Angela DeFranco

**GM & VP,
HubSpot Marketing Products**

This talk **is not** about AI

The why experiment

My
personal
why

Marketer's **steep** climb

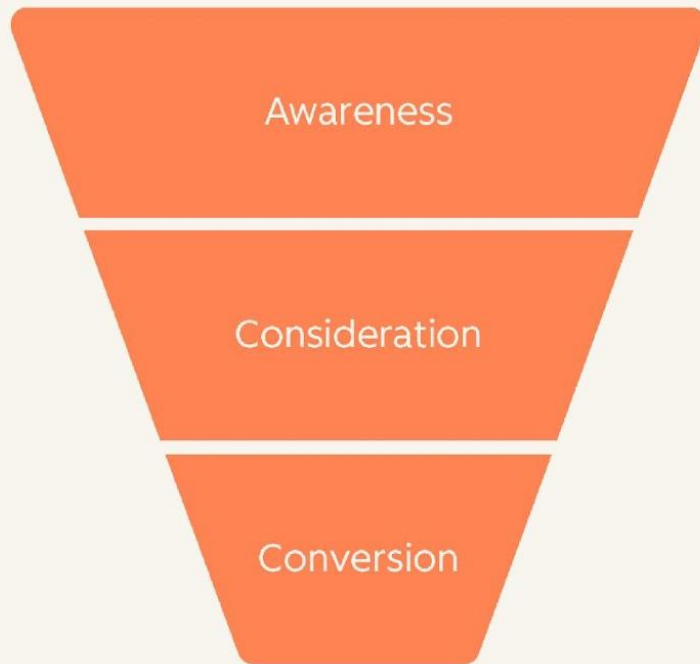# 1. The funnel isn't flowing

Lead generation as we know is changing.

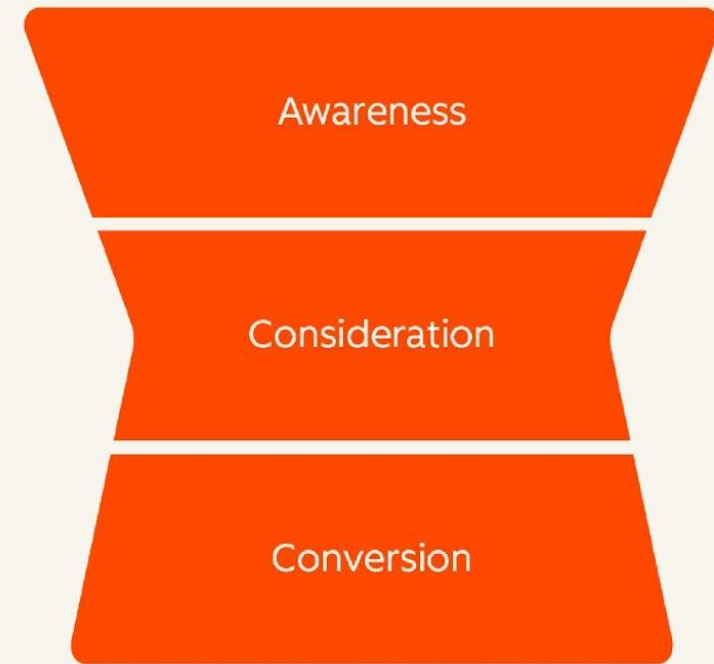# The shape of the funnel has changed

Traffic was easy, conversions were hard, awareness was expensive:

Awareness is cheap, visits are scarce, conversion is AI-accelerated:

1. The funnel isn't flowing

Lead generation as we know is changing.

3. Taste beats tactics

Content volumes are dead. Authenticity is the new currency.
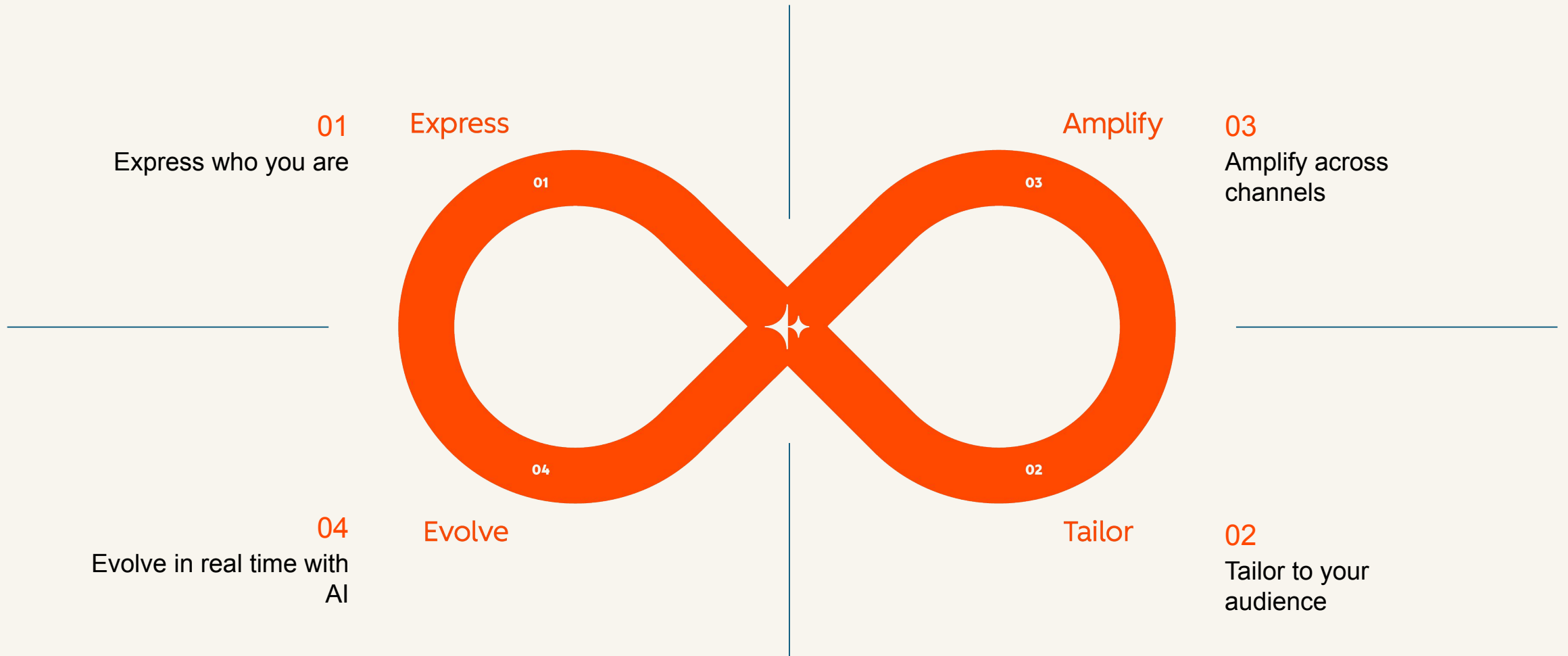
From linear to loop

There has never been
more opportunity
for marketers.

Loop Marketing

01 Express
Express who you are

03 Amplify
Amplify across channels

04 Evolve
Evolve in real time with AI

02 Tailor
Tailor to your audience

Bookmarks

CRM

Marketing

Content

Sales

Commerce

Service

Data Management

Automation

Reporting

Breeze

CRM Development

Your Preferences

General

Notifications

Organization Management

Multi-Account `Beta`

Account Management

Account Defaults

Audit Log

Users & Teams

Product Updates ⤢

Integrations ⌄

Marketplace Downloads

Tracking & Analytics ⌄

Privacy & Consent

Sandboxes

Security

Brand: Unify

Unify ⌄

Brand Overview   Channel Optimizations   Data Sources

Unify's Brand Identity `Beta`   ✦ AI

Updating your Brand here will feed into all AI content you and your team create on HubSpot — from mission and values to visual identity and messaging — ensuring consistent, powerful brand communication across every touchpoint. **Learn more** ⤢

Brand Kit

Set your logo and colors for tools where you can show your branding. These settings will help you quickly choose brand options when creating public facing content.

Logos

Unify

Favicons

The New Search Reality

Before   Now

Search box   Website   Emma's site   Search box   AI answer bubble   No visitor

Copilot

INBOUND portal

Bookmarks

CRM

Marketing

Content

Sales

Commerce

Service

Data Management

Automation

Reporting

Breeze

CRM Development

AEO and SEO Tools

AI Discovery   Recommendations   Analyze   Topic Clusters

By participating in this beta, you acknowledge and agree to the **HubSpot Beta Terms** ⬈ .

Your AI discoverability

These are the topics your current content is already covering. We've grouped your assets and scored each topic based on how well it performs in AI engines — including visibility, discoverability, and lead-driving potential.

View your topics

AEO opportunities

Based on AI trends and your existing content footprint, these ideas are surfaced to help you grow visibility and reach more qualified leads through AI discovery.

View your topics

Ideal Customer Profile, Products and Services Data

View ICP settings ⬈

Your ICP data is used to further enhance topic recommendation to tailor it specifically to your goals and needs

Data Studio Beta

Add external data source   Create dataset

Intro   Datasets   HubSpot data sources   External data sources

Transform siloed data into actionable insights

Combine HubSpot data with external sources to build smarter segments, workflows, and reports. Keep your CRM clean and focused by importing only the data you need.

▷ Watch intro video

CRM
Segments
Workflows
Reporting

Quick start

| ⟨⟩ Enhance HubSpot Contacts | ⬚ Upload CSV file | ⧉ Connect external source | + Start from scratch |

Add to source library

View all

| ⊞ Google Sheets | X⃞ Office365 Excel | ● Google Contacts | ⬚ Outlook Contacts |

Find your audience

Home
Bookmarks

CRM
Marketing
Content
Sales
Commerce
Service
Data Management
Reporting

Breeze
Development
Partner

Segments
2,198 segments

What's new? 💡 · Admin settings ▾ · Import · Quick create ▾ · **Create segment**

Intro · Manage · Analyze · **Explore**

Focus your outreach on the contacts most likely to respond ✦ AI

Discover clusters within your contacts with AI-powered insights.
Explore 3 engagement tiers based on email delivery and open rates, as well as various clusters within each tier that reveal characteristics that can guide your segmentation efforts.

Summary

Last Updated: August 1, 2025 11:52 AM

CONTACTS ANALYZED	IDENTIFIED	IDENTIFIED
211,695	**3**	**13**
Contacts	Engagement tiers	Clusters

Engagement tiers

All | High | Medium | Low   Interested in other metrics? **Give feedback** ↗

📄 4 clusters · 50,055 contacts

High engagement

85	92%
Average emails sent	Average open rate

📄 4 clusters · 120,961 contacts

Medium engagement

113	28%
Average emails sent	Average open rate

📄 5 clusters · 40,679 contacts

Low engagement

45	0%
Average emails sent	Average open rate

asana

Google Docs

ChatGPT

slack

Canva

Assistant   INBOUND portal

Marketing Studio

Create campaign

Intro   Manage   Analyze Beta

Plan, visualize, and collaborate on AI-powered campaigns
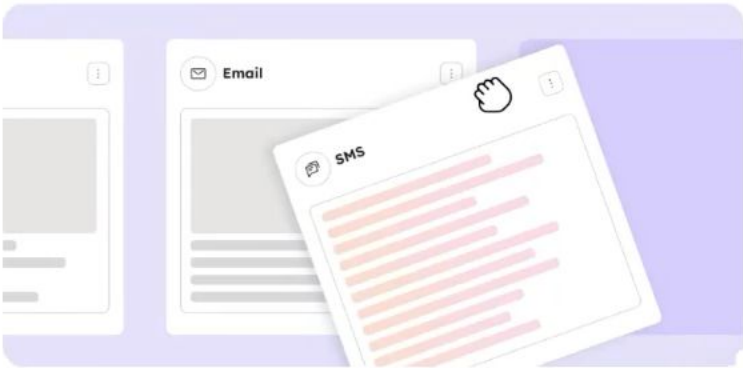
Marketing Studio uses the power of AI to build your marketing strategy and create ready-to-use assets so you can launch campaigns in days, not months.

▶ Watch demo video   Learn more ↗

✉ Email

SMS

Quick start

Clone existing campaign

Recent campaigns

View all campaigns

Campaign	⋮
Manufacturing Operations Excellence Event Drive	

Campaign	⋮
Untitled campaign 2025-08-22 13:30:23	

Campaign	⋮
Untitled campaign 2025-08-22 16:03:35	

Campaign	⋮
Eliminating Production Delays Webinar Series	

Recommended templates

Copilot

INBOUND portal

Bookmarks

CRM

Marketing

Content

Sales

Commerce

Service

Data Management

Automation

Reporting

Breeze

CRM Development

‹ Back

transforming-workflows-with-unified-visibility ✏️ Beta

Actions ▾ | Edit | **Publish to social**

Starting content | Landscape | Updated a few seconds ago

Optimization | Performance | Captions | Details | ✦AI Clips

Video title

Used in web pages, Sitemap XML, and when sharing. A good title with keywords improves search rankings and views.

Transforming Workflows with Unified Visibility

Keywords

Add keywords to fill in hashtags and metadata when sharing your video, making it easier to find.

＋ **Add keyword** ✦ **Generate keywords**

SEO description

Used in web pages, Sitemap XML, and when sharing. A clear description helps more people find your video and improves its performance.

✦

Chapters

Chapters help viewers jump to different parts of the video. Chapters show up in the player on platforms that support them.

＋ **Add chapter** ✦ **Generate chapters**

Thumbnail

Assistant

INBOUND portal

Bookmarks

CRM

Personalization Beta

Personalize with AI

Personalize

Marketing

| Manage | Analyze | Suggestions ✦AI |

Content

Content type **Landing pages** ▾

Search

Sales

Commerce

Name ⇕	Variants ⇕	Audience ⇕	Submission Rate ⇕	Last Modified ⇕
[Demo] Biglytics Cares | Puppy Adoption Fund Landing page	1	1 segment	7.69%	Aug 25, 2025 3:58 PM
Drive Manufacturing Excellence with Expert Production Solutions Event Landing page	1	1 segment	--	Aug 22, 2025 5:44 PM
[Demo v2] Biglytics What is Big Data Ebook LP Landing page	1 Suggestion ✦AI	1 segment	100%	Aug 22, 2025 10:27 AM
Webinar Signup - Marketing Studio Landing page	1	1 segment	--	Aug 22, 2025 10:18 AM

Service

Data Management

Automation

Reporting

‹ Prev **1** Next › 10 per page ▾

Breeze

CRM Development

Display options ▾

Estimated size: 50.8kb | A/B test

Add ✕

| Modules | Sections |

Search 🔍

∨ **Recently used modules**

A☰
Text

∨ **All default modules (11)**

Base

| A☰ Text | 🖱 Button | 💬 Social | </> HTML |

Media

| 🖼 Image | 📹 Video |

Structure

| ☰ Divider | ▤ Footer |

Ecommerce

| 🎁 Products | 🛒 Cart *Beta* | 💳 Payments |

∨ Custom modules (0)   Edit ↗

Send: Through an automation

From: Maggie Wagner (mawagner@hubspot.com)
Subject line:
Preview text:

⚙⚙ **Unify**

MANUFACTURING SHIFT
COORDINATION MASTERY

Help

Copilot

Lairbnb

Marketing Studio

Create campaign

Intro   Manage   Analyze Beta

Plan, visualize, and collaborate on AI-powered campaigns

Marketing Studio uses the power of AI to build your marketing strategy and create ready-to-use assets so you can launch campaigns in days, not months.

Email

SMS

Quick start

Clone existing campaign

Recent campaigns

View all campaigns

Recommended templates

Export unsummarized data

Save report

Back

Timeline ⓘ

Report type: **Contacts** ▾

Add new stage +

Explore the new Pathfinder feature ✕

With pathfinder, you can automatically uncover the most common journeys your leads and customers take. **Add a new stage** to explore, and **learn more here** ↗ .

📊 **Sankey** ▾

Run report

Date range: Custom date range ▾ 📅 08/18/2025 to 📅 08/25/2025

Contacts: **All Contacts** ▾ ☐ Include anonymous visitors **Events:** **All events** ▾

Build your journey

Learn more ↗

What questions are you trying to answer?
Consider the journey that could answer those questions and add those events to the report.

Not sure what to build?

Start with a sample report

Or

Emma's Loop Journey

Express

Brand Identity
Marketing Studio

Emma's Loop Journey

Express
Brand Identity
Marketing Studio

Tailor
Data Hub
Personalization Agents
Segmentation
AI-Powered Email

Emma's Loop Journey

Express
Brand Identity
Marketing Studio

Amplify
AEO Strategy
Video Marketing

Tailor
Data Hub
Personalization Agents
Segmentation
AI-Powered Email

Emma's Loop Journey

Express
Brand Identity
Marketing Studio

Amplify
AEO Strategy
Video Marketing

Evolve
Pathfinder
Email Engagement Optimization
Marketing Studio

Tailor
Data Hub
Personalization Agents
Segmentation
AI-Powered Email

The Result

Email open rates increased

Prospects converted faster

Engaged new customers

Tastemakers, storytellers, and architects of genuine human connection.

Let's climb together

Go find your
summit

INBOUND

Thank You!

If you'd like to learn more:

- Visit our demo stations
- Check out our sessions

The Future of Marketing Campaigns

Thu, Sep 4, 9:45am-10:15am PT

HubSpot Heroes Stage Hall D (Level 0)

- Read more about the Loop Playbook