

HubSpot Smart CRM



AI-Powered CRM for Unified Customer Experience

HubSpot Smart CRM unifies your customer data, teams, and tools—powered by AI and built for businesses that want to scale smarter, without risking your customer experience.

One Platform. Total Alignment.

HubSpot's Smart CRM integrates your marketing, sales, and service tools—so your teams stay aligned and your customers feel understood and connected.

- **Marketers** get better segmentation and campaign results with connected data.
- **Sales teams** can put their focus on the best leads with AI-powered prioritization.
- **Service teams** deliver faster, more personalized support with full customer context.
- **Leaders** get the insights they need to improve performance and scale with confidence.

Why Smart CRM?

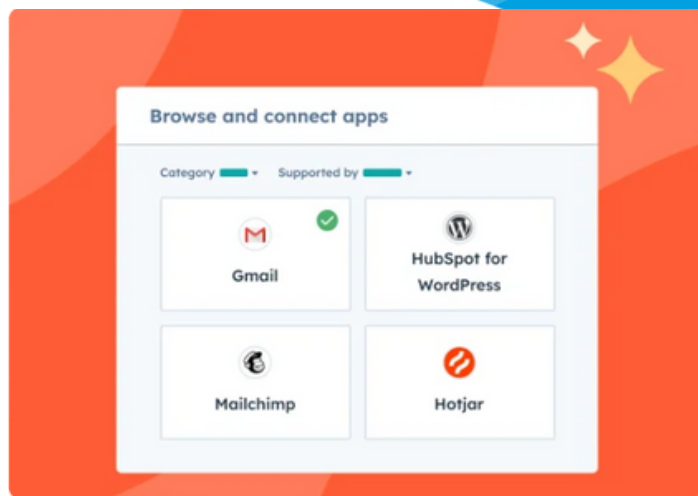
- ✓ Unified Data
- ✓ Built-in AI
- ✓ Faster Results



Connect Your Entire Tech Stack

With 1,000+ integrations, HubSpot connects your favorite tools and systems, from email and calendars to CRMs, payment platforms, and more.

- **App Marketplace Access:** Connect apps like Slack, Salesforce, and Gmail.
- **Custom Integrations & APIs:** Tailor HubSpot to fit your unique workflows.
- **Sandbox Environment:** Test changes safely without disrupting live data.



FEATURES YOU'LL LOVE

- ✓ Reporting Dashboard
- ✓ Shared Inbox
- ✓ Permission Sets
- ✓ Single Sign-On

Detailed View of Every Customer

With capabilities like custom objects, association labels, and custom properties, Smart CRM keeps your customers' data organized and personal.

This allows your team to engage with customers in the right way, at the right time.



59% of HubSpot users report having a more unified view of their customers than non-HubSpot users.



HubSpot users are **23%** more likely to consolidate on one platform.



HubSpot customers reported **31%** faster time to implementation when compared to competitors.