ROI Report 2025

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# What is HubSpot?

**Easy**   **Fast**   **Unified**

HubSpot is an AI-powered customer platform that is **easy to use,** provides value **fast,** and gives all of your teams a **unified** view of your customers at every stage of the journey.

Everything on the customer platform works seamlessly together **to help businesses grow better.**

## HubSpot

### **Action:** Do Things

- Hubs
- Breeze Agents
- Breeze Assistant

### **Orchestration:** Connect Things

- Intelligence
- APIs & MCPs
- Studio

### **Context:** Know Things

- Smart CRM

Structured Data   Unstructured Data   External Data
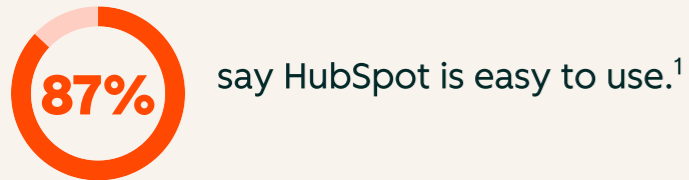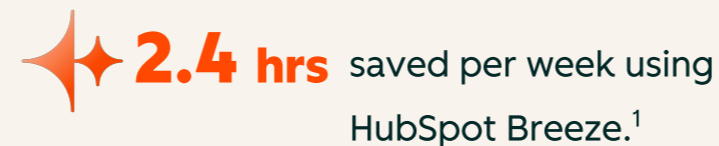
ECOSYSTEM • SECURITY • GOVERNANCE

# How is HubSpot Different?

## Easy

simple to learn and easy adopt means better value

**87%** say HubSpot is easy to use.[1]

**92%** say HubSpot Breeze is easy to use.[1]

## Fast

see immediate value

**65%** decrease in time to close when customers use HubSpot's AI workflow features.[2]

**2.4 hrs** saved per week using HubSpot Breeze.[1]
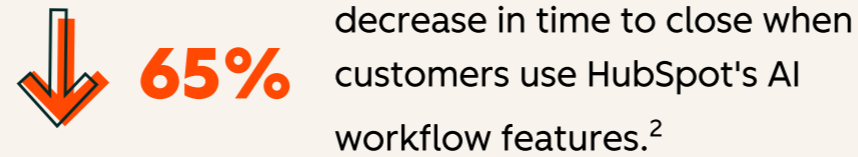
## Unified

connects data, tools, and teams for a complete customer view

**83%** say HubSpot is effective at unifying their company's data all in one place.[3]

**96%** say HubSpot Breeze unifies their teams.[1]
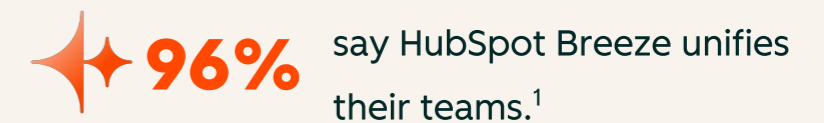
Source Information

# Business Challenges

## Growth is getting harder. Businesses are feeling the pressure **to do more with less.**

### 1. Customer expectations are rising.

Companies that meet these rising customer expectations **see 41% faster revenue growth** and **51% higher customer retention rates.**[1]

### 2. Businesses are struggling to keep up with AI innovations.

88% of SMBs have implemented AI systems,[2] but **only 13% possess the data infrastructure to leverage AI effectively.**[3]

### 3. Customer data is fragmented across tools and systems.

Customers currently juggle **"15+ separate tools"** across different vendors.[4]

Source Information

# HubSpot's Solution

**Imagine your whole front office on one, unified customer platform.**

Stop wasting time switching between 15+ disconnected tools. HubSpot unifies your customer data across every touchpoint, giving your teams the complete context they need to deliver exceptional experiences — and drive 3x growth.[1]

## Results of Using HubSpot

**Unified Platform**

**Increased Adoption**

**Accelerated Results**

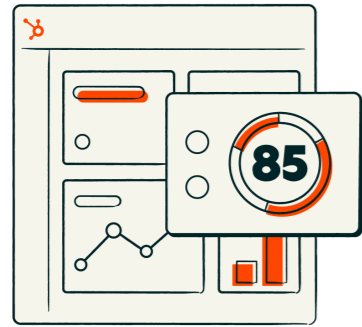**Improved Value**

**Revenue Grown**
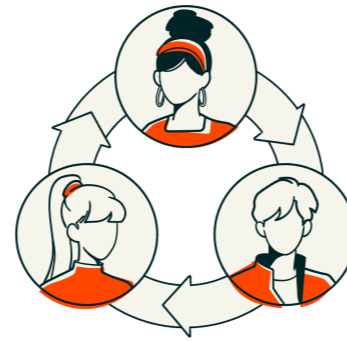
**Lower Costs**

Source Information

# HubSpot Unifies Tools, Teams, and Data
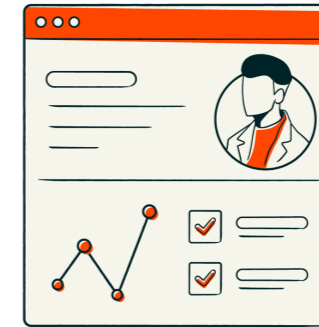


## Tools

**8x** more deals closed for customers with integrations.[1]

## Teams

Customers who connect teams across the HubSpot platform see **24% more deals created** compared to single-hub users.[3]

## Data

**5x** higher deal close rate for customers using Marketing, Sales, and Service Hub reporting.[2]
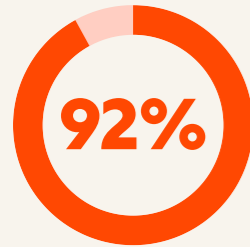
"**Unifying our data in HubSpot transformed how we operate.** What used to take multiple systems and spreadsheets is now a single, shared view —empowering every team to move faster, act smarter, and deliver better outcomes."

Matthew Ruxton
Manager, HubSpot CRM

**Source Information**

ign!te
reading

# HubSpot Increases Adoption

**92%** of HubSpot users say their organization has high adoption of HubSpot.[1]

**93%** of Marketing, Content, and Sales Hub customers display high feature usage.[2]
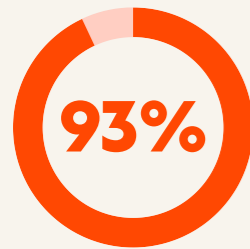
**93%** of HubSpot users use HubSpot daily.[1]

Source Information

**KAPLAN** EARLY LEARNING COMPANY **Reducing Response Times by 30% with Breeze**

"Since bringing our marketing, sales, and service teams together on HubSpot, it's completely removed the guesswork for our leaders, giving them visibility and confidence that **customers are getting what they need, quickly**."

Jennifer Cummings,
Sr. Director, Customer Engagement

**KAPLAN** EARLY LEARNING COMPANY

**View Customer Case Study**

# HubSpot Accelerates Business Results

**In 6 months...**

**+3x**
inbound leads[1]

**+94%**
deals closed[2]

**+57%**
ticket resolution rate[3]

Calculate your return on investment with Breeze

Source Information

"We chose HubSpot to unify our systems and **see the full customer journey, from first touch to final close.** And we're finally starting to see what we used to miss—real journey insights, all in one place."

Whitney Summers
Associate & Senior Marketing Manager

dtj
DESIGN

# Generate Leads Faster

## Inbound Leads[1]

Customers with Marketing Hub see 3x the number of inbound leads after just 6 months.



Inbound leads compared to month 1

- 400%
- 300% — 317%
- 230%
- 200%
- 100%
- 0 — 0%

Months since purchase: 0, 6, 12
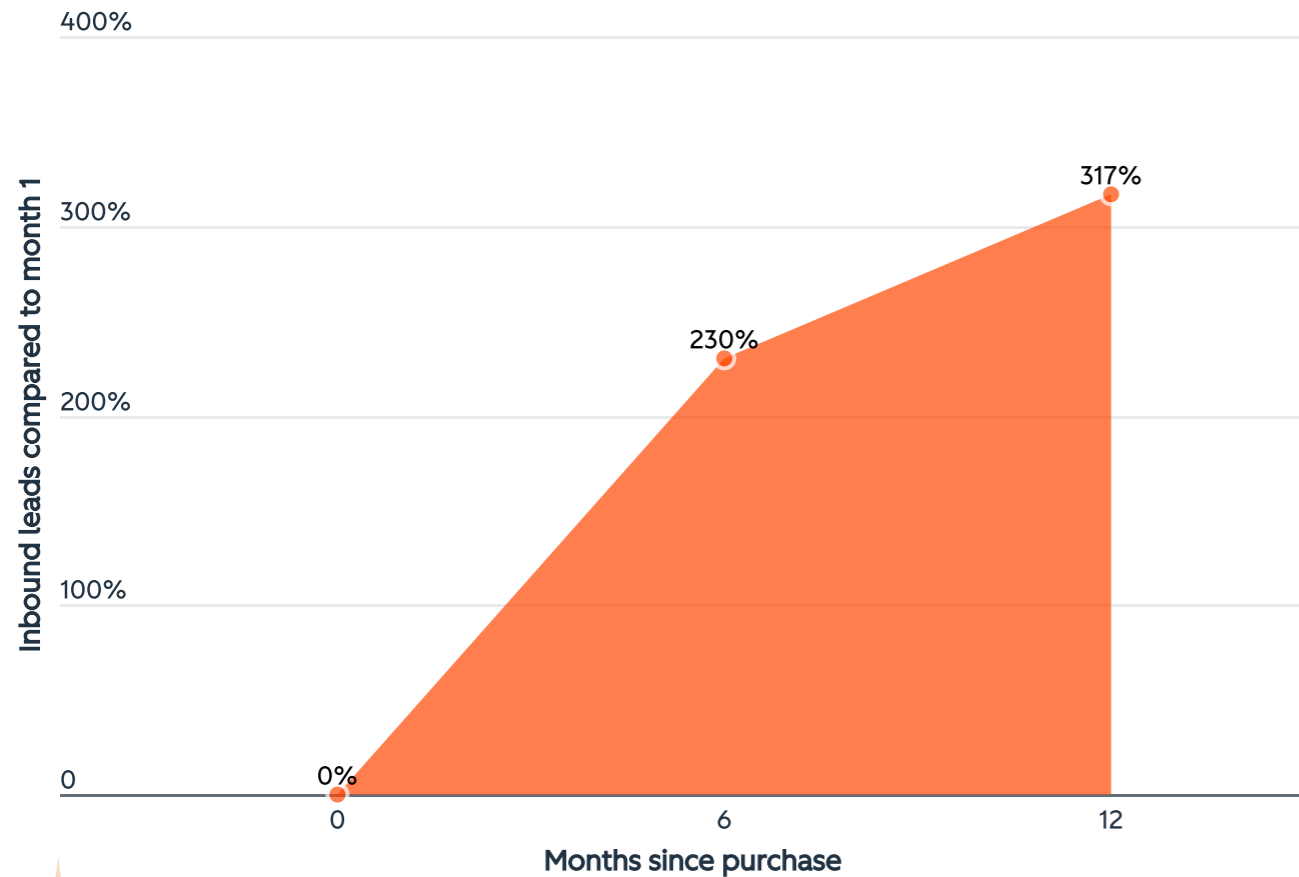
Source Information

"HubSpot gave us **the tools we needed to grow** without losing the personal connection with our fans."

Caroline Angele
Growth Marketing Manager
ANGEL CITY FC
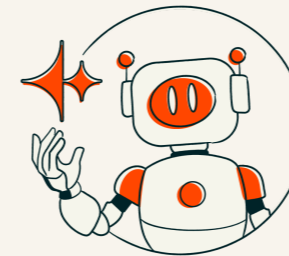


Customers using Campaign and Content Assistant see a **54% higher lead conversion rate** than those not using the AI features.[2]

**+167%** increase in website traffic after 6 months.[3]

**90%** of marketers report increased personalization with HubSpot.[4]

# Close More Deals Faster

"Prospecting Agent handles the research and outreach so I can stay focused on high-impact work. It's **doing better research** than I could and driving more website traffic, clicks, and interest than ever."
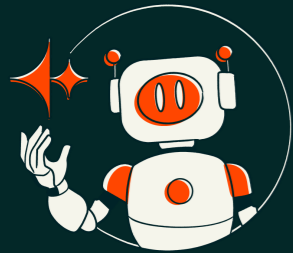
Brandon Borgus
Sr. Director of Business Development

SIGHTLINE PRODUCTIONS

Customers using HubSpot AI sales features see a **48% decrease in average time to close**.[2]

**4x** more deals closed when customers work with Partners compared to those who do not.[3]
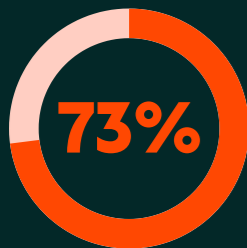
**73%** of sales professionals report improved win rates with HubSpot.[4]

## Deals Closed[1]

Customers with Sales Hub see a 94% increase in their deals closed after just 6 months.

Deals closed compared to Q1

- 250%
- 200%
- 177%
- 150%
- 100%
- 94%
- 50%
- 0%
- 0

Months since purchase: 0, 6, 12

Source Information

# Resolve Tickets Faster

## Ticket Close Rate[1]

Customers with Service Hub see a 57% increase in their ticket close rate after just 6 months.

**Ticket close rate compared to month 1**

100%

80%

66%

60%

57%

40%

20%

0

0%

0    6    12

**Months since purchase**
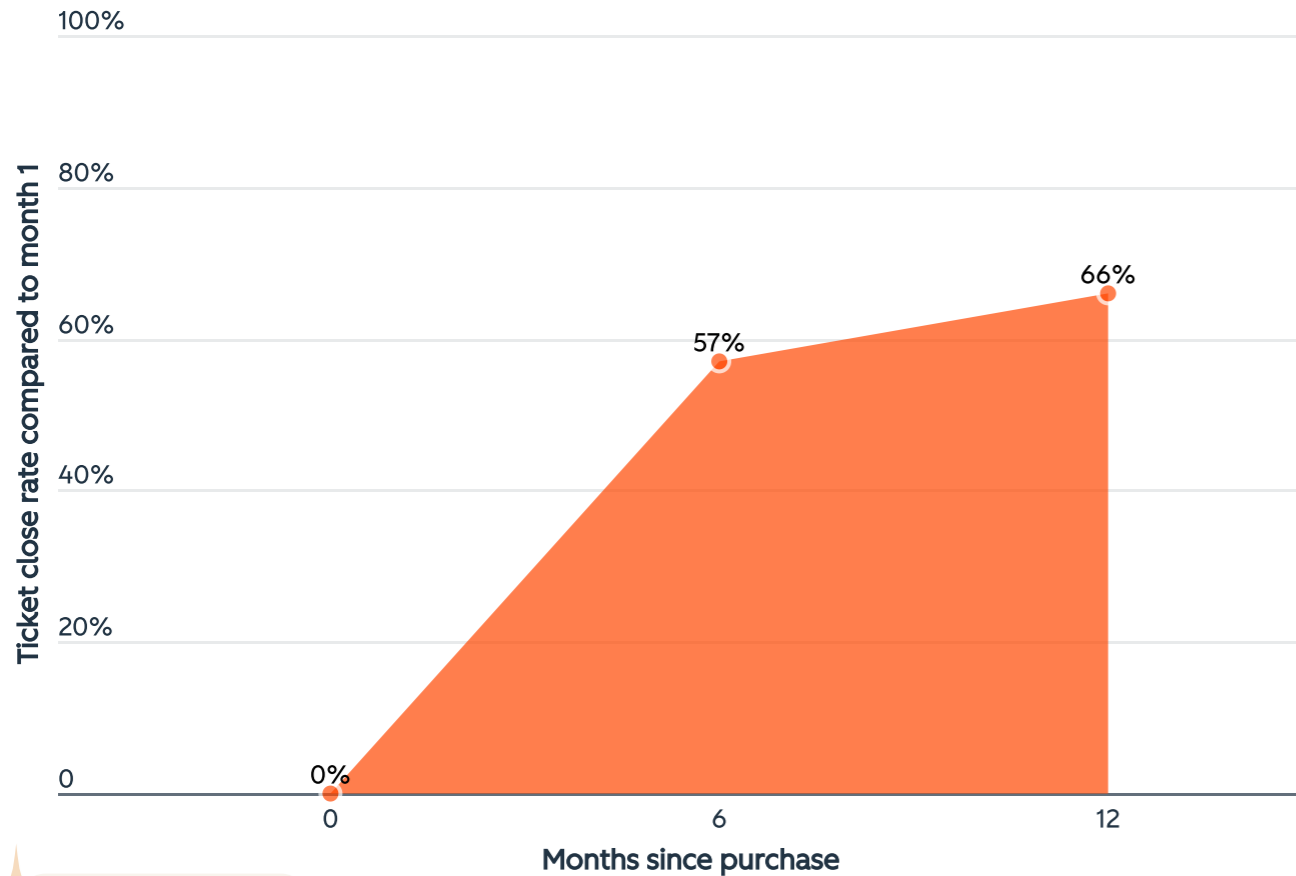
Source Information

## HubSpot customers see...

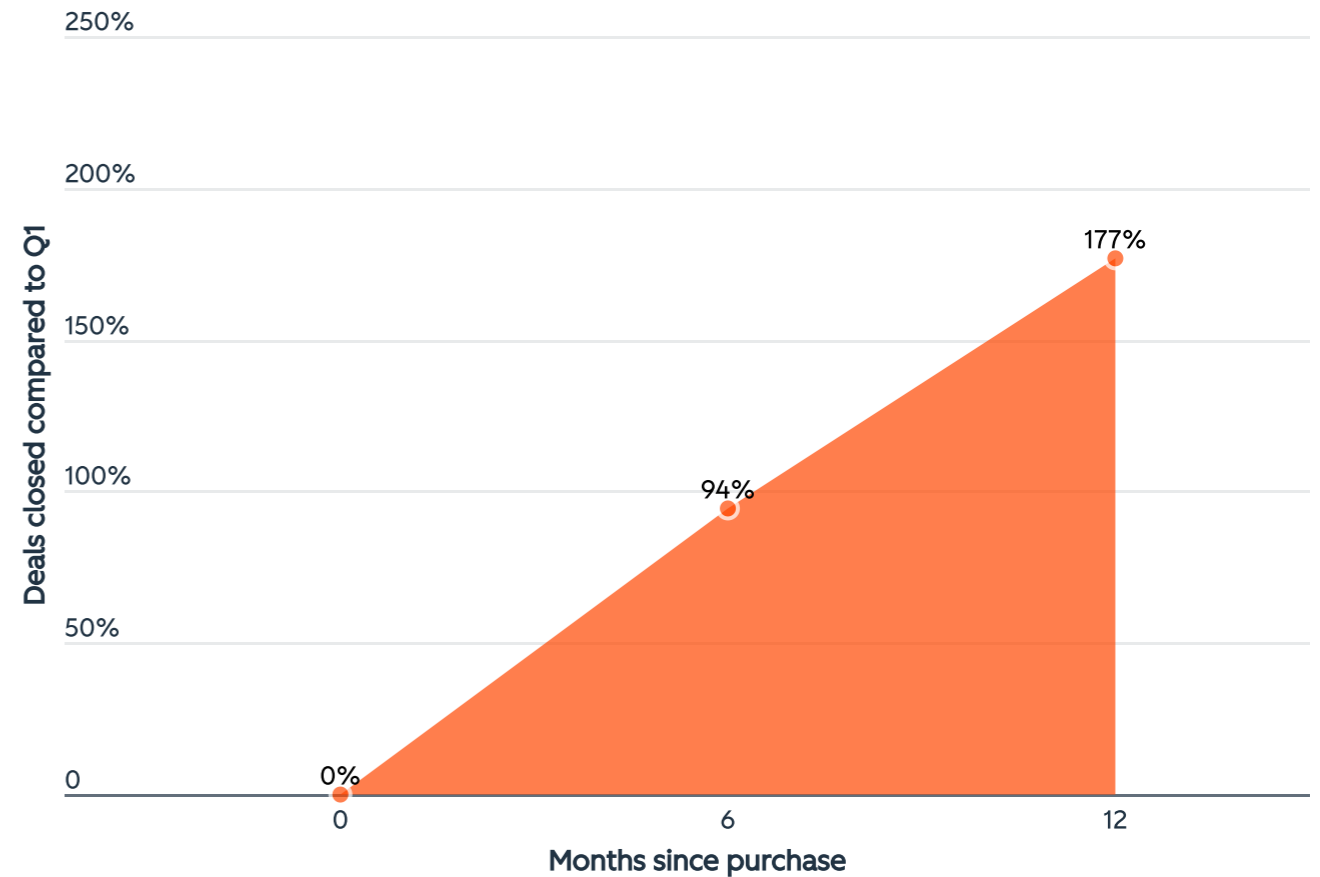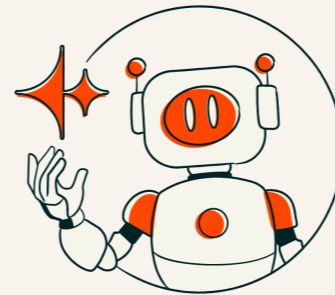**28%** **more customer issues resolved** using AI features[2]

**39%** **less time closing tickets** with Customer Agent[3]

## How youth on course Improved Ticket Response Time by 17%

"Breeze customer agent empowers us to serve our diverse audiences—members, donors, course operators, and more—by delivering fast, relevant, and personalized responses."

John Mothershead,
Director of Member Success

youth on course
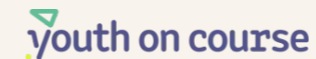
**View Customer Case Study**

# HubSpot Improves Business Value

30% of customers estimated ROI in 6 months or less.[1]

63% of customers estimated ROI in 12 months or less.[1]

**How Clearwing Drove $8M in Revenue and 4,200% ROI With Marketing Hub**

"We're faster, more consistent, and more connected to what our customers actually need."

Jay Baumgardner
Marketing Manager

**CLEARWING**

**View Customer Case Study**
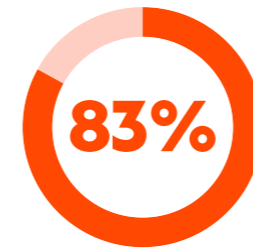
**83%** of marketers report increased conversion rates.[2]
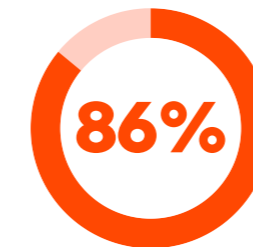
**86%** of sales professionals note improved lead quality.[2]
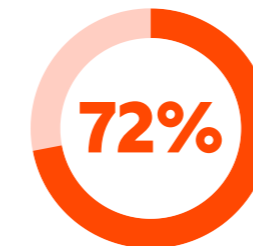
**72%** of service leaders observe increased customer lifetime value.[2]

Calculate the return on investment you could experience with HubSpot products

Source Information

# HubSpot Grows Revenue

**+27%** Customers see a 27% increase in average deal amount after 6 months.[1]

**89%** of customers see productivity increases, with 87% seeing improvements within 3 weeks.[2]

**84%** of customers report increased company revenue.[2]

**95%** of customers achieve positive ROI, with 76% seeing returns within 4 weeks or sooner.[2]

Source Information

## How SANDOW Design Group Cut Sales Cycles by 62%

"Sales Workspace enabled our sales team to close a $375K deal in just three months, less than half the usual time, by equipping our reps with instant access to the full customer history."

Keith Vandeventer,
Director, CRM Strategy + Operations

SANDOW

View Customer Case Study

# HubSpot Lowers Cost

In the first year, most HubSpot customers pay no additional operation or admin costs, which equates to an average savings of over $100K in the first two years.

"Breeze Customer Agent has handled 238 conversations in a short amount of time—completely autonomously. **That's significant time savings for our support team.**"

Jorgen Schvaneveldt
Omnichannel Architect
Spring **EQ**

Calculate the total cost of ownership of your HubSpot software with the HubSpot TCO Calculator

## % of HubSpot customers paying no additional costs[1]

| Customer Platform | Sales Hub | Marketing Hub | Service Hub |



Integrations

Data Migration

Training

Maintenance

Service & Support

Admin & Personnel

Source Information

# Conclusion

Customers that leverage HubSpot's **easy, fast, and unified customer platform** are driving growth across the metrics they care about most.

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**Want to learn more about how HubSpot can transform your business?**

**Contact Sales**

Or check out these free tools:

**ROI Calculator**   **Growth Grader**   **TCO Calculator**   **Breeze ROI Calculator**

# Data Methodology

## What types of customer data is included in this report?

The data presented in this report can be categorized into three types:

**Personal Data:** This refers to the information defined in our Customer Data Processing Agreement. We collect data when customers fill out web forms, interact with our websites, subscribe to a HubSpot blog, sign up for a webinar, request customer support, create or modify user information, set preferences, or provide any other relevant information to access or use our Subscription Service.

**Usage data:** This includes metrics and information about how customers use and interact with the Subscription Service. It encompasses details such as the most frequently used product features, the creation and closure of objects (e.g., deals), and the frequency of triggering certain features (e.g., workflows) in their account.

**Research Data:** This refers to customers who have given their consent and taken part in a market research study conducted by HubSpot. In these studies, the data has been collected by asking customers using the product questions related to their business's performance, such as time saved, revenue growth, and other relevant metrics.

## How does HubSpot collect the customer data used in this report?

We obtain customer data by collecting information from customers who interact with us through our websites or use HubSpot's subscription services.

The details of what we collect, how we use the information, how we share it, and how customers can manage their data are all outlined in our Privacy Policy.

Our customer experience data is derived from aggregating information from thousands of HubSpot customers. For specific sample sizes and details regarding the criteria used to include customers in each chart or statistic, please refer to the corresponding chart description or statistic footnote.

## Where can I learn more about the data used in this report?

For more information about the data used in this report, please visit HubSpot Customer Experience Data.

On this page, you will find frequently asked questions that can help you gain a better understanding of how performance is calculated, how accuracy is maintained, and how metrics are defined.

# Source Information

## How is HubSpot Different?

1. Based on a survey of marketing, sales, and customer support CRM users across the globe in August 2025 (n=1,546).
2. Based on Sales Hub Professional or Enterprise customers who used HubSpot AI features related to workflows (n=35,647) within 6 months in 2025 compared to those who didn't use the same HubSpot AI features (n=68,790).
3. 424 video interviews of Manager+ software purchase decision makers/CRM users in US, UK, CAN, AUS, Germany, France, and Japan conducted in Jan 2025.

## Business Challenges

1. Forrester. (2024). Forrester 2024 US customer experience index.
2. Pax8. (2024). Pax8's 2024 Artificial Intelligence Buying Trends Report Reveals How AI Will Transform the SMB Landscape. Available at:https://www.pax8.com/en-us/news-post/pax8s-2024-artificial-intelligence-buying-trends-report-reveals-how-ai-will-transform-the-smb-landscape.
3. Casandrasoft. "HubSpot Success Stories: Inspiring Business Achievements and Case Studies." 2024.
4. Analysis based on a HubSpot qualitative survey of 101 B2B buyers across the United States in April 2025.

## HubSpot's Solution

1. Based on a survey of 1,474 CRM users across the globe in August 2024.

## HubSpot Unifies Tools, Teams, & Data

1. Based on the number of deals closed-won for Sales, Marketing, and Service Hub customers with integrations (n=62,707) versus those who do not use integrations (n=2,105) for three months in 2025.
2. Based on the deal close rate (number of deals marked closed-won divided by the number of deals created) in HubSpot by customers who owned Marketing, Sales, and Service Hub and had activated reporting (n=11,440) versus those who did not have reporting activated (n=369) for three months in 2025.
3. Based on deals created monthly in 6 months for customers who owned only Sales Hub (n=22,137) for at least 12 months between Jan 2019 and July 2025 compared to customers who owned Sales, Marketing, and Content Hub (n=36,604).

## HubSpot Increases Adoption

1. Based on a survey of marketing, sales, and customer support CRM users across the globe in August 2025 (n=1,546).
2. Based on the percent of Marketing Hub and Content Hub (n=13,465) and Sales Hub (n=54,708) Professional and Enterprise customers with high Hub feature usage (indicated by activating 67% (6 out of 9) or more of Marketing Hub's core features and 64% (7 out of 11) or more of Sales Hub's core features.)

## HubSpot Accelerates Business Results

1. Based on monthly form submissions for customers who owned any Marketing Hub plan (n=91,351) for at least 12 months.
2. Based on deals closed monthly for customers who owned any Sales Hub plan (n=81,528) for at least 12 months.
3. Based on monthly ticket close rate for customers (n=9,661) who owned any Service Hub plan for at least 12 months.

## Generate Leads Faster

1. Based on monthly form submissions for customers who owned any Marketing Hub plan (n=91,351) for at least 12 months.
2. Based on the contact conversion rate (number of form submissions divided by visitors) in HubSpot by customers who owned Marketing and Content Hub Professional or Enterprise and had used Campaign and Content Assistant in a three month period in 2025 (n=3,156) compared those who had not (n=17,646).
3, Based on number of deals created for Marketing Hub Professional or Enterprise customers working with a Solutions Partner (n=13,398) compared to those not associated with a partner (n=10,146).
4. Based on monthly website traffic after 6 months for customers who owned any Marketing plan (n=101,685) for at least 12 months

## Close More Deals Faster

1. Based on deals closed monthly for customers who owned any Sales Hub plan (n=81,528) for at least 12 months.
2. Based on Sales Hub Professional or Enterprise customers who used HubSpot AI features to predict deals and summarize emails, deals, and conversations (n=3,977) within 6 months in 2025 compared to the those who didn't use the same HubSpot AI features (n=55,074).
3. Based on number of deals closed-won for Sales Hub Professional or Enterprise customers working with a Solutions Partner (n=18,332) compared to those not associated with a partner (n=20,919).
4. Based on a survey of marketing, sales, and customer support CRM users across the globe in August 2025 (n=1,546).

## Resolve Tickets Faster

1. Based on monthly ticket close rate for customers (n=9,661) who owned any Service Hub plan for at least 12 months.
2. Based on an analysis of 110 HubSpot customers who consistently used AI features in Q1 of 2025.
3. Based on the average time to close a ticket in HubSpot for Professional and Enterprise Service Hub customers who have activated Customer Agent (n=166) versus those who did not (n=5,189) from October 2024 through December 2024.

## HubSpot Improves Business Value

1, Based on customer reviews between June 2024 to June 2025 from G2.
2. Based on a survey of marketing, sales, and customer support CRM users across the globe in August 2025 (n=1,546).

## HubSpot Grows Revenue

1. Based on the average amount per deal marked closed-won in HubSpot who owned Sales Hub (n=48,124) for at least 12 months.
2. Based on a survey of marketing, sales, and customer support CRM users across the globe in August 2025 (n=1,546).

## HubSpot Lowers Cost

1. Based on surveys of HubSpot customers who owned either Marketing Hub (n=131), Sales Hub (n=172), or Service Hub (n=68).