



# OPERATIONS OVERVIEW

JD SHERMAN – President, Chief Operating Officer

# Important Information

This presentation includes certain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995, including statements concerning our cash flow and margin improvement expectations, our position to execute on our growth strategy in the mid-market, and our ability to expand our leadership position and market opportunity for our inbound platform. These forward-looking statements include, but are not limited to, plans, objectives, expectations and intentions and other statements contained in this press release that are not historical facts and statements identified by words such as "expects," "anticipates," "intends," "plans," "believes," "seeks," "estimates" or words of similar meaning. These forward-looking statements reflect our current views about our plans, intentions, expectations, strategies and prospects, which are based on the information currently available to us and on assumptions we have made. Although we believe that our plans, intentions, expectations, strategies and prospects as reflected in or suggested by those forward-looking statements are reasonable, we can give no assurance that the plans, intentions, expectations or strategies will be attained or achieved. Furthermore, actual results may differ materially from those described in the forward-looking statements and will be affected by a variety of risks and factors that are beyond our control including, without limitation, our history of losses, our ability to retain existing customers and add new customers, the continued growth of the market for an inbound platform; our ability to differentiate our platform from competing products and technologies; our ability to manage our growth effectively to maintain our high level of service; our ability to maintain and expand relationships with our marketing agency partners; our ability to successfully recruit and retain highly-qualified personnel; the price volatility of our common stock, and other risks set forth under the caption "Risk Factors" in our Quarterly Report on Form 10-Q filed on August 2, 2017 and our other SEC filings. We assume no obligation to update any forward-looking statements contained in this document as a result of new information, future events or otherwise.

# INBOUND 2016

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A LOOK BACK

# HubSpot Product Evolution

Years 1 - 4

Content Marketing

Years 4 - 8

Marketing Automation

Years 8 - 12

Sales Tools

CRM

# HubSpot In 2016

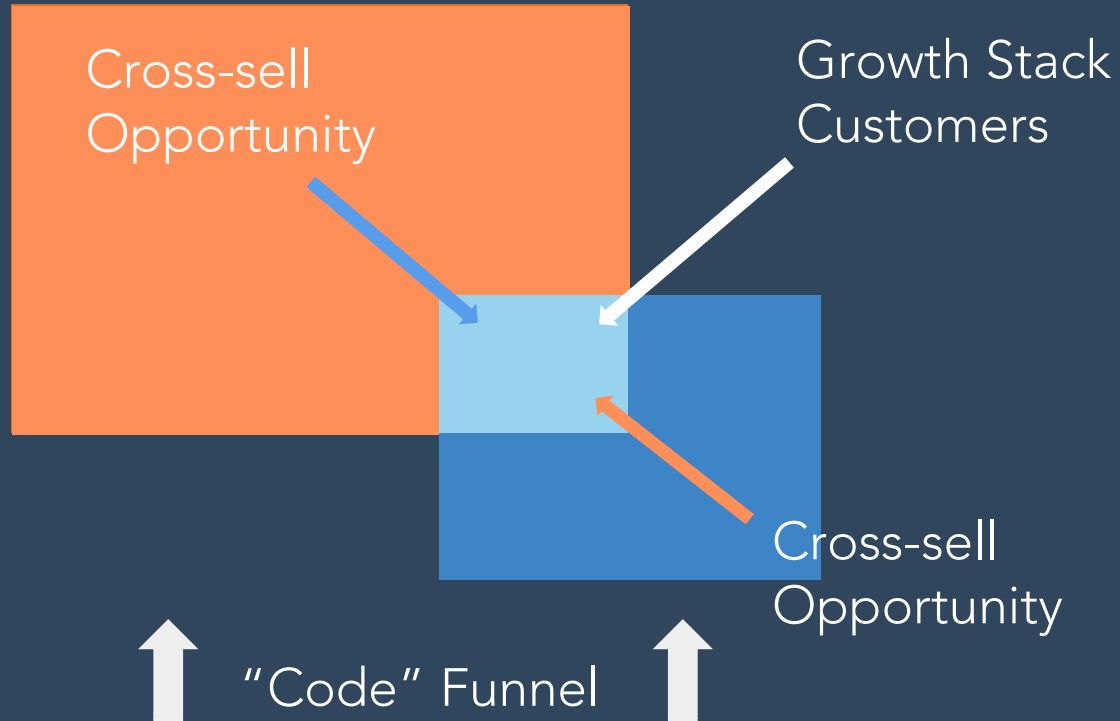
A large orange rectangular box containing the word "Marketing" in white text.

Marketing

A blue rectangular box containing the word "Sales" in white text.

Sales

# HubSpot Moving Forward



# Freemium “Code” Funnel

# Freemium Funnel Playbook



## Grow

Users of our free software platform



## Activate

Sign-ups to become users and teams

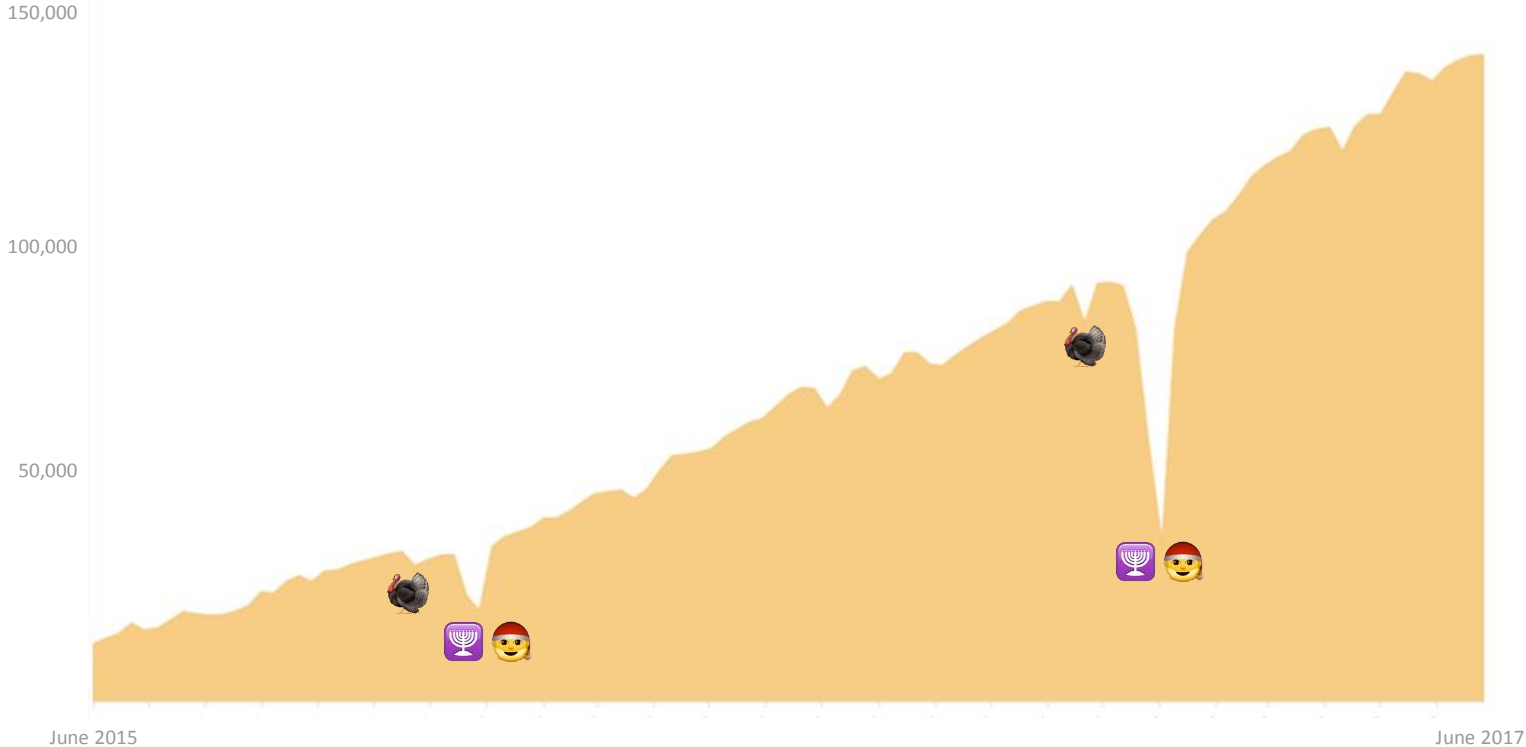


## Convert

Users and teams to our paid products

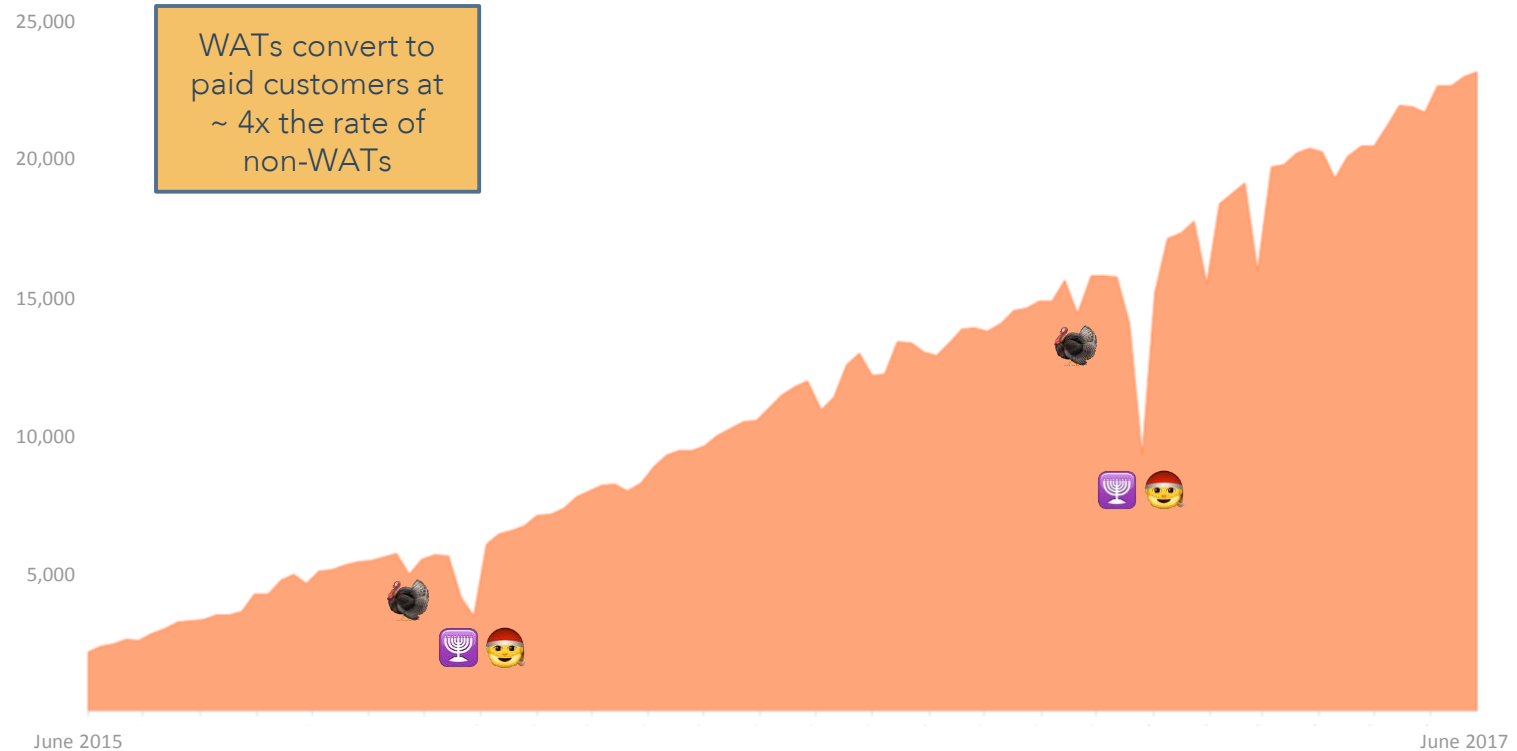


# Grow: Weekly Active Users Of CRM

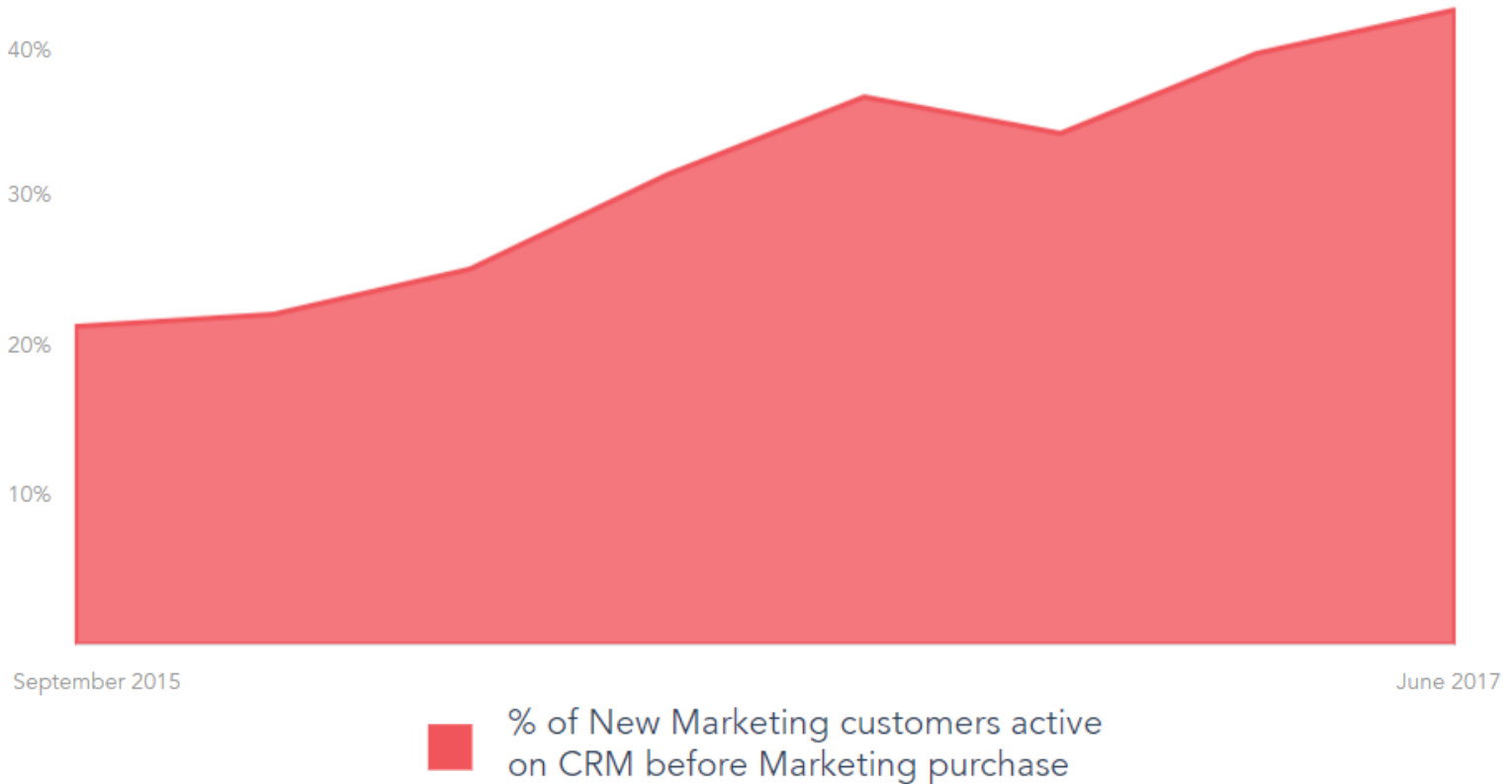


Weekly Active User is a user who takes one or more actions in the CRM, such as viewing a contact record or adding a deal, during a seven day period.

# Activate: Weekly Active Teams Of CRM



# Convert: Free CRM Users To Paid Customers



# One HubSpot

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# Cross-sell And Up-sell Playbook

Drive Growth Stack Adoption



Sell Sales into  
Marketing install base

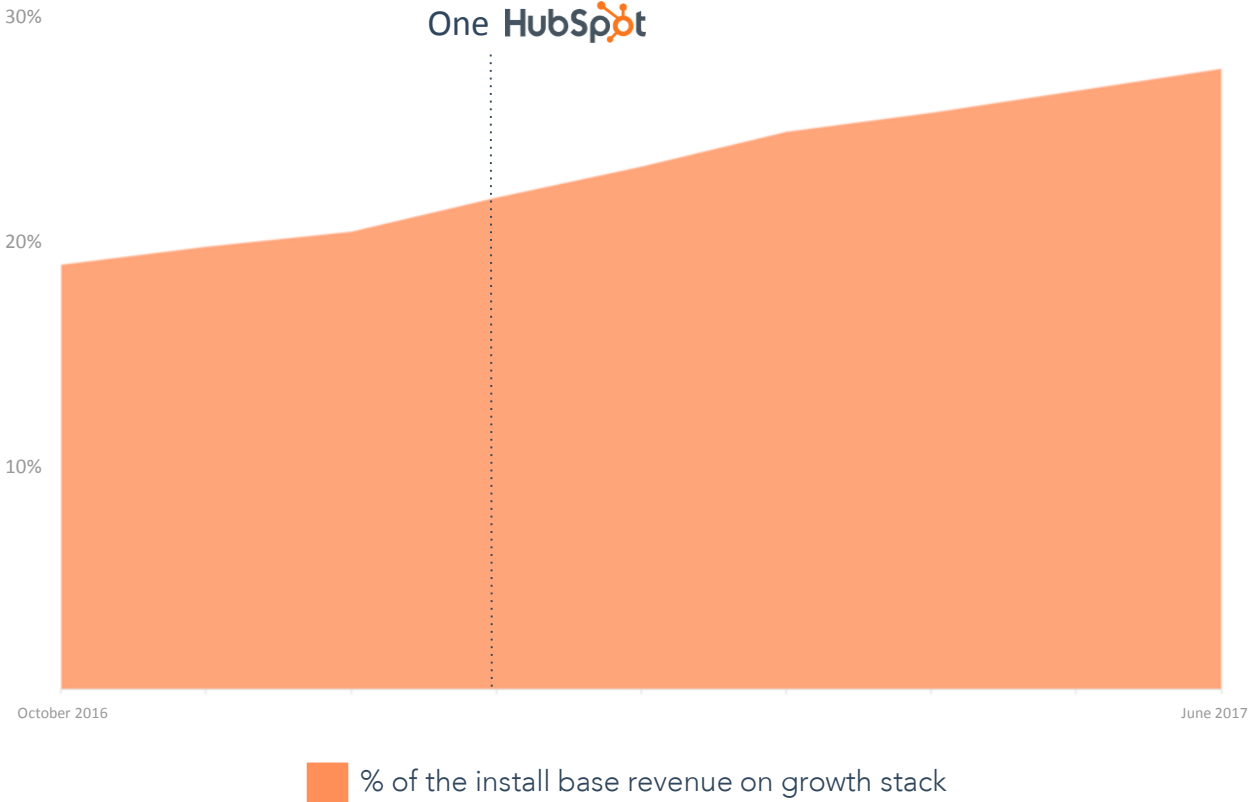


Sell Marketing into  
Sales install base

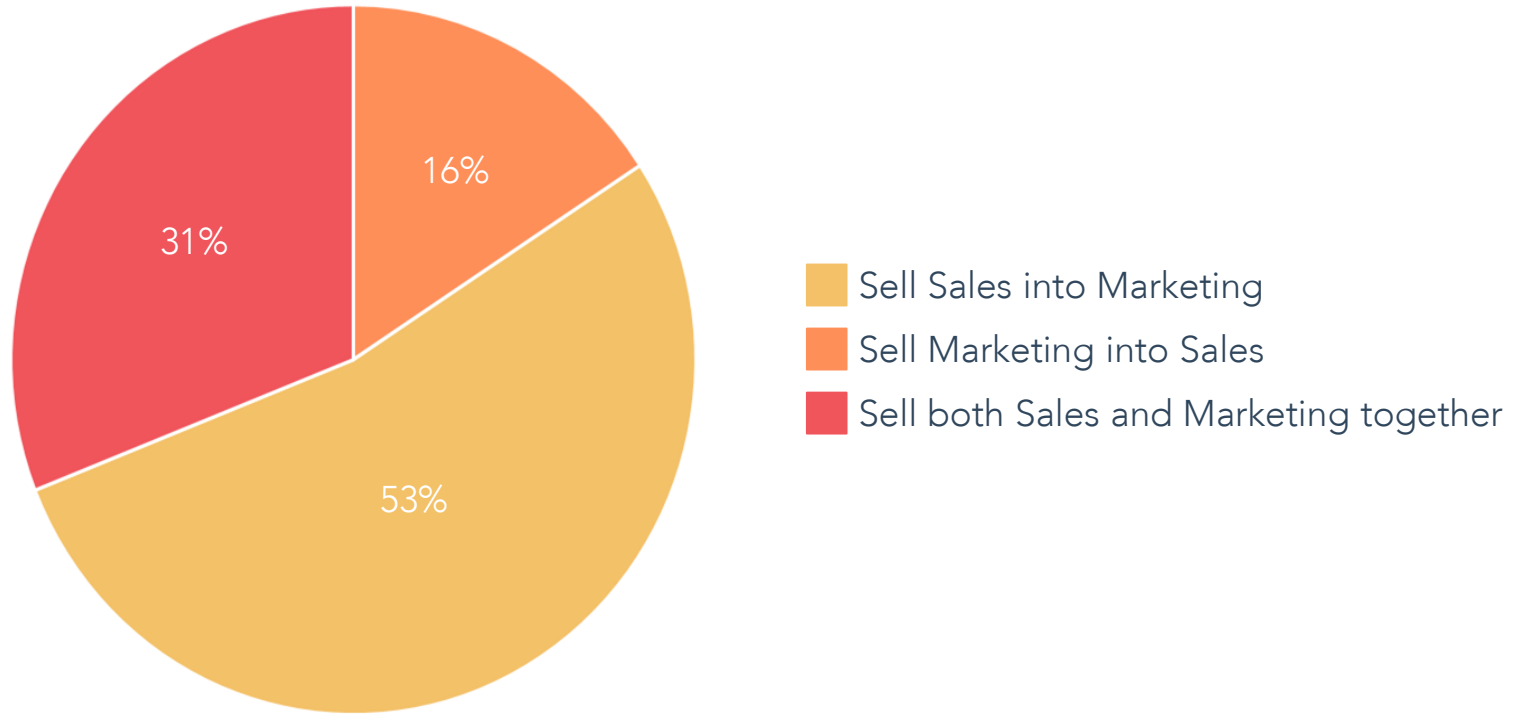


Sell both Sales and  
Marketing together

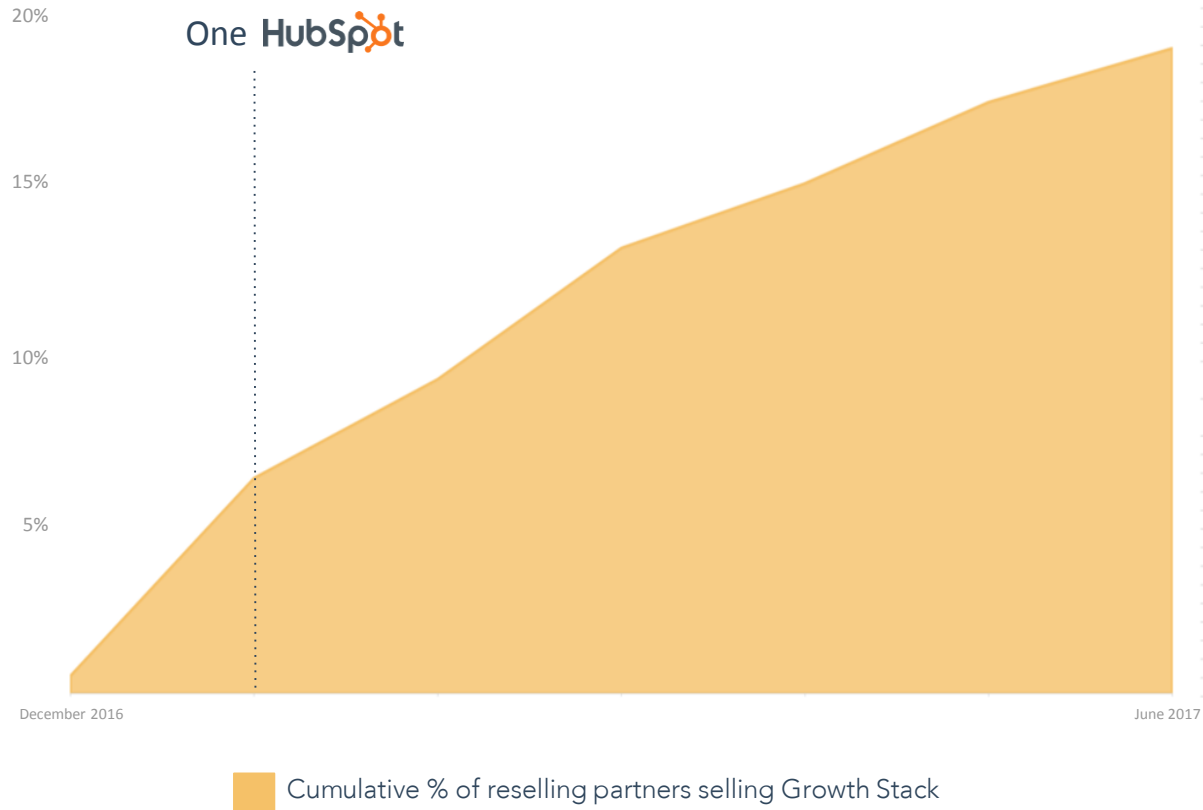
# Growth Stack Install Base Revenue Increasing



# Growth Stack Entry Points



# Partners Also Fueling Growth Stack





# INBOUND 2017

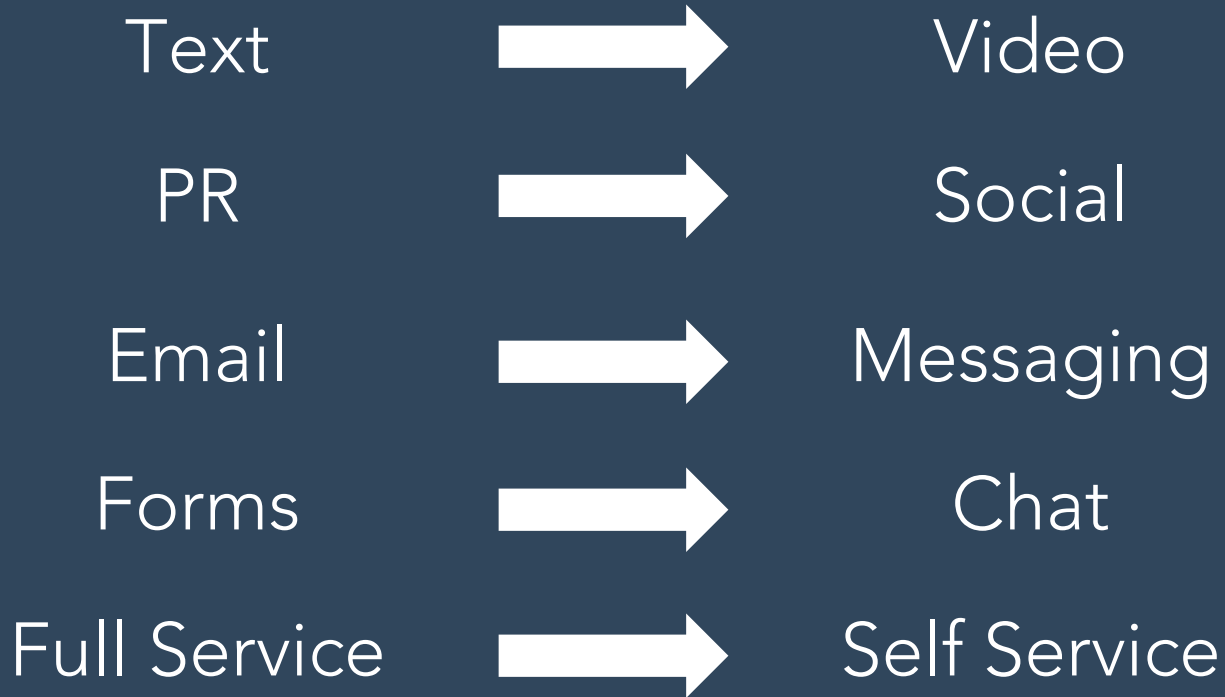
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LOOKING FORWARD

# What You Will Hear About Today

- Evolution of Inbound
- Modern Tools
- “Funnel to Flywheel”

# Inbound Evolution



# Modern Tools

Website



CMS

Email

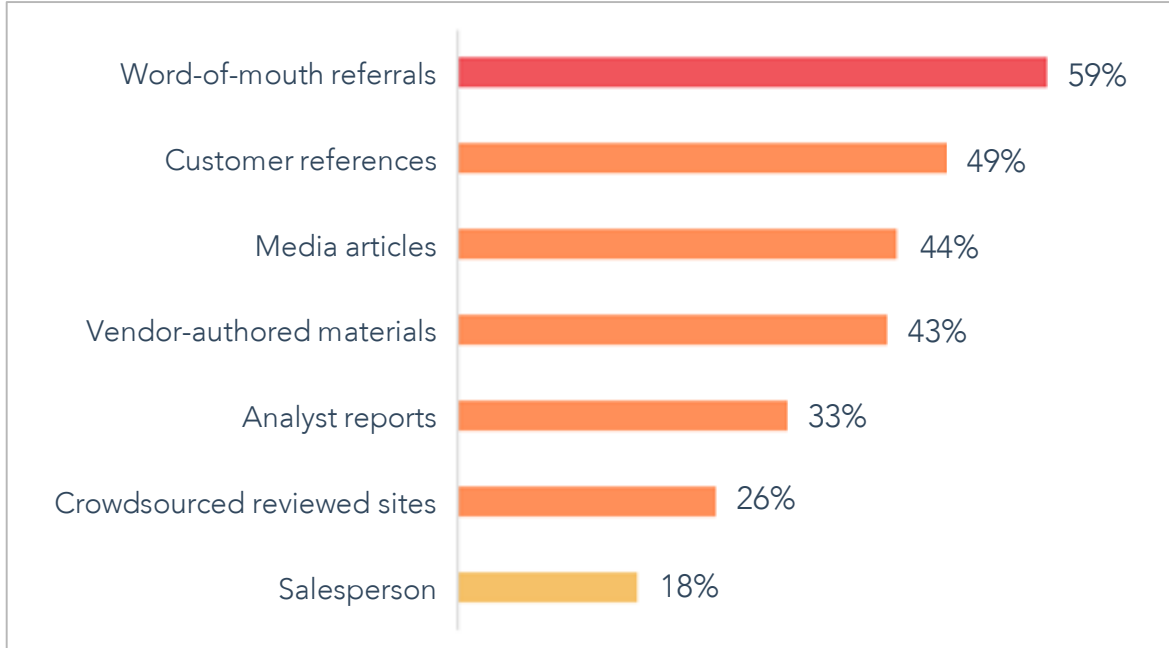


Marketing  
Automation

Bots



# What sources of information do you rely on when making purchase decisions?



C-level executive (CEO, CMO)

# The Growth Flywheel



# Summary

*App*

A flexible collection of loosely-coupled products supported by one company



*Suite*

Everything in one box from one company



*Platform*

A “marketing backbone” connecting products from many companies

THANK YOU