

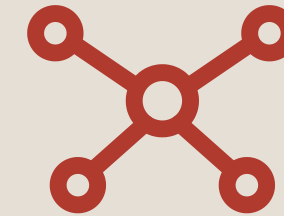
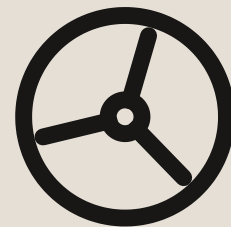
WEBINAR

# HubSpot Unbound: 134 announcements and one urgent question

Thursday 1 October 2026 · 9.30am BST

REFRAMING

134 announcements.  
One idea.



Inbound

2006

Flywheel

2018

Smart CRM

2021

Agentic

2026

AI is no longer a  
layer. It is the  
product.

COORDINATION

Agent Hub · governance · connected systems



ACTION

Hubs · agents · Breeze Assistant

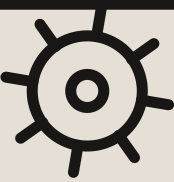


Metered in credits



CONTEXT

Smart CRM · Context Home · Growth Context



Included

Your business

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Your customers

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Your team

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Your processes

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Your brand voice

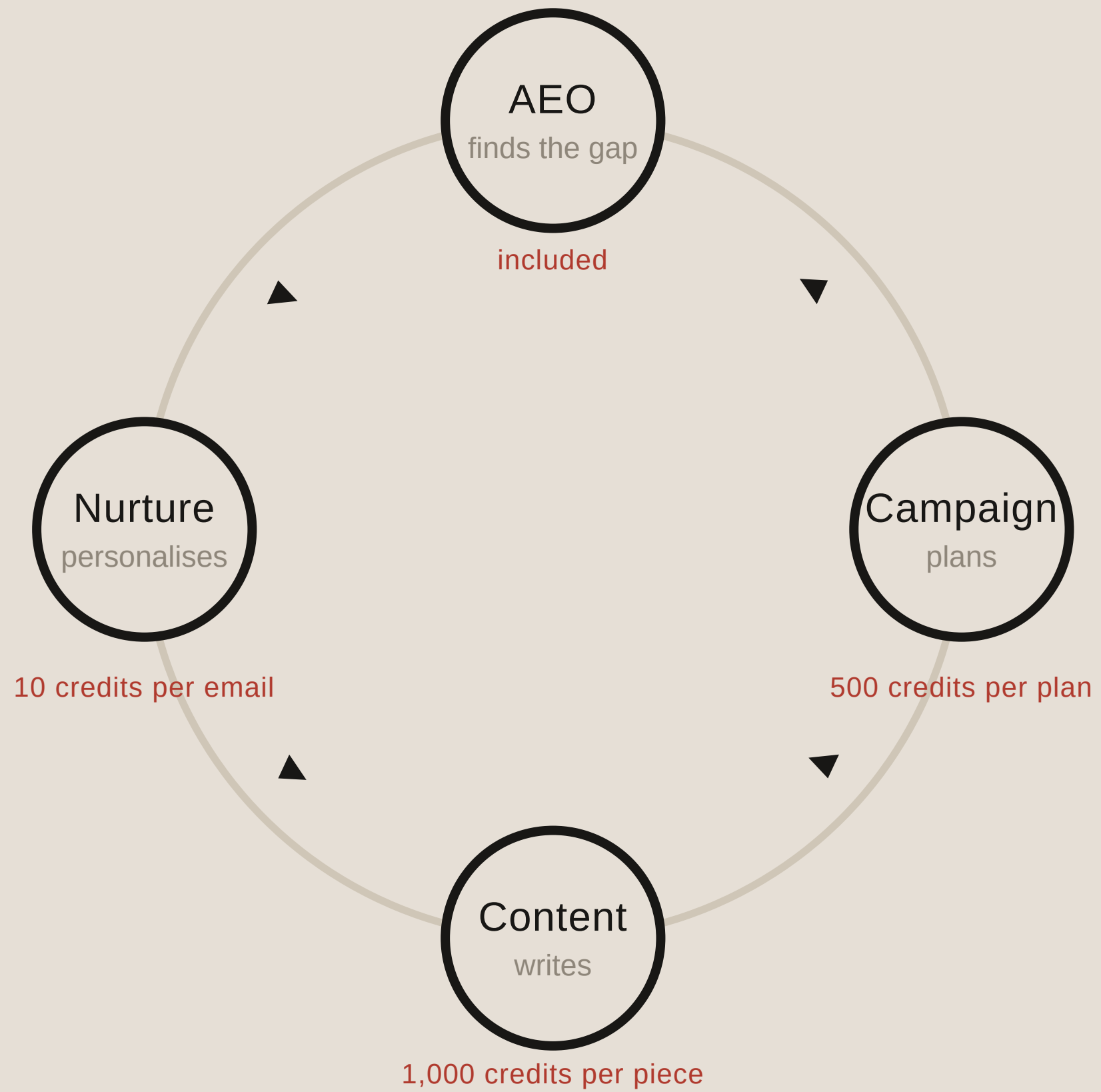
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Your ICP

# Your business as AI sees it

Context Home shows what HubSpot believes about you. It is editable, and your edits are locked against automated overwrites.

Agents are  
commodities.  
Context isn't.



## Content Agent

1,000 per piece

## Campaign Agent

500 per plan

## Revenue Agent

500 per invoice

## Nurture Agent

10 per email

## Prospecting Agent

metered

## Custom agents

1 per action unit

# How to read the meter

Included, no credits: Context Home, Breeze Assistant, Marketing Studio, Agent Hub, Agent Builder, Deal Progression core, AEO, Smart CRM enrichment.

The context is free.  
Doing stuff is  
metered.

# Also on the truck

HubSpot Work

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Revenue Agent

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ChatGPT Ads integration

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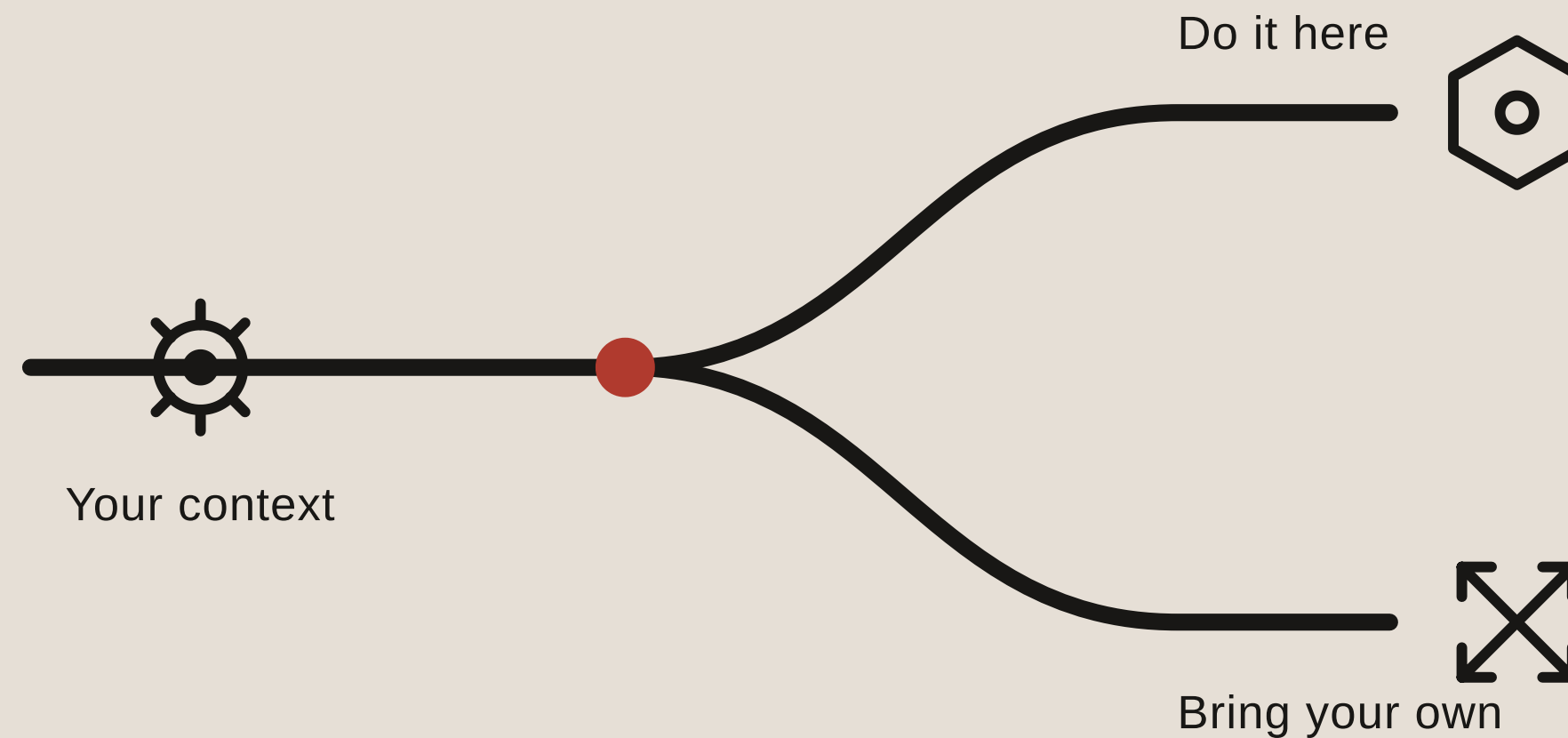
Microsoft Advertising

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AI Growth Bundle

OP-ED

# Where's your AI? Where's your context?



# Switch on

Context Home · Smart CRM capture · Deal Progression

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# Simulate first

Any metered agent · set a cap · read the audit

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# Wait

HubSpot Work · Revenue Agent

# This week

Three actions. None of them costs credits.

Decide where your  
context lives.

# Want to talk it through for your own portal?

👉 Email [matthew@articulatemarketing.com](mailto:matthew@articulatemarketing.com)

Thirty minutes, no slides, no pitch. Bring your Context Home screen.

Matthew Stibbe · CEO, Articulate Marketing · HubSpot partner for more than ten years

# Thank you!