EVENBOUND

HubSpot DataHub

Turn Hidden Data Into Actionable Insights

Only 20% of data drives decisions today—while the rest sits hidden in calls, emails, and spreadsheets. Hubspot's new Data Hub unlocks it with enterprise grade data capabilities, minus the complexity.
Built for GTM teams, Data Hubs replaces Operations Hub as the comprehensive solution that unifies structured, unstructured, and external sources into one data foundation.



Core Feature 1:

Data Studio: Your Unified Command Center

Data Studio allows you to combine and enhance your customer data in a spreadsheet-like interface with AI assistance. Think "Excel meets AI intelligence".

Key Capabilities:

Sync Anywhere: Sheets, Excel, Snowflake & more

AI Columns: Detect patterns & relationships instantly

Scale with Ease: Handle millions of records in a familiar interface

Real-World Impact: Companies like Motorola have unified 123,000+ records, while Zoe Financial achieved 60% high-value segment representation using Data Studio.

Core Feature 2:

Data Agent: Your AI Research Assistant

The Data Agent pulls insights from your CRM, emails, transcripts, and even the web -- then feeds results directly into HubSpot. Tailored to your business context

What Makes Data Agent Different:

Comprehensive Search: Analyzes CRM records, call transcripts, emails, and external web sources

Contextual Intelligence: Trained on your website, blog, and knowledge base

Actionable Output: Research findings can be automatically added back to your Smart CRM

Use Case Example: Sales teams use Data Agent to research prospect companies, identify buying signals, and craft personalized outreach based on comprehensive customer intelligence.

The 5-Step Implementation Framework

01

Audit Your Data

Identify where duplicates, silos, or manual processes are slowing you down.

02

Start Small

Identify where duplicates, silos, or manual processes are slowing you down.

03

Clean & Standardize

Automate data hygiene—fill gaps, fix formats, and flag errors in real time.

04

Deploy AI Agent

Train it on your knowledge base to surface buying signals, FAQs, and prospect insights.

05

Scale & Integrate

Expand connections to CRMs, warehouses, and marketing platforms for a unified view.

Implementation Checklist

- [ ] **Inventory & Secure Data**
  Catalog sources, formats, and set guardrails for protection.
- [ ] **Train Teams**
  Ensure non-technical users can confidently navigate the spreadsheet-like interface.
- [ ] **Set Governance & KPIs**
  Define ownership, quality standards, and success metrics for data accuracy and adoption



Your Data Hub Questions Answered

How is Data Hub different from Operations Hub?

Data Studio takes this functionality to the next level with AI-powered automation and a user-friendly interface that doesn't require technical expertise.

What businesses benefit most from Data Agent?

Organizations struggling with fragmented customer intelligence, especially those where sales and marketing teams spend significant time on manual research.

Do I need technical skills to implement Data Studio?

If you can work in Excel or Google Sheets, you can work in Data Studio. No SQL or coding required.

Next Steps: Transform Your Data Strategy

Data Hub represents HubSpot's commitment to making enterprise-level data capabilities accessible to every team. The winners in 2025 won’t have the most AI tools—they’ll have the cleanest, smartest data.

- **Start with Data Studio**
- **Scale with Data Agent**
- **Win with unified customer intelligence**

Ready to Reach Your Growth Goals?

You can also give us a call at (616) 215-0626 or email us athello@evenbound.com