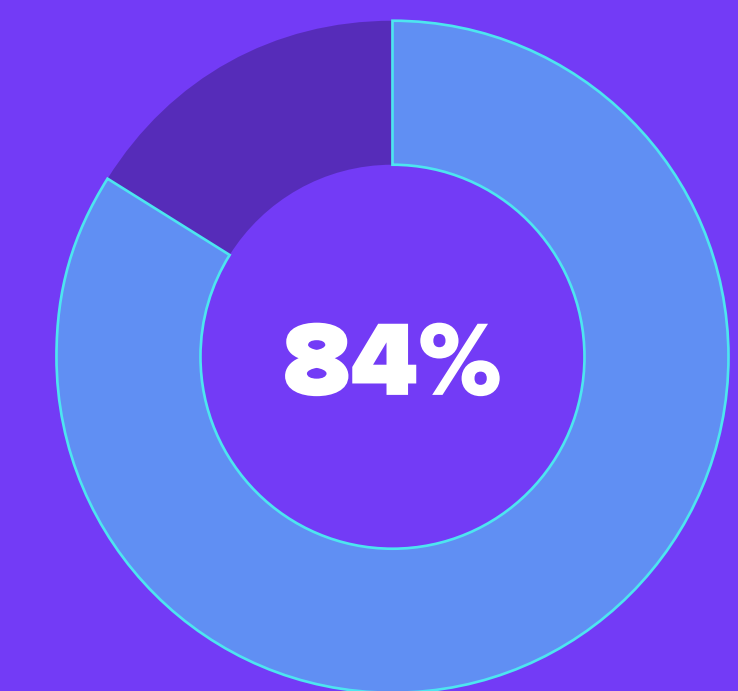
With AI on the top of everyone's challenge *and* investment lists this year, we were curious to see how HubSpot rated in this area. Overall, respondents seem pleased, but yearning for more, with 84% of respondents saying HubSpot is in line with competitors/meets expectations or ahead of competitors/exceeds expectations when it comes to their AI capabilities.

But can HubSpot claim to be a leader in AI? Not yet, but they should be soon. The survey shows 35% of users already labeling HubSpot as the leader in AI. We expect this number to increase as HubSpot fully integrates AI into their smart CRM. HubSpot also has a marketing opportunity to highlight those investments to non-HubSpot users, as only 29% of non-HubSpot believe HubSpot is a leader in AI.

Top strengths were sales and marketing analytics (tracking key metrics and understanding the customer journey) and customer support capabilities (scaling support operations).

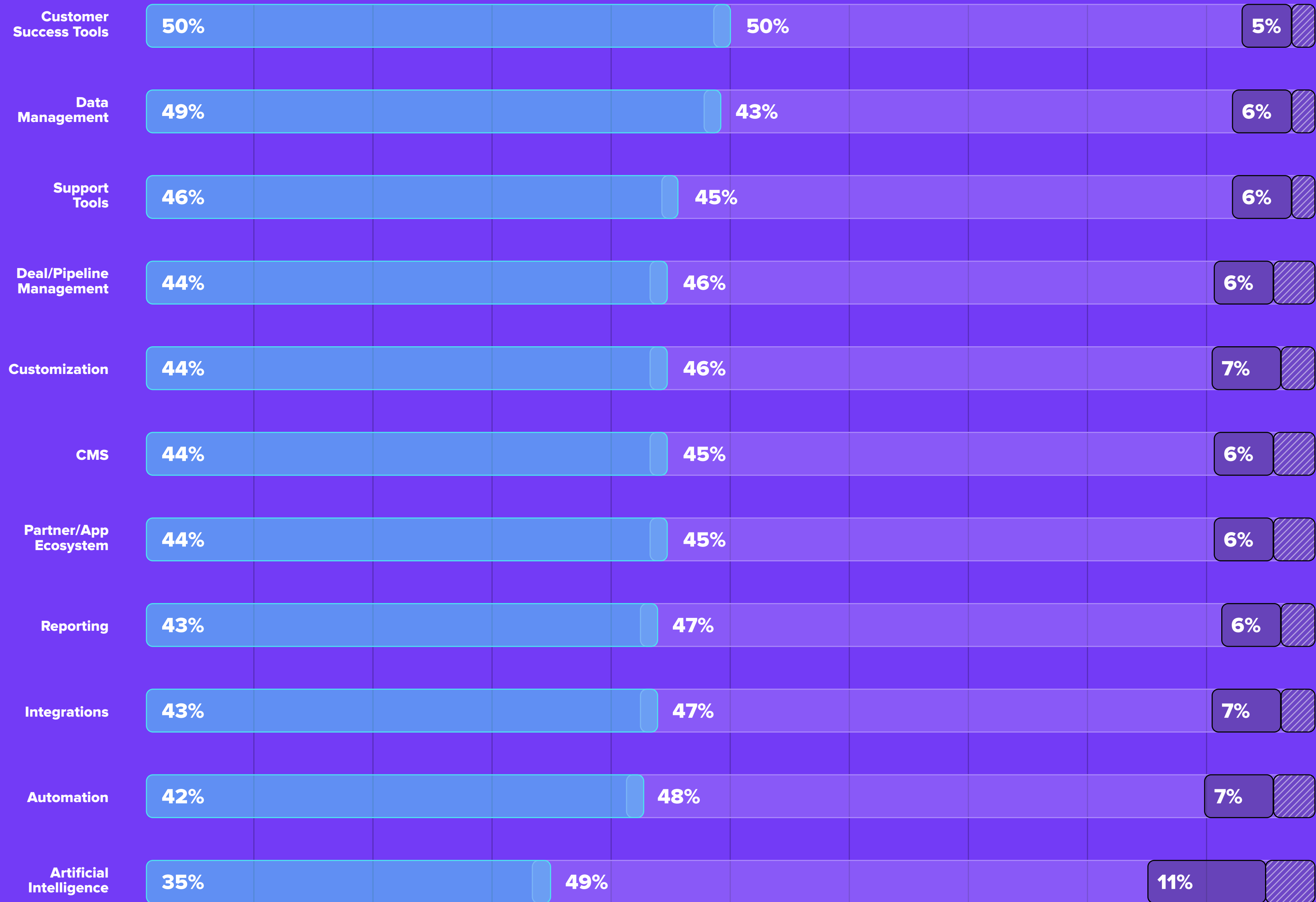
By and large, respondents are investing in HubSpot to **manage data (46%), manage content (40%), and to generate leads (39%)** no matter what combination of hubs they have, these were repeatedly the top three reasons. If HubSpot continues to keep these reasons top of mind, their users will be excited about the future of HubSpot.

84% say HubSpot either meets or exceeds their AI expectations.



Respondents rank HubSpot.

“How would you rank HubSpot’s competitiveness in these areas?”



IT'S WORTH NOTING...

Respondents who are using a HubSpot Solutions Partner were **more likely** to say that HubSpot is a leader in *all* areas, particularly in deal and pipeline management, data management, customer success tools, and support tools.

HubSpot’s **weaknesses were few and far between**, showing that it is at least keeping pace with other CRMs. But, survey results did point to a potential for improvement in the areas of AI, customization, integrations, and automation.

The perceived weaknesses point to the opportunities that HubSpot has in its up-market offering, with the ability to manage multiple brands/business units in one platform, customization capabilities, and integration capabilities as the top weaknesses noted.

Based on our own experiences and discussions with customers and those within the wider HubSpot ecosystem, we believe that investments in these areas will continue to build a well-suited solution for HubSpot up-market customers, which is an area that is gaining traction, and is a strong opportunity for the ecosystem’s development. It is important to note that in last year’s State of HubSpot report 88% of respondents said HubSpot is suitable for the enterprise market.

See how the world leader in AI streamlines and scales their Revenue Operations with New Breed.

[LEARN MORE](#)

HubSpot's focus on the customer is paying off.

In our findings, we saw that half of *both* Salesforce and Zendesk users labeled HubSpot as a Leader when it came to *customer success tools* (49% and 51%, respectively), and in aggregate, there was much more confidence in these tools among HubSpot users (55%).

With Revenue leaders being rewarded for profitability and focusing on net revenue retention, it seems that HubSpot is on the right track ensuring they are integrating the right suite of tools and features to keep pace with the metrics that matter most.

The data deep dive.

Top reason companies are investing in HubSpot:

1. Data Management

Data is top of mind for many, if not most, respondents. Data management is the *top* reason companies are investing in HubSpot (46%), and more than a quarter of respondents chose it as a reason to invest in a HubSpot Solutions partner.

It's worth noting that there's a stark difference between HubSpot users and non-HubSpot users — HubSpot users are much more confident in how HubSpot handles data management, with 55% labeling HubSpot as a leader in this area.

The investment in Operations Hub is only growing, with respondents showing it as the *top* choice to migrate to this year, echoing last year's confidence in how the Hub supports increased customer acquisition rates (94%) and bookings and revenue (93%).

Data is multi-faceted. Is the challenge in getting *more* data, maintaining *accurate* data, being able to *sort through* that data, or managing *sensitive* data?



It seems that HubSpot is tackling these prongs one by one. Earlier this year, HubSpot made a major announcement benefiting organizations that deal with protected health information (PHI), providing new privacy and security protections that enable customers to operate its products in compliance with HIPAA, opening up the door to better handling of sensitive data management.

In addition, Hubspot's acquisition of Clearbit offers the potential for HubSpot customers to bring clean, first-party data in one location, further enriching a company's internal customer information and solidifying HubSpot as the single source of truth within an organization.

With data inputs becoming more and more complex, is your team equipped to handle and manage their data?

“Data is the backbone of every business. Effectively managing, activating, and deriving insights from it throughout the customer journey is essential for achieving durable growth. It is no surprise that data management is the primary reason revenue leaders turn to HubSpot and its ecosystem of partners.”

— Pete Caputa, CEO |  databox



Users aren't maximizing HubSpot capabilities. That's a huge miss.

As we've seen with thousands of our clients, there is *always* untapped potential within HubSpot. As you can see from the table to the right, the features and functionalities within HubSpot are vast, and it can be difficult to keep up with what's new and improved.

Like most feature-rich platforms, it's easy to understand that **capabilities can get lost** in the neverending expansion of features on HubSpot. In the Martech for 2024 report, authored by Vice President of Platform Ecosystem at HubSpot, Scott Brinker, and MartechTribe founder Frans Riemersma, they explore this in *much* more detail, but they explain:

"In short, users often use and like only a portion of the available features and functions in their large software solutions. And there are plenty of cases where they feel they're missing features of functions — at least for how they apply to their use cases — from those platforms and suites."

This thinking can, naturally, be applied to our respondents' understanding of their overall HubSpot ecosystem, which highlights that there's (a lot of) work to do. Of the HubSpot users surveyed, 47% say they could do more to maximize the features of HubSpot, with training and knowledge being the top reason that they haven't done so (36%).

Where can users go to get this training and knowledge? While HubSpot has an extremely robust HubSpot Academy for learning, it might be overwhelming and difficult to cut through the clutter. A HubSpot Solutions Partner with the right expertise in this area could be the answer to maximizing HubSpot, which has been shown to have a **strong influence on revenue-driving activities**.

47% of HubSpot users say **they could do more** to maximize the features of HubSpot.

36% say the top reason they don't maximize HubSpot is a **lack of training and knowledge**.

"It's unrealistic for day-to-day users of HubSpot to stay on top of every new feature, tool, and functionality. Thankfully there are a variety of incredible resources to help new and seasoned users."

— *Olivia Perek-Clark, Solutions Architect* | NEW BREED +



Why a HubSpot Solutions Partner will help you win. Period.

The problems outlined on the last page are exactly where a HubSpot Solutions Partner can help guide the way. We'll see later in the report that 84% of the best performing companies are currently using a HubSpot solutions. Our respondents explained why they chose to invest in a partner.

The top five reasons were:

1. Need to execute the most impactful marketing, sales, service, and operations strategies to achieve the outcomes and increase the KPIs we invested in HubSpot for.
2. Need to drive more revenue-generating programs within HubSpot, but lack the team capacity to execute.
3. Need to break down silos between sales, marketing, service, and operations.
4. Need to launch a new website to improve brand positioning and increase conversions.
5. Need to integrate another system or systems with HubSpot.

HubSpot customers turn to Solution Partners to realize their investment in HubSpot.

THIS IS IMPORTANT.

+10%
increase in bookings and overall revenue.

Solution Partners deliver these KPIs and critical outcomes.

Equipped with the right partner on their side, HubSpot users can guarantee that they are truly making the most out of their investment — and the revenue gains that come along with it are just the cherry on top.

Not using a HubSpot Solutions Partner

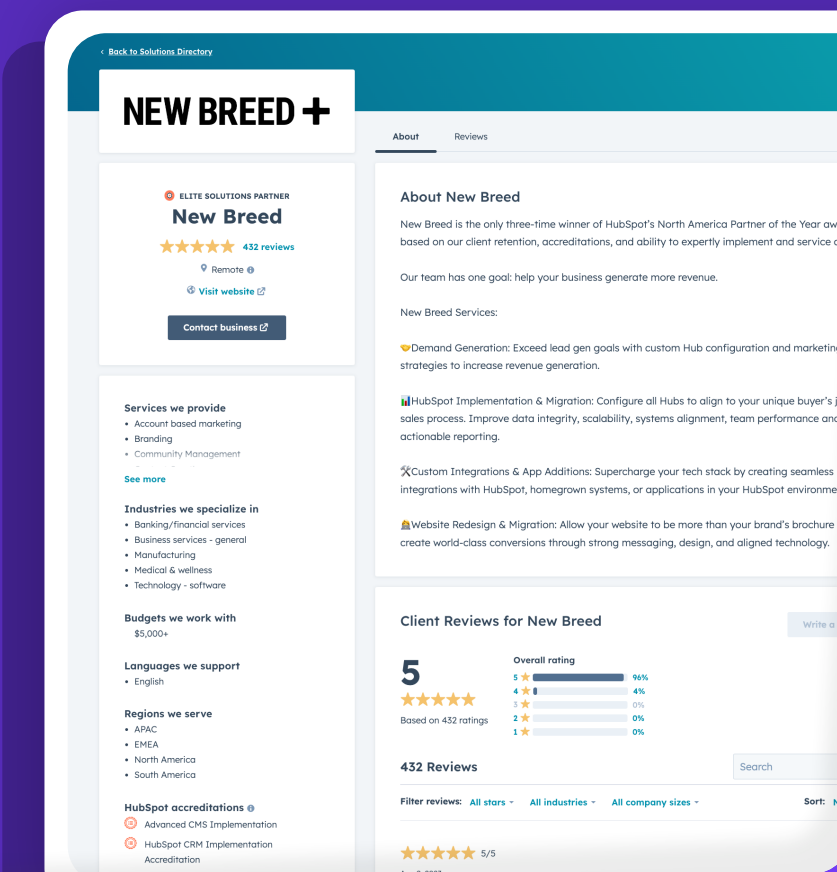
Using a HubSpot Solutions Partner



See the HubSpot Partner Directory.

Find the right partner for you.

VISIT NOW



PART 3

**AI's Dominance
Is Here To Stay.**

When it comes to **Artificial Intelligence (AI)**, revenue leaders have *no choice* but to be All In. To get noticed in the market, whether that's as a potential job candidate, new shiny marketing tool, or reinventing existing features, all heads are turning to AI in the name of working smarter, not harder.

Nearly **40% of our respondents said they want to increase investment in AI** in the next three to six months, about 10% more than the trailing investment, customer marketing.

While in last year's report our respondents were struggling to figure out what to do with AI, this year shows the strides organizations have taken to incorporate AI into their day to day. Our survey found that AI has *already* had a positive impact on their organization, particularly in these top areas:

1. Data Analysis and Insights

2. Content Quality

3. Content Creation

4. Customer Service/Support

5. Productivity

It seems that revenue leaders aren't dipping their toes into the AI pool, they're diving right in, finding new ways to introduce tools and features to enhance their productivity and giving power to AI to be a strategic partner that could influence business decisions.

When we looked at what AI would have the biggest influence on in 2025, the top answers were fairly even, but data analysis and insights still edged out the needs of others, and customer service and support dropping off the top five list:

Data Analysis and Insights

26.5%

Productivity (Doing More With Less)

25.94%

Content Quality

23.44%

Revenue

23.44%

Creativity and Ideation

22.75%

Outside of data analysis and insights, productivity remains a hot theme. Today's sales teams need to meet their buyers where they want to be, which is in a *highly* personalized environment. **AI tools could be the answer to the three P's of sales productivity: That of personalization, precision, and proactiveness.**

“As AI becomes increasingly integral to business productivity and customer service, HubSpot is poised to evolve its AI capabilities to meet the growing demand for AI-driven CRM solutions.”

— Nico Lafakis, RevOps Strategist | NEW BREED +



The future of AI and HubSpot.

Earlier this year, HubSpot launched new AI features in its Content Hub, giving access to Content Remix and AI-generated blog creation. While we don't have the data on usage from HubSpot, it seems that HubSpot may be neck and neck with other AI content tools, with perhaps a slight edge on quality since Content Remix relies on original content to spin up new copy formats.

The focus on AI features within Service Hub is a good start, with more feature releases expected this year. At the time of this survey, HubSpot users were just gaining access to HubSpot's newly released AI features. This may be reflected in the survey question that asked how AI is impacting customer service and support, with Salesforce users reporting a larger impact (36%) than HubSpot users (29%).

While these areas in data analysis, productivity, content, etc. are valid starts, there are other opportunities for HubSpot to build on its **personalization and customization capabilities** through an introduction of more AI tools. These shifts would further speak to Revenue leaders looking to drive more growth through ABM strategies in 1-to-1 or 1-to-few tactics.

We know that people will be increasingly investing in AI because of the tangible benefits they're already realizing, opening the door for HubSpot to be the CRM that people turn to when they think of AI leadership and support.

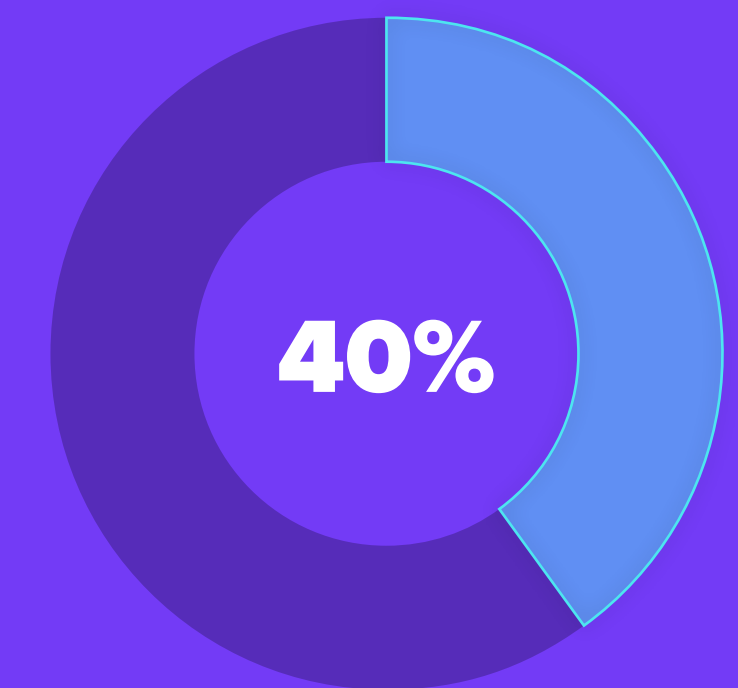
The question for the organization, then, is where to put its own investments: In Marketing, to be the best friend for quality and quantity of content creation, in Revenue Operations, to be the (behind-the-scenes) strategic partner influencing business decisions through data and analytics, in Sales, to enhance productivity and deal management, or in Customer Success to boost retention and scale support?

“HubSpot has an opportunity to leapfrog the entire industry with their investment in AI. As a revenue leader, I’ve experienced how HubSpot AI provides actionable insights and critical answers from thousands of data points that would otherwise be overwhelming to analyze manually.”

— Beau Brooks, VP of Sales & Customer Success | teamwork.com



Nearly 40% of revenue leaders say Generative AI is their top investment.



PART 4

How Top Performers Do It Different.

So, yes. There's a lot on the plates of Revenue, Marketing, Sales *and* Success leaders, everywhere. In every industry, across all company sizes. But we believe that the right technology can take teams further. When people and processes align, companies can grow faster.

And yet, Revenue leaders are still not confident they'll hit their targets. Not even close.

Just 7% of Revenue leaders are confident in hitting their goals. The same as last year.

The market is still difficult, and leaders are still navigating the best way to handle challenges and take advantage of opportunities to rise above their competition.

But the good news is, you can still overcome. We've drilled down our respondents to the top-performing HubSpot users to see how they are thinking through setting goals, understanding their challenges, and how they are using the tools in front of them to achieve incredible success.

These are the leaders you want to follow in the footsteps of. Let's get started.



How we've defined top-performing companies:

These are survey respondents who use HubSpot that have said they are confident in hitting 100% or more of their revenue targets, and have seen positive results from HubSpot usage, impacting metrics such as client acquisition, retention, customer lifetime value, and overall revenue.

Throughout the top performing companies, a few themes emerged:

They maximize HubSpot usage.

They are laser-focused on the customer and durable growth.

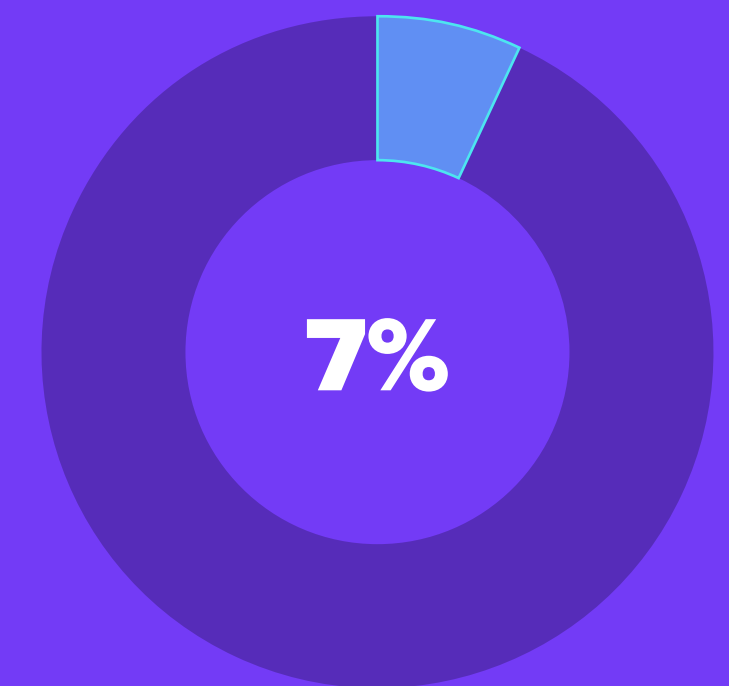
They rely on their partners.

They work hard at departmental alignment.

They're smart (and strategic) about their tech investments.



Just 7% of revenue leaders are confident in hitting their goals.



The same as last year.

Unraveling the trifecta of success.

One key theme that radiated throughout the answers of the top-performing companies is their primary focus on customer success and services, complemented with (but not overshadowed by), new business excellence: The formula for durable growth. The core metrics they care about most were ordered as:

Net revenue retention

Profitability (following net revenue retention by less than 1%)

New business revenue growth

As we'll uncover, top-performing companies see the link between their investments and their overall strategy.

These companies have unlocked meaningful growth through core elements of data, attracting new customers, and keeping current ones, unraveling a trifecta of success across:

Data: Aligning on a Single Source of Truth

Growth: Striving for Revenue Excellence

Retention: Staying Customer Obsessed



DATA

The top reason to invest in HubSpot was to manage data (58%), showing that top-performing companies understand that a single source of truth for their data is key to aligning teams, and marching toward their goals. As we'll note in the next section, top-performing companies are also highly aligned, more so than their counterparts.

This is also the area that top-performing companies laud HubSpot the *most*, with 38% responding that among the top strengths of HubSpot is sales analytics, enabling their team to track key sales metrics, and understand the customer journey.



GROWTH

The next most selected reason to invest in HubSpot was to generate leads (43%), aligning with the metrics that are most important (new business). This makes sense given a strong focus on the Marketing and Sales Hubs from top-performing companies to set a foundation for growth.



RETENTION

And the third most selected reason to invest in HubSpot: to drive retention. Top performing companies understand that in order to be the best, they need to focus on their *customers* as much as, if not more, than prospects. What's more, customer marketing is in the top three investment areas for these organizations.

This aligns with the metrics most important in new business and net revenue retention, showing again a focus on durable and profitable growth.

“It’s easy to talk about the importance of balancing customer retention and expansion with new business growth. It’s harder to execute on it in a way that drives scale and durable growth. HubSpot, and the app and solutions partners that make up the HubSpot ecosystem, are making it a reality for modern revenue leaders.”

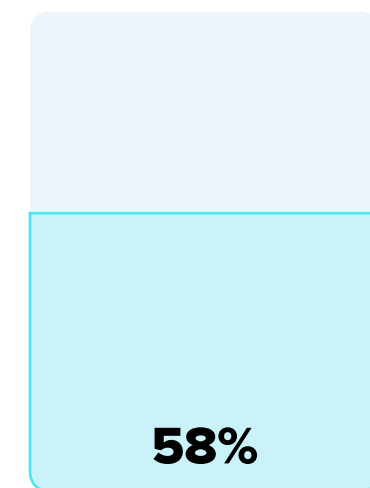
— Jonathan Burg, SVP of Revenue | NEW BREED+



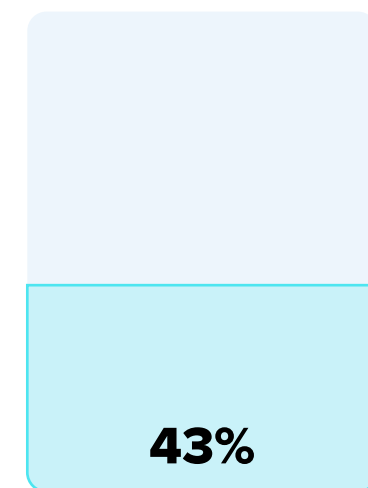
Their HubSpot usage is unparalleled.

Top-performing companies don't see HubSpot as 'just another technology,' but as a key factor in achieving their business outcomes. In other words: They *rely* on HubSpot for their GTM. When thinking about why they're in HubSpot in the first place, the answers varied from the core respondents. Top performing are more likely to invest in HubSpot to:

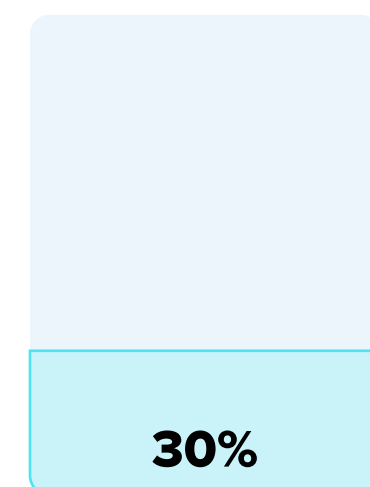
Manage Data



Generate Leads



Unify Teams



Close Deals



■ Top Performing Companies
 ■ Everyone Else

53% of top-performing companies say that they are **maximizing the features of HubSpot**, which is 10% more than non-top-performing companies.

While many of the top-performing companies already have Sales and Marketing Hubs, the next one on their list is Services Hub, with nearly a third planning to migrate (32%), outlining a clear shift to focus more on customer retention. And the need is urgent, with 71% of these respondents planning to migrate **within the next six months**.

On average, top-performing companies have more than two Hubs to support their GTM efforts.



Top-performing companies are also looking at HubSpot to help them do more with less, particularly in the areas of productivity and personalization. The top three ways top-performing companies are using HubSpot to drive profitable and efficient growth are:

46%

Improve overall efficiency and productivity of team through automation and tools provided by HubSpot

39%

Increase conversion rates by delivering the right customer connections through the entire lifecycle/customer journey

37%

Increase customer retention through personalized customer experiences and improved communication

On the whole, top-performing companies also label HubSpot as a leader much more than other respondents, notably in:

Customer success tools (71%)

Data management (62%)

Reporting (60%)

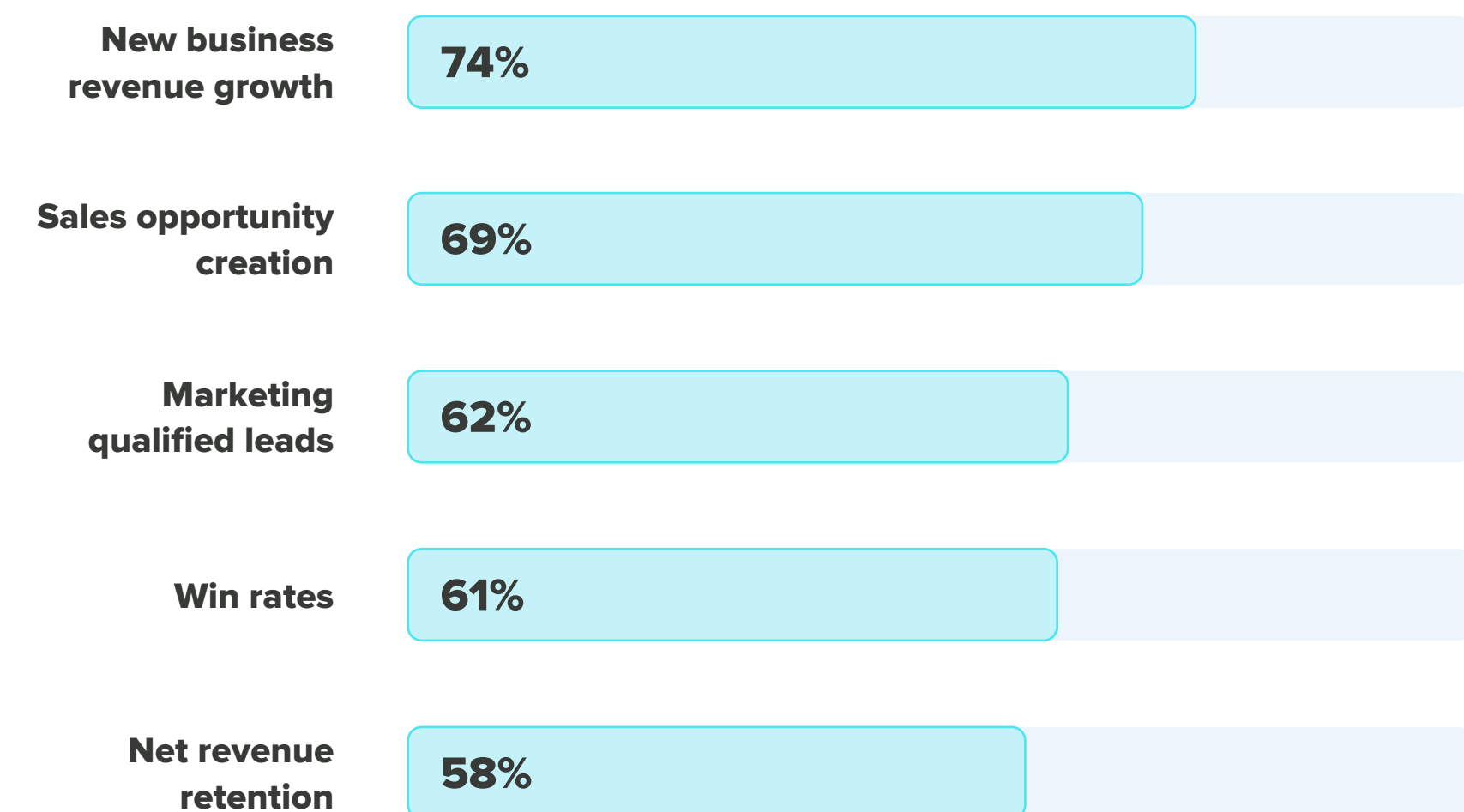
The partner and app ecosystem (55%)

In fact, top-performing companies named HubSpot as a leader across *all* categories. The message here hits hard:

Top-performing organizations get the most out of HubSpot, are maximizing the features given, and are excited about the path forward for the ecosystem at large.

They march together.

How do they get there? For starters, there's a much larger focus on company and departmental alignment. Compared to the rest of respondents, top-performing companies were confident across *all* metrics that they had up to three-quarters *full alignment with complete* buy-in from all departments.



Top performing companies don't go at it alone.

Of the top performing companies in our database, **84% of them use a HubSpot Solutions Partner** to maximize their investment on HubSpot.

This will continue to hold true, as HubSpot Solutions Partners are the *second-highest* selected future investment area for top-performing companies, outweighed only by generative AI.

And they're choosy about who they partner with. While expertise and industry experience were the most important among all our respondents, top performers want experience *and* credibility.

The top characteristics when choosing a HubSpot Solutions Partner were:

Has experience in my industry tied with Is an Elite Partner

Offers strategic guidance

Has deep HubSpot knowledge and experience tied with Delivers optimal speed-to-value

Top-performing companies are using their partners as strategic allies, rather than filling a one-off team or project gap. They've built longstanding partnerships that have tangible results on revenue confidence and overall customer retention.

NEW BREED +

New Breed helps companies unlock meaningful growth and rethink what's possible on HubSpot.

Get your free assessment today to see how we can make real-world, high-speed impacts across your platforms and processes.

GET YOUR ASSESSMENT



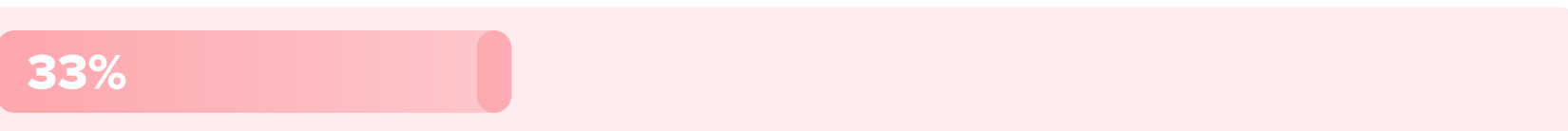
“Our growth with HubSpot has been exponential since partnering with New Breed.”

— Josh Veeder | Altera

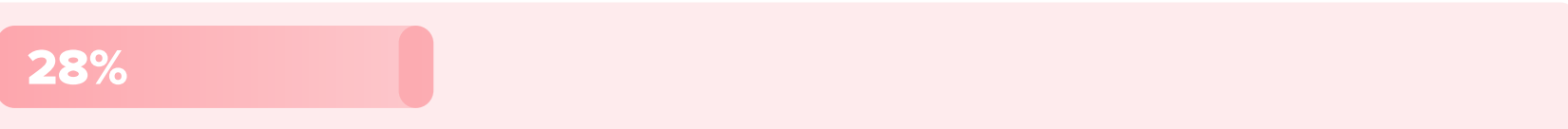
The best haven't figured out AI yet, either.

But it's not all rainbows and sunshine when it comes to figuring out the path to durable growth. One-third of top-performing companies are naming AI as their biggest challenge, which puts them in familiar territory against other respondents.

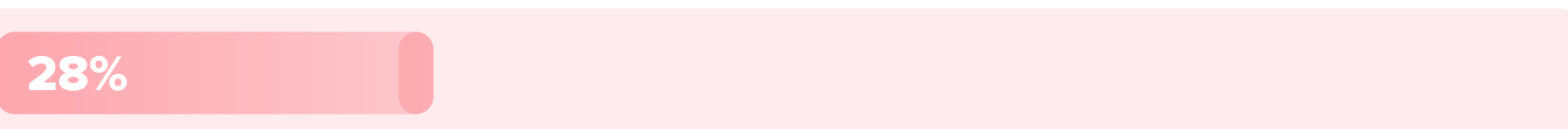
Here's a closer look at their top five challenges:



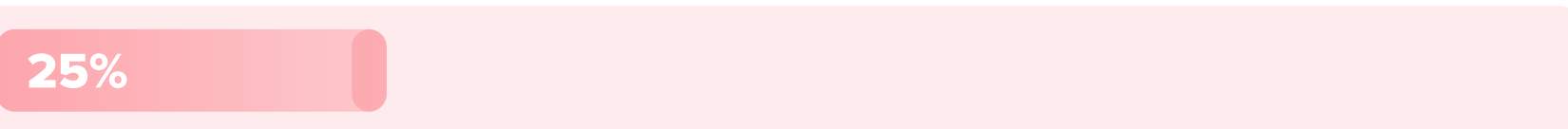
Integrating AI into our sales processes in a meaningful way



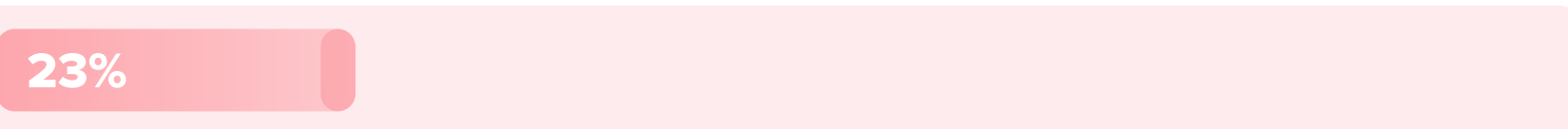
Too much time spent on admin tasks and not enough time on strategy



Having enough leads and pipeline to hit our goals



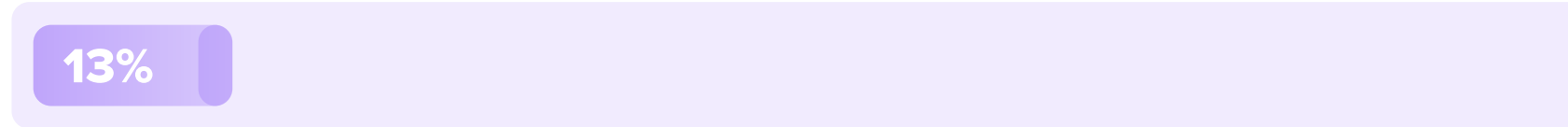
Finding and retaining enough talent



Managing bigger goals with fewer resources

The biggest differences between top performers and the other respondents? Only 13% of top-performing companies are focused (or worried?) about keeping up with the changing landscape of technology, something their counterparts labeled as the top challenge for teams.

Top-performing companies are focused (or worried?) about keeping up with the changing landscape of technology



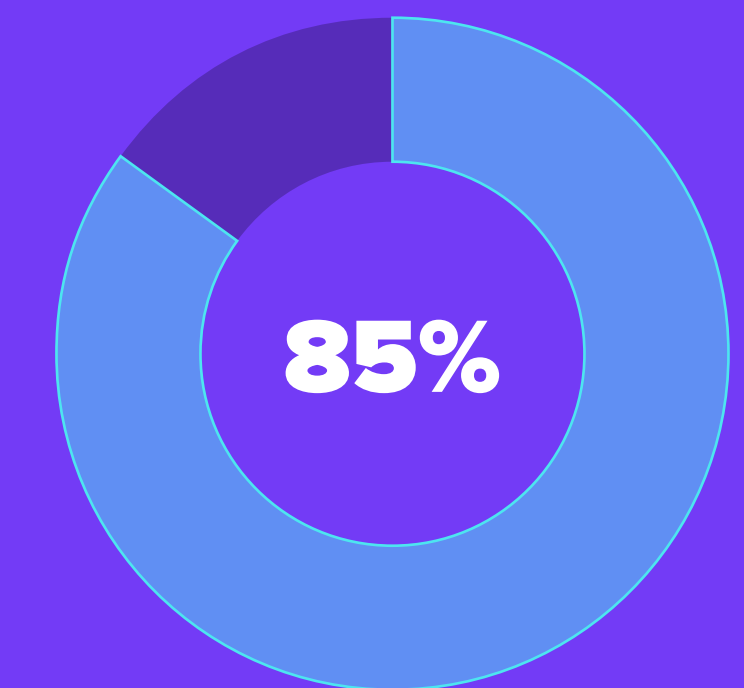
In addition, HubSpot seems to be helping unravel AI complexities (85% of top-performing companies say that HubSpot is doing 'well' in integrating AI into their sales processes in a meaningful way).

And as for the future? It *will* still be a big investment, with generative AI topping the list of investments for top-performing companies (39%).

Top-performing companies that say generative AI is at the top of their list of investments



85% of top-performing companies say that HubSpot is doing 'well' in integrating AI into their sales processes in a meaningful way.



Wrapping up: Key takeaways.

The world is rapidly changing around us, and ultimately, leaders need to embrace how technology can be their most strategic ally and powerful tool in durable growth for their business.

Top-performing companies think differently.

They're aligned.

They make smart investments.

They make the *most* of their investments.

They are highly focused on *durable growth*.

A different approach to customer connections

The time for the customer to be in the spotlight has never been more important than it is today. With more and more organizations making customer marketing a top investment, HubSpot is keeping pace with the demands leaders have today, into tomorrow.

A different way to integrate AI

AI's dominance is here to stay, and organizations are trying to figure out how to make it a cornerstone of their day-to-day lives. Revenue leaders need to understand how this shift will affect their overall strategy, whether they see AI as a productivity tool for teams to do more with less, or they begin to rely on it for faster and more accurate data analysis.

A different way to unlock meaningful growth

Today's revenue leaders must prepare for tomorrow. They must think through how to evolve their strategy, teams, processes, and technology to become a top performer.

They must think different. Act different. Communicate different. Invest different.

As you prepare your plans for the future ahead, there's only question that needs to be answered:

Are you ready to do it *d i f f e r e n t*?

NEW BREED +

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Get your free assessment today to see how we can make real-world, high-speed impacts across your platforms and processes.

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NEW BREED +

New Breed is a HubSpot Solutions company on a mission to help companies unlock meaningful growth. As an Elite HubSpot Solutions Partner, and the only three-time Top Partner in North America, New Breed helps customers drive business outcomes and get the most value out of HubSpot by delivering tailored professionals services for revenue operations, technology integrations, CRM strategy, demand generation marketing, and web.

We serve customers in a range of industries including Software & Technology, Financial Services, Staffing & Recruitment, Shipping & Logistics, Artificial Intelligence, Business Services, and more.



NEWBREEDREVENUE.COM

SURVEY METHODOLOGY

In partnership with Censuswide, we surveyed 1,600 marketing, sales, revenue, and RevOps leaders, across the US and UK. They represent companies with 50+ employees in software & tech, financial services, manufacturing, eCommerce, healthcare, and more. The survey was conducted using MRS-certified panels with a double-opt-in method, providing reliable insights.

With a 95% confidence level and a margin of error of +/-4.4% per country, these findings form the foundation for our report. Censuswide, following the Market Research Society and ESOMAR principles, had a gold-standard research process. This gave us a comprehensive, trustworthy view of the industry. Each section shows a different aspect of the landscape, giving a well-rounded perspective on where we are and where we're headed.