Verification of Declaration of Adherence

Declaring Company: HubSpot Inc.

EU
CLOUD
COC

Verification-ID	2024LVL02SCOPE5419
Date of Approval	June 2024
Valid until	June 2025

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1   Verification against v2.11 of the EU Cloud CoC

This Declaration of Adherence was against the *European Data Protection Code of Conduct for Cloud Service Providers* (**'EU Cloud CoC'**)[1] in its version 2.11 (**'v2.11'**)[2] as of December 2020.

Originally drafted by the Cloud Select Industry Group[3] (**'C-SIG'**) the EU Cloud CoC – at that time called C-SIG Code of Conduct on data protection for Cloud Service Providers – was developed against Directive 95/46/EC[4] and incorporated feedback by the European Commission as well as Working Party 29. Following an extensive revision of earlier versions of Code and further developing the substance of the Code (v2.11) and its provisions has been aligned to the European General Data Protection Regulation (**'GDPR'**)[5].

2   List of declared services

2.1   HubSpot Customer Platform[6]

HubSpot provides software and support through a cloud-based customer platform to help businesses grow better. The Company's customer platform includes marketing, sales, service, and website management products. HubSpot designs its processes and procedures to meet its service objectives that are based on the service commitments that HubSpot makes to user entities, the laws and regulations that govern the provision of the HubSpot Platform services, and the financial, operational, and compliance requirements that HubSpot has established for the services. HubSpot's security, data protection, and confidentiality commitments to user entities are documented and communicated in customer agreements and in the Data Processing Agreement, which is published online. HubSpot was founded in 2005 and is based in Cambridge, Massachusetts.[7]

In scope of the Assessment has been the HubSpot Cloud Service Family[8], i.e.:

- HubSpot CRM
- Marketing Hub
- Sales Hub

- Service Hub
- CMS Hub
- Operations Hub

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[1] https://eucoc.cloud
[2] https://eucoc.cloud/get-the-code
[3] https://ec.europa.eu/digital-single-market/en/cloud-select-industry-group-code-conduct
[4] https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:31995L0046
[5] https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679
[6] https://www.hubspot.com/
[7] **NOTE:** The content for the service description has been provided by the CSP and does not reflect any opinion of or assessment by the Monitoring Body.
[8] **NOTE:** For a list of features as offered by the CSP for "Enterprise" at the time of Declaration of Adherence submission, see Appendix 1.

3 Verification Process - Background

V2.11 of the EU Cloud CoC has been developed against GDPR and hence provides mechanisms as required by Articles 40 and 41 GDPR[9].

3.1 Approval of the Code and Accreditation of the Monitoring Body

The services concerned passed the verification process by the Monitoring Body of the EU Cloud CoC, i.e., SCOPE Europe sprl/bvba[10].

The Code has been officially approved in May 2021[11]. SCOPE Europe has been officially accredited as Monitoring Body in May 2021[12]. The robust and complex procedures and mechanisms can be reviewed by any third-party in detail at the website of the EU Cloud CoC alongside a short summary thereof.[13]

3.2 Principles of the Verification Process

Notwithstanding the powers of and requirements set out by the supervisory authority pursuant to Article 41 GDPR, the Monitoring Body will assess whether a Cloud Service, that has been declared adherent to the Code, is compliant with the requirements of the Code - especially as laid down in the Controls Catalogue. Unless otherwise provided by the Code, the Monitoring Body's assessment process will be based on an evidence-based conformity assessment, based on interviews and document reviews; proactively performed by the Monitoring Body.

To the extent the Monitoring Body is not satisfied with the evidence provided by a CSP with regards to the Cloud Service to be declared adherent to the Code, the Monitoring Body will request additional information. Where the information provided by the CSP appears to be inconsistent or false, the Monitoring Body will - as necessary - request substantiation by independent reports.

3.3 Multiple Safeguards of Compliance

Compliance of adherent services is safeguarded by the interaction of several mechanisms, i.e., continuous, rigorous, and independent monitoring, an independent complaints' handling process, and finally any CSP declaring services adherent is subject to substantial remedies and penalties in case of any infringement.

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[9] https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679
[10] https://scope-europe.eu
[11] https://www.gegevensbeschermingsautoriteit.be/publications/decision-n05-2021-of-20-may-2021.pdf
[12] https://www.gegevensbeschermingsautoriteit.be/publications/decision-n-06-2021-of-20-may-2021.pdf
[13] https://eucoc.cloud/en/public-register/assessment-procedure/

3.4 Process in Detail

It is expected that, prior to any assessment of the Monitoring Body, each CSP assesses its compliance internally. When declaring its service(s) adherent to the EU Cloud CoC, each CSP must elaborate its compliance with each of the Controls as provided by the Code considering the Control Guidance, as provided by the Controls Catalogue, to the Monitoring Body.

The CSP may do so either by referencing existing third-party audits or certifications, their respective reports and by free text responses. Additionally, the CSP will have to provide a general overview of the functionalities, technical, organisational and contractual frameworks of the service(s) declared adherent.

With regards to internationally recognised standards, the Monitoring Body will consider the mapping as provided by the Controls Catalogue. However, the Monitoring Body will verify whether (a) any third-party certification or audit provided by the CSP applies to the Cloud Service concerned, (b) such third-party certification or audit provided by the CSP is valid, (c) such third-party certification or audit has assessed and sufficiently reported compliance with the mapped controls of the third-party certification or audit concerned. Provided that the aforementioned criteria are met, the Monitoring Body may consider such third-party certifications or audits as sufficient evidence for the compliance with the Code.

Within Initial Assessments, the Monitoring Body selects an appropriate share of Controls that will undergo in-depth scrutiny, e.g., by sample-taking and requesting further, detailed information including potentially confidential information. Within any other Recurring Assessment, the Monitoring Body will select an appropriate share of Controls provided that over a due period every Control will be subject to scrutiny by the Monitoring Body. Where applicable, aspects of current attention at the time of assessment shall be covered too, e.g., where such aspects were indicated in media reports, publications or actions of supervisory authorities.

If the responses of the CSP satisfy the Monitoring Body, especially if responses are consistent and of appropriate quality and level of detail, reflecting the requirements of the Controls and indicating appropriate implementation by the Control Guidance, then, the Monitoring Body verifies the service(s) declared adhered as compliant and thereupon, makes them subject to continuous monitoring.

3.4.1 Levels of Compliance

V2.11 of the Code provides three different levels of Compliance. The different levels of compliance relate only to the levels of evidence that are submitted to the Monitoring Body. There is, however, no difference in terms of which parts of the Code are covered, since adherent Cloud Services have to comply with all provisions of the Code and their respective Controls.

3.4.1.1 First Level of Compliance

The CSP has performed an internal review and documented its implemented measures proving compliance with the requirements of the Code with regard to the declared Cloud Service and confirms that the Cloud Service fully complies with the requirements set out in this Code and further specified in the Controls Catalogue. The Monitoring Body verifies that the Cloud Service complies with the Code by information originating from the CSP.

3.4.1.2 Second Level of Compliance

Additional to the "First Level of Compliance", Compliance with the Code is partially supported by independent third-party certificates and audits, which the CSP has undergone with specific relevance to the Cloud Service declared adherent and which were based upon internationally recognised standards procedures. Any such third-party certificates and audits that covered controls similar to this Code, but not less protective, are considered in the verification process of the Monitoring Body. Each third-party certificates and audits that were considered in the verification process by the Monitoring Body shall be referred in the Monitoring Body's report of verification, provided that the findings of such certificates were sufficiently and convincingly reported and documented towards the Monitoring Body and only to the extent such certificates and audits are in line with the Code. The CSP must notify the Monitoring Body if there are any changes to the provided certificates or audits.

The Controls Catalogue may give guidance on third-party certificates and audits that are equivalent to certain Controls in terms of providing evidence of complying with the Code.

However, to those Controls that the CSP has not provided any equivalent third-party certificate or audit, the Monitoring Body verifies that the Cloud Service complies with the Code by information originating from the CSP.

The Monitoring Body may refuse application of Second Level of Compliance if third-party certificates and audit reports, that are recognised by the Monitoring Body in the verification process concerned, are not covering an adequate share of Controls of this Code; such adequate share shall be subject to the discretion of the Monitoring Body, considering e.g., the share related to the overall amount of Controls of the Code or whether a full Section or topic is being covered.

3.4.1.3 Third Level of Compliance

Identical to the "Second Level of Compliance" but Compliance is fully supported by independent third-party certificates and audits, which the CSP has undergone with regard to the Cloud Service declared adherent and which were based upon internationally recognised standards.

To the extent a CSP refers to individual reports, such as ISAE-3000 reports, the CSP shall ensure that such reports provide sufficient and assessable information and details on the actual measures implemented by the CSP regarding the Cloud Service concerned. The Monitoring Body shall, if considered necessary, in consultation with the Steering Board, define further requirements on such individual reports, such as accreditation and training for auditors against the provisions and requirements of this Code.

3.4.2 Final decision on the applicable Level of Compliance

When declaring its Cloud Service adherent, the CSP indicates the Level of Compliance it is seeking to achieve. Any final decision, whether a CSP is meeting the requirements of a specific Level of Compliance is at the sole discretion of the Monitoring Body.

3.5 Transparency about adherence

Each service adherent to the EU Cloud CoC must transparently communicate its adherence by both using the appropriate Compliance Mark[14] and referring to the Public Register of the EU Cloud CoC[15] to enable Customers to verify the validity of adherence.

4 Assessment of declared services by HubSpot (see 2.)

4.1 Fact Finding

Following the declaration of adherence of HubSpot Inc. ('**HubSpot**'), the Monitoring Body provided HubSpot with a template, requesting HubSpot to detail its compliance with each of the Controls of the EU Cloud CoC.

Additionally, the Monitoring Body requested an overview and reasoned response on the actual structure of the services declared adherent and why declared services are to be considered a "service family". A service family requires that all services rely on the same core infrastructure, with regard to hardware and software (i.e., technical framework), and are embedded in the same organisational and contractual framework.

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[14] https://eucoc.cloud/en/public-register/levels-of-compliance/
[15] https://eucoc.cloud/en/public-register/

HubSpot promptly responded to the templates. Information provided consisted of references and list of actual measures meeting the requirements of each Control, a free text answer describing their measures, and a reference to third party audits and certifications, where applicable. HubSpot provided information illustrating the actual structure of the services declared adherent and describing the technical, organisational and contractual framework.

4.2 Selection of Controls for in-depth assessment

Following the provisions of the Code and the Assessment Procedure applicable to the EU Cloud CoC[16], the Monitoring Body analysed the responses and information provided by HubSpot.

HubSpot's declared services have been externally certified and audited. HubSpot holds a SOC 2 Report, the scope of registration includes all the declared services. The declaration of adherence referred to the respective SOC 2 Report within the responses to Section 6 of the Code (IT Security). As provided by the Code, the Monitoring Body may consider third-party certifications and audits. Accordingly, the Monitoring Body verified the certification/report and references. Further in-depth checks were not performed, as provided third-party certifications/reports adequately indicated compliance.

4.3 Examined Controls and related findings by the Monitoring Body

4.3.1 Examined Controls

The Monitoring Body reviewed the submission from HubSpot which outlined how all the requirements of the Code were met by HubSpot's implemented measures. In line with the Monitoring Body's process outlined in Section 3.4, the Monitoring Body selected a subset of Controls from the Code for in-depth scrutiny. In-depth scrutiny reflects sample taking and follow-up questions, whilst the latter may address requests for clarifications or more detailed information. The Controls selected for this level of review were: 5.1.A, 5.1.C, 5.1.F, 5.2.G, 5.3.A, 5.3.D, 5.3.E, 5.4.E, 5.5.C-F, 5.7.D, 5.8.A-B, 5.10.A, 5.11.A, 5.11.C, 5.12.C-D, 5.13.A, 5.14.F, 6.2.I and 6.2.P.

4.3.2 Findings by the Monitoring Body

During the process of verification, HubSpot consistently prepared the Declaration of Adherence well and thoroughly. HubSpot's responses were detailed and never created any impression of intentional non-transparency. Requests for clarification, additional and supporting information, as well as relevant samples were promptly dealt with and always met the deadlines set by the Monitoring Body.

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[16] https://eucoc.cloud/en/about/about-eu-cloud-coc/applicable-procedures/

Monitoring Body verified that declared Cloud Services qualify both as Cloud Service under the Code and as Cloud Service Family. Related to the Monitoring Body's requests (see section 4.1), HubSpot provided information outlining the structure of the services, contractual and supporting documents enabling the Monitoring Body to better understand HubSpot's service offerings. HubSpot provided explicit confirmation that all Cloud Services declared adherent belong to the same Cloud Service Family.

The Monitoring Body has focused on the Customers' Audit Rights, including inspections. Based on the information provided by HubSpot most recent third-party audit reports and certifications are made available to the Customers by means of Customer Trust Center. Further, Customers may reach out to HubSpot via dedicated communication channels to make requests for additional evidence of compliance and receive support. HubSpot indicated that internal procedure is implemented to ensure the provision of compliance information and appropriate assistance for the performance of Customer's Audits, including inspections. Moreover, HubSpot confirmed that it does not charge for Customer's Audits and such an assistance.

Another area of focus was built around the assistance and information provided to the Customers. HubSpot confirmed that Cloud Service Agreement, incorporating the data protection obligations under GDPR as a minimum, is in place with the Customer. The responsibilities of HubSpot and Customer with regards to the security measures and terms under which Customer Personal Data shall be processed are part of the contractual documents with Customers. Furthermore, relevant policies, guidelines, and internal procedures have been implemented, as indicated by HubSpot, to ensure that Customer Personal Data is only processed according to Customer's documented instructions.

When it comes to the subprocessor management, HubSpot ensures that general written authorization is obtained from the Customers and lists of the subprocessors including general information is made available. As provided by HubSpot, to the Monitoring Body the subprocessor management program is in place to ensure that the same data protection obligations and appropriate technical and organisational measures, as provided to the Customers, are flown-down throughout the full subprocessing chain.

Records of processing activities ('ROPA') were also part of the assessment. As per the information provided by HubSpot, it maintains a ROPA in its capacity of a Data Processor which includes the relevant information required under Article 30.2 GDPR. Customers are provided with dedicated communication channels to be able to provide and update the information pertaining to completion and relevancy of a ROPA.

To the extent the enablement of Customers to respond to requests by supervisory authorities and assistance provided with the Data Protection Impact Assessment ('DPIA') are concerned, HubSpot has confirmed that relevant policies and procedures are implemented to provide Customers with access to the required information via available self-service functionalities and Customer Trust Center. Moreover, Customers are enabled to reach out via dedicated communication channels for additional support and have access to the self-service guidance and other supporting materials. The supervisory authority requests relating to Customer Personal data has been confirmed to be duly communicated to Customers by HubSpot, as provided by EU Cloud CoC.

Another area of the assessment has been third country transfers. HubSpot provided information that it relies on the appropriate data transfer safeguards as provided by Chapter V of the General Data Protection Regulation ('GDPR') such as adequacy decision and Standard Contractual Clauses ('SCCs'). Additionally, it has been indicated by HubSpot that EU-U.S. Data Privacy Framework ('DPF') is used for data transfers to the United States.

Finally, the media disposal and data wiping procedures have been assessed. HubSpot has affirmed that it has implemented data disposal policies, procedures and controls to ensure that all storage media used to store Customer Personal Data are securely overwritten or sanitised before those media are re-used or sent for disposal.

5 Conclusion

The information provided by HubSpot were consistent. Where necessary, HubSpot gave additional information or clarified their given information appropriately.

The Monitoring Body therefore verifies the services as compliant with the EU Cloud CoC based on the performed assessment as prescribed in 1. The service(s) will be listed in the Public Register of the EU Cloud CoC[17] alongside this report.

In accordance with sections 3.4.1.2 and 3.4.2 and given the type of information provided by Hub-Spot to support the compliance of its service, the Monitoring Body grants HubSpot with a Second Level of Compliance.

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[17] https://eucoc.cloud/en/public-register/

6 Validity

This verification is valid for one year. The full report, including annexes, consists of 17 pages in total, whereof this is the last page of the main section closing with the Verification-ID. Please refer to the table of contents at the top of this report to verify that the copy you are reading is complete, if you have not received the copy of this report via the Public Register of the EU Cloud CoC[18].

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[18] https://eucoc.cloud/en/public-register/

7 Appendix 1 – List of features[19]

7.1 HubSpot CRM

HubSpot CRM is a single database of lead and customer information that allows businesses to track their interactions with contacts and customers, manage their sales activities, and report on their pipeline and sales. This allows a complete view of lead and customer interactions across HubSpot's integrated applications, giving the CRM substantial power. This integration makes it possible to personalise every aspect of the customer interaction across web content, social media engagement, and e-mail messages across devices, including mobile. The integrated applications on the CRM have a common user interface, are accessed through a single login, and are based on the CRM database.

HubSpot CRM can be used standalone, or with a combination of:

- Marketing Hub
- Sales Hub
- Service Hub
- Content Hub (CMS Hub)
- Operations Hub

7.2 Features – Marketing Hub

Marketing Hub is an all-in-one toolset for marketers to attract, engage, and nurture new leads towards sales readiness over the entire customer lifecycle. Features include:

- Product library
- Website traffic analytics
- All free tools
- Form automation
- User management
- Email automation
- Subdomain and country code top-level domain availability
- Email marketing
- Team email
- SEO recommendations & optimizations
- Conversational bots
- Forms
- Email reply tracking
- Email health reporting
- Facebook Messenger integration
- Custom user permissions
- Custom properties
- Live chat
- List segmentation
- Reporting dashboard
- Ad retargeting
- Mobile optimization
- Ad management
- HubSpot mobile app
- Shared inbox
- Marketing events object
- Cookie Management Tools
- Email and in-app chat support
- Permission sets
- CTAs
- Personalization tokens
- Simple marketing automation
- 1:1 technical support

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[19] **NOTE:** The list is provided solely for transparency and completeness purposes and does not reflect any opinion of or assessment by the Monitoring Body, as in scope is only the appropriate architectural implementation unless explicitly stated otherwise.

- Required fields
- Payments
- Multiple currencies
- Simple ad automation
- Custom views in shared inbox
- Contact create attribution
- Ad conversion events
- ABM tools and automation
- A/B testing
- Target accounts home
- URL mappings
- Dynamic personalization
- Association labels
- Standard contact scoring
- Google Search Console integration
- Collaboration tools
- Salesforce integration
- Campaign management
- Marketing asset comparison reporting
- Custom reporting
- Omni-channel marketing automation
- Social media
- Video hosting & management
- Campaign reporting
- Filtered analytics view
- Presets
- SEO analytics
- Duplicate management
- Deal and company scoring
- Teams
- WhatsApp integration
- Smart content for marketing email
- Standard CRM interface configuration
- Programmable email [Beta]
- Logged-in visitor identification
- Calculated properties
- Multi-language content
- Behavioral event triggers and reporting
- Predictive lead scoring
- Custom events
- Single sign-on
- Event Visualizer
- Organize teams
- Customer journey analytics
- HubDB for marketing email
- Log in as another user
- Salesforce custom object sync

- Custom objects
- Multi-touch revenue attribution
- YouTube analytics integration
- Field-level permissions
- Marketing email single send API
- Admin notifications management
- Email approvals
- HubDB
- Limit access to content and data
- Standard sandbox account

7.3 Features – Sales Hub

Sales Hub was introduced to enhance the productivity and effectiveness of sales representatives. Businesses can empower their teams with tools that deliver a personalised experience for prospects with less work for sales representatives. Features include:

- HubSpot mobile app
- Customizable quotes
- List segmentation
- Deal pipeline
- Email templates
- Conversational bots
- Email reply tracking
- Product library
- Meeting scheduling
- Stripe payment processing
- Prospects
- Email scheduling
- Contact management
- App Marketplace integrations
- Gmail, Outlook, and Microsoft Exchange integrations
- Custom properties
- Email tracking & notifications
- Contact website activity
- User management
- Team email
- All free tools
- Canned snippets
- Documents
- Reporting dashboard
- Shared inbox
- Facebook Messenger integration

- Custom user permissions
- Live chat
- Custom support form fields
- Email health reporting
- 1-to-1 email
- Slack integration
- Calling SDK
- Marketing events object
- Conversation routing
- Permission sets
- Multiple currencies
- e-signature
- Goals
- Sales content analytics
- Payments
- 1:1 technical support
- Simple automation
- Required fields
- HubSpot-provided phone numbers
- Sales automation
- Deal Tags
- Stripe integration
- Repeating tasks and task queues
- Calling
- Task calendar sync
- Standard contact scoring
- Custom reporting
- Salesforce integration
- Playbooks
- Calculated properties
- 1:1 video messaging
- Target accounts home
- Prospecting Workspace
- Rep productivity performance
- Logged-in visitor identification
- Automatic lead rotation
- Duplicate management
- Forecasting
- Teams
- Sales analytics
- Custom views in shared inbox
- Sales email frequency controls
- Presets
- Sequences
- Coaching Playlists
- Workflow extensions
- Account overview

- Handoffs
- Standard CRM interface configuration
- LinkedIn Sales Navigator and CRM Sync integrations
- Association labels
- ABM tools and automation
- Smart send times
- Deal and company scoring
- Call transcription and coaching
- Conversation intelligence
- Single sign-on
- Deal journey analytics
- Deal splits
- Recurring revenue tracking
- Admin notifications management
- Field-level permissions
- Advanced permissions
- Custom objects
- Standard sandbox account
- Salesforce custom object sync
- Organize teams
- Predictive lead scoring
- Lead Form Routing
- Log in as another user
- Custom events

7.4 Features – Service Hub

Service Hub is our customer service software that is designed to help businesses manage and connect with customers. Features include:

- Email tracking & notifications
- Facebook Messenger integration
- Live chat
- All free tools
- Conversational bots
- Marketing events object
- Custom user permissions
- Slack integration
- Calling SDK
- Email scheduling
- Custom properties
- Ticket pipelines
- Email reply tracking
- Meeting scheduling
- Mobile inbox
- Reporting dashboard

- User management
- Channel switching
- 1-to-1 email
- Email templates
- Ticketing
- Email health reporting
- Product library
- Team email
- List segmentation
- Ticket routing
- Shared inbox
- Canned snippets
- Documents
- HubSpot mobile app
- Payments
- 1:1 technical support
- HubSpot-provided phone numbers
- Email and in-app chat support
- Multiple currencies
- Repeating tasks and task queues
- Conversation routing
- Permission sets
- Task calendar sync
- Simple ticket automation
- Required fields
- Calling
- Ticket Tags
- Goals
- Service analytics
- Logged-in visitor identification
- Insights dashboard
- Customer feedback surveys
- Teams
- WhatsApp integration
- Duplicate management
- Custom surveys
- Handoffs
- Help Desk
- Knowledge base
- Salesforce integration
- Post-chat feedback
- Playbooks
- Knowledge base single sign-on
- Custom Ticket and Conversation Views
- Customer portal
- Sequences
- Custom reporting

- Coaching Playlists
- Presets
- URL mappings
- Standard contact scoring
- Agent presence in inbox
- Standard CRM interface configuration
- 1:1 video messaging
- Association labels
- Forecasting
- Help desk automation
- Video hosting & management
- Calculated properties
- SLAs
- Call transcription and coaching
- Conversation intelligence
- Custom objects
- Standard sandbox account
- Log in as another user
- Capacity Limits
- Admin notifications management
- Custom events
- Field-level permissions
- Salesforce custom object sync
- Recurring revenue tracking
- Organize teams
- Single sign-on

7.5 Features – Content Hub (CMS Hub)

CMS Hub combines the power of customer relationship management and a content management system into one integrated platform. HubSpot content tools enable businesses to create new and edit existing web content while also personalising their websites for different visitors and optimising their websites to convert more visitors into leads and customers.

- Website traffic analytics
- 99.95% measured uptime
- Custom domain security settings
- Blog export
- Conversational bots
- Connect a custom domain
- HubSpot mobile app
- Apex hosting and redirects

- AI Blog
- Shared inbox
- Landing pages
- Mobile optimization
- Drag-and-drop editor
- Ad management
- Multi-language content creation
- Facebook Messenger integration
- Content library
- Subdomain and country code top-level domain availability
- Site export
- Advanced menus
- App Marketplace integrations
- Forms
- Local website development
- Website structure import
- Design manager
- Premium hosting
- Blog import
- Product library
- Reporting dashboard
- Built-in AMP (Accelerated Mobile Pages) support for blogs
- List segmentation
- Cookie Management Tools
- SEO recommendations & optimizations
- All free tools
- Live chat
- Website pages
- Automatically-generated XML sitemap
- Website themes
- AI blog post generator
- Template marketplace
- Payments
- AI assistants
- URL mappings
- Permission sets
- 1:1 technical support
- Required fields
- Personalization tokens
- AI image generator [Beta]
- CTAs
- Multiple currencies
- Content staging
- Adaptive testing
- Video hosting & management

- Presets
- Duplicate management
- Teams
- Calculated properties
- AI translation
- Memberships
- Filtered analytics view
- Standard CRM interface configuration
- Password-protected pages
- Logged-in visitor identification
- Association labels
- Content remix [Beta]
- Dynamic pages
- Member blog
- SEO analytics
- Smart content for pages
- Site tree
- HubDB
- A/B testing
- Brand voice [Beta]
- Post narration
- Standard contact scoring
- Google Search Console integration
- Salesforce integration
- Custom reporting
- Content embed
- Contact create attribution
- Podcasts [Beta]
- Custom views in shared inbox
- Site performance monitoring
- Salesforce custom object sync
- Activity logging
- Organize teams
- Field-level permissions
- Custom objects
- Reverse proxy configuration
- Content partitioning
- Single sign-on
- Limit access to content and data
- Multisites
- Code alerts
- Log in as another user
- Content Approvals
- Standard sandbox account
- Serverless functions
- Custom events
- Admin notifications management

7.6 Features – Operations Hub

Operations Hub is an operations software that lets you easily sync, clean, and curate customer data, and automate business processes. Operations Hub enables entire teams to stay aligned with a clean, connected source of truth for customer data. Features include:

- App Marketplace integrations
- Reporting dashboard
- Email reply tracking
- Company insights
- Custom user permissions
- Marketing events object
- Contact management
- Data sync
- Custom properties
- Product library
- List segmentation
- Ticketing
- Tasks & activities
- Email health reporting
- Historical sync
- Companies
- User management
- Default field mappings
- Deals
- Custom field mappings
- 1:1 technical support
- Permission sets

- Required fields
- Payments
- Deal and company scoring
- Scheduled workflow triggers
- AI-powered data formatting recommendations
- Bulk duplicate management
- Standard CRM interface configuration
- Calculated properties
- Data health trends
- Data quality automation
- Data quality command center
- Teams
- Webhooks
- Presets
- Association labels
- Standard contact scoring
- Custom reporting
- Programmable automation
- Snowflake data share
- Log in as another user
- Salesforce custom object sync
- Standard sandbox account
- Datasets
- Advanced permissions
- Field-level permissions
- Custom events
- Admin notifications management
- Advanced data calculations and prep
- Single sign-on
- Custom objects