HubSpot
Technology Partner
Program

HubSpot Technology Partner Office Hours

Today's Session: Introducing the New Technology Partner Program



March 10, 2026 · 11:00 AM – 12:00 PM ET

Agenda

11:00 AM	Welcome & What to Expect
11:05 AM	Why the New Technology Partner Program
11:20 AM	Understanding Tier Requirements & Benefits
11:35 AM	Your Next Steps
11:50 AM	Wrap-Up & Final Questions

Section 1:
Welcome & What to Expect

A new monthly resource designed to help you grow in the HubSpot ecosystem.

What Are Technology Partner Office Hours?

Technology Partner Office Hours are a new monthly series giving every technology partner access to strategic guidance, HubSpot expertise, and practical frameworks — **live and interactive.**



How It Works

- Monthly sessions on the first Tuesday at 11 AM ET
- Interactive format with live Q&A after each topic
- Recordings available in your partner resource center
- Register once — receive recurring invites for all sessions

What's Coming This Year

- GTM Strategy
- Sales/Customer Acquisition Tactics
- Marketplace Optimization
- Retention/ Customer Success Tactics
- And so much more..

What Makes Office Hours Different?

Strategic Guidance
Guidance typically reserved for top-tier partners, now available to every technology partner.

Direct Expert Access
Direct access to HubSpot's partner team and ecosystem experts — not just documentation.

Actionable Frameworks
Practical frameworks you can implement right away, not theoretical advice.

Real Partner Insights
Insights from partners already driving measurable results in the ecosystem.



Section 2:
Why the New Technology Partner Program

Transparent paths to increased visibility, support, and investment from HubSpot.

The Four-Tier Structure



Partner

You've built an app that connects with HubSpot and are ready to start growing within the ecosystem.



Rising

You're gaining traction - expanding adoption and actively improving your integration experience.



Leading

You're established in your category, driving measurable value for shared customers and collaborating closely with HubSpot.



Premier

You're a partner driving significant customer and ecosystem impact, with deep technical and GTM alignment.

How Tiers Are Calculated

Your tier is determined by objective metrics that reflect customer impact and revenue alignment. To move up a tier, you'll be evaluated on three area.:



Customer Value

How your integration drives meaningful product adoption and business outcomes for shared customers. Measured by Attached MRR.

Influenced Revenue

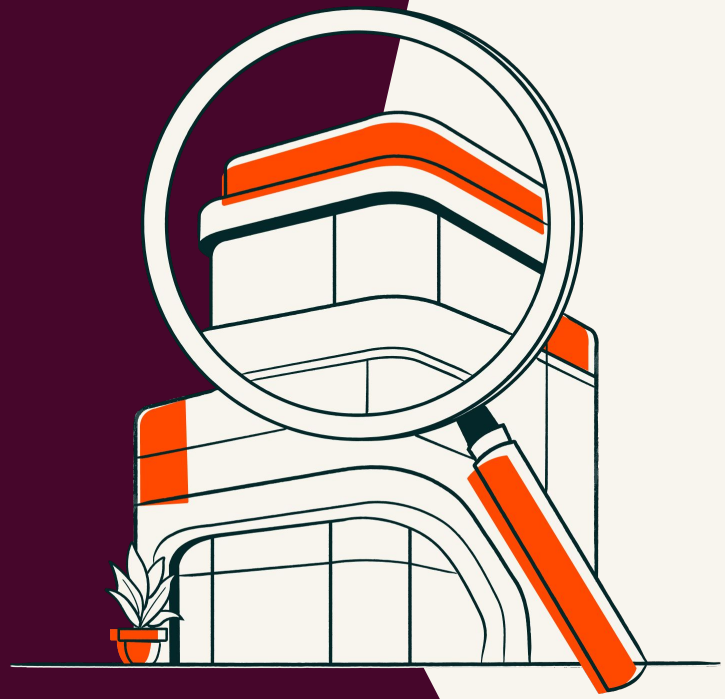
How your team helps HubSpot win, retain, or expand customer accounts. Measured by Influenced Deals MRR and App Installed Within 90 Days MRR.

Quality, Readiness & Customer Experience

Partners advancing into higher tiers must meet additional foundational requirements that ensure a superior customer experience and support deeper collaboration with HubSpot.

What This Means for Your Business

- Clear visibility into exactly what it takes to advance to the next tier
- Benefits that scale directly with the impact you drive
- Recognition for both customer value and revenue collaboration
- Transparent, data-driven tier evaluation — no guesswork



Q&A Break

Any questions on: Why the New Technology Partner Program?

Use the chat to message your question or raise your hand to unmute and ask a question directly

We'll continue to the next section shortly



Section 3:
Tier Requirements & Benefits

Specific metrics that determine your tier and the benefits you unlock at each level.

Tier Requirements: Part 1

	PARTNER	RISING	LEADING	PREMIER*
Tier Thresholds				
Attached MRR (12 mo Avg)	-	$400K	$1M	$7M
Influenced MRR (12 mo) • Influenced Deal MRR OR • App Installed in First 90 days MRR	-	≥ $1K Influenced Deal OR ≥ $5K First 90 days	≥ $5K Influenced Deal OR ≥ $30K First 90 days	≥ $30K Influenced Deal OR ≥ $100K First 90 days
Marketplace Reviews (12 mo)**	-	≥ 5	≥ 5	≥ 10
Marketplace Rating (12 mo Avg)**	-	3.5-star+	4.0-star+	4.0-star+

Tier Requirements: Part 2

	PARTNER	RISING	LEADING	PREMIER*
Basic Program Requirements				
Live Marketplace Listing	Mandatory	Mandatory	Mandatory	Mandatory
App Certification**	-	-	Preferred	Mandatory
Partner Success Requirements				
Named Technical and Product Referent	Preferred	Preferred	Mandatory	Mandatory
Named Partnerships Owner	-	-	Mandatory	Mandatory
Named Executive Sponsor	-	-	Preferred	Mandatory
Data Sharing For Account Mapping	-	-	Preferred	Mandatory

Tier Benefits: Part 1 - Partner Success

PARTNER SUCCESS	PARTNER	RISING	LEADING	PREMIER
Partner Advisory Council Eligibility	Considered	Considered	Considered	Prioritized
Named Partner Manager	-	-	✓	✓
Joint-Business Planning	-	-	Prioritized Bi-annually	✓ Quarterly
Named HubSpot Champion	-	-	-	✓

Tier Benefits: Part 2 - Sales

SALES BENEFITS	PARTNER	RISING	LEADING	PREMIER
HubSpot Reps Enablement	Baseline	Baseline + Advanced Considered	Baseline + Advanced Prioritized	Baseline + Advanced ✓
Account Mapping	-	-	Prioritized	✓
Co-Selling and Co-Servicing Eligibility	-	-	Considered	✓
Onsite Visits with HubSpot Reps	-	-	Considered	✓
Demo Account For HubSpot Pre-Sales	-	-	Considered	Prioritized

Tier Benefits: Part 3 - Marketing

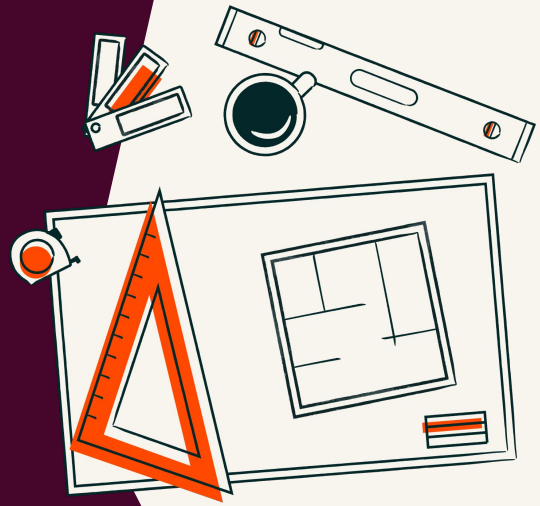
MARKETING BENEFITS	PARTNER	RISING	LEADING	PREMIER
Marketplace Listing with Leads and Intent Data	✓	✓	✓	✓
Partner Growth Accelerator Eligibility	Considered	Considered	Prioritized	✓
Event Sponsorships Discounts	-	✓	✓	✓
Increased Marketplace Discoverability	-	Considered	Prioritized	✓
Joint Marketing	-	Considered	Prioritized	✓
Featuring Trending Apps Eligibility	Considered	Considered	-	-

Tier Benefits: Part 4 - Technical

TECHNICAL BENEFITS	PARTNER	RISING	LEADING	PREMIER
Developer Platform with Analytics	✓	✓	✓	✓
App Certification Eligibility	✓	✓	✓	✓
Prioritized Beta Access to New Features	Considered	Considered	Prioritized	Prioritized
Technical and Product Consulting	-	-	✓ Quarterly	✓ Unlimited

How To Track Your Progress And Status

1. **Anytime:** Log into your standard HubSpot account at app.hubspot.com. Click the Developer tab in the main navigation. In the Technology Partner tab, you'll see:
    a. Your current tier refreshed daily
    b. Your underlying metrics refreshed daily
    c. Your progress toward the next tier
    d. Links to the full Technology Partner Program Guide and other supporting docs
    e. Resource center
    f. Influenced revenu form
    g. Support alias
    h. Intent data, lead generation
2. **Monthly:** Check our Monthly tier emails for tier status updates. This email also contains:
    a. Recommended next steps
    b. Tailored resources to help you grow



If you have issue logging in, contact technology-partners@hubspot.com.



Tier Recalibration Schedule

Recalibrations occur quarterly for tier-up and twice yearly for tier-down.

Key dates to for these changes:

- July 15, 2026 — Tier-Up
- October 15, 2026 — Tier-Up
- January 15, 2027 — Tier-Up + **Down**

For the 2026 program launch, an exception will be made: there will be no tier-down. **The first tier-down review window is scheduled for Q1 2027.**

Q&A Break

Any questions on: Tier Requirements & Benefits?

Use the chat to message your question or raise your hand to unmute and ask a question directly

We'll continue to the next section shortly



Section 4:
Your Next Steps

Critical Next Steps To Getting The Most Value From the Program.

Moving Over To The Developer Platform

The developer platform is your home base for the program as the place to access:

- Tracking tier status and metrics in real time, refreshed daily
- The form to submit influenced revenue and accelerate tier growth
- Leads generated from the marketplace
- Domain level intent data
- The partner resource center
- The program guide with all the program information
- Program support email address
- Developer resources



Have Questions About Migrating Your App?

These office hours are not a technical resource or a place to ask technical questions.

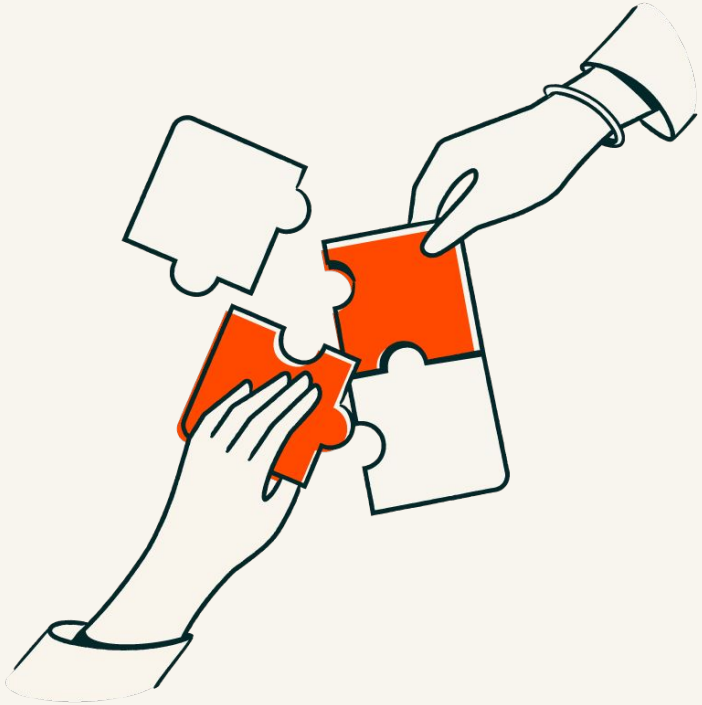
To learn more about the developer platform, how to migrate your existing app, and lear about all the new developer tools, visit these resources.

Developer Platform Playground: A quarterly webinar for developers who are interested in learning more about HubSpot's developer tools and resources

Developer Platform Basics & Onboarding Page: Onboarding starting point for new and existing developers building on the HubSpot Developer Platform. Step-by-step guides to create your first project or migrate your existing apps

Migration Matrix doc: Learn how to determine the right migration path for your legacy app to the latest version of the developer platform.

Migration Timeline Blog: Key 2026 dates for HubSpot developers: serverless support, Projects 2025.1 deprecation and legacy CRM cards sunset.



Key Actions to Take Now

01 — Update Partnership Contacts
Ensure your partner POC contacts are submitted so you receive tier notifications and program updates.

02 — Update Your Marketplace Listing
Update with accurate integration details, screenshots, and customer-facing copy.

03 — Access Lead & Intent Data
View lead capture and intent data in the developer platform — available to all partners now.

04 — Submit Influenced Revenue
Start tracking deals and early adoption customers you support so they count toward tier advancement.

Q&A Break

Any questions on: Your Next Steps?

Use the chat to message your question or raise your hand to unmute and ask a question directly

We'll continue to the next section shortly



Key Takeaways

The Developer Platform is Required
It's your home base for tracking tier status, submitting influenced revenue, and accessing all program resources. Migrate if you haven't.

Tiers Are Data-Driven
Advancement is based on Attached MRR, Influenced Revenue, and Quality & Readiness — transparent, measurable, and in your control.

Benefits Scale With Your Impact
From baseline access at Partner tier to guaranteed joint marketing at Premier — the more value you drive, the more support you receive.

Take Action Now
Update contacts, update your listing, and start submitting influenced revenue.



April Office Hours Preview

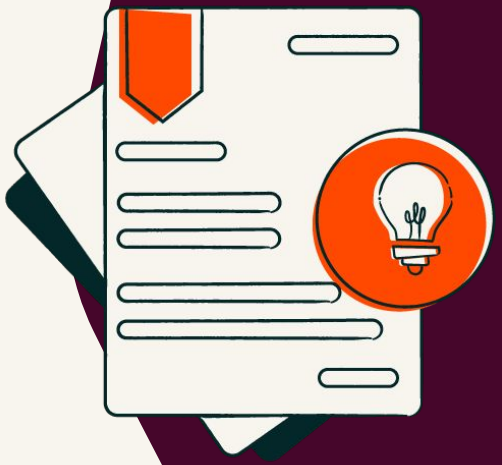
April 2026 Session: Go-To-Market Fundamentals for Technology Partners

A deep dive into GTM strategy tailored for HubSpot technology partners — how to position your integration, reach the right customers, and accelerate adoption.

First Tuesday of April (7th) · 11:00 AM ET

In the Meantime

- Complete your platform migration and update partner contacts
- Explore your developer platform dashboard
- Submit any influenced revenue from recent deals
- Email us with any questions at technology-partners@hubspot.com



Thank You.

HubSpot