Our Vision for Building an Open Ecosystem for the Agent Era

For years, HubSpot invested in making our platform the best place for marketing, sales, and service teams to do their work. With AI, we've been building it to do the work *for* them — through agents that qualify leads, resolve tickets, save deals, and drive outcomes across the business. That's why we call HubSpot an agentic customer platform.

But agents don't click through dashboards or navigate interfaces; they call APIs, read structured outputs, and take action. Software built for humans has to evolve to be genuinely accessible to agents, too.

Access alone isn't enough, though. Agents also need substance. An agent reasoning over raw records has no way to know what's normal for a specific business, or what's worked for hundreds of thousands of companies like it. As we recently wrote, the real AI race isn't about models or data; it's about context.

That conviction shapes everything we build. It's why we were among the first to ship an MCP server, and why we've kept expanding what agents can read, write, and act on since. That was only the beginning.

The vision we are working toward is bigger: Agents can run *on* HubSpot. And agents can *run* HubSpot.

Running *on* HubSpot means any agent — ours or anyone else's — can plug into HubSpot's data, context, and capabilities as a building block. *Running* HubSpot means agents can operate the platform end-to-end through our APIs, MCP server, CLI, and whatever access methods come next.

What we’re opening up

For agents to run on HubSpot and to run HubSpot, they need what we call growth context. That’s the specific, dynamic understanding AI needs to deliver real results across the go-to-market, taking into account everything about a company’s business, teams, processes, and customers — and bolstered by patterns across HubSpot’s network of 280,000+ customers.

It’s derived from two things — data and intelligence — and we are opening both to our ecosystem of customers, partners, and developers.

The **data layer** is the foundation: contacts, companies, deals, conversations, tickets, activity — open and accessible, powering thousands of integrations today. As always, bringing data into HubSpot is free. A customer’s data is theirs. If they ever choose to leave, it goes with them.

The **intelligence layer** is what we’re building now. It covers both insights that inform decisions (scores, assessments, and benchmarks that can be called directly) and actions that drive outcomes (qualifying leads, resolving tickets, saving deals). This is the work our Breeze agents already do inside HubSpot, and it will soon be available wherever teams and agents operate.

For example, take deal intelligence. A sales manager pulls their team’s open pipeline into an LLM — amount, stage, close date, last activity — and asks what’s at risk. The model can calculate averages from the data in front of it, but it doesn’t know whether 30 days in-stage is fast or slow for this industry. It doesn’t know the champion on one of these deals went quiet after a reorg. It doesn’t know a similar deal at a comparable company stalled on exactly this objection last quarter.

With the intelligence layer, a single API call will return a

pre-computed risk score built on patterns across HubSpot's hundreds of thousands of customers. It will know that this industry's sales cycle runs 90 days, not 30. It will know the champion went quiet after a reorg. It will know that other deals like this one stalled on the same objection before. And it will be able to act on that intelligence by recommending a next step, flagging the deal for review, or triggering a follow-up.

The data layer gives an agent raw material. The intelligence layer will give it a head start, something no standalone model, and no platform without a network of this scale, can replicate.

How we think about our platform

There's a lot changing in the industry right now. Some platforms will respond by closing down, constructing walled gardens, restricting access, and making it harder for customers to benefit from AI. We think the moment calls for the opposite. When agents can access data, act on behalf of customers, and run business processes, openness and trust matter more than ever.

Customer value above all. We believe customers should have the freedom to choose the best agents, integrations, and partners to help them grow. We'll always invest in world-class first-party agents from HubSpot. But the best agent for a specialized industry or workflow will often come from the ecosystem. We welcome that.

Open by design. We're working toward a simple standard: anything you can do inside HubSpot, you should be able to do through an API. Our intelligence should reach you wherever you work, inside or outside of HubSpot, directly or through apps and agents built on top of us. That's why we're committed to giving builders access to the same foundations we build on.

Trusted by default. We're treating trust and governance as core infrastructure. When a customer connects a partner tool, spins up an agent, or builds something custom, they should know exactly what it can access and what it's doing. Agents that act on your behalf are only useful if you can trust them.

These aren't just principles. They're a deliberate choice about the kind of platform we want to be.

What's available today, and what's coming

Today: an open, agent-ready platform. HubSpot is open for agents now. Our APIs and MCP server are live. Connectors for Claude, ChatGPT, Gemini, and Copilot are delivering real value to customers. More than 2,000 apps run across our ecosystem, and new agents are being built on top of the platform every week.

Coming next: full API parity. We're continuing to expand our public API surface so that every capability of the platform — every workflow, every action, every piece of context — is accessible to the apps and agents built on top of us. No capability should live only behind a UI.

The opportunity ahead

The shift to agents is already happening in every GTM team trying to figure out where the work goes now, and in every builder deciding which platforms are worth investing in. We think the answer comes down to context. The best agents will be the ones that understand a business the way a great marketer, sales rep, and CSM does: what's normal, what's working, what's changing, what's worked for companies like it.

That's what HubSpot has spent two decades developing across 280,000+ businesses. And that intelligence is what we're

opening up — to every agent, every partner, and every customer shaping what comes next. We won’t build every answer. But we’ll build what every answer needs.

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