



Solutions Partner Program 2025:

# Tiers, Requirements & Benefits Guide



# Table Of Contents

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- 2**    HubSpot Solutions Partner Program Letter
- 3**    About Our Program and Tiers
- 5**    2025 Program Updates
- 8**    Tier Requirements
- 11**   Program Benefits At-A-Glance
- 15**   Program Benefit Descriptions
- 29**   Quick Links

# HubSpot Solutions Partner Program

You are now part of a dynamic, AI-first ecosystem committed to helping customers grow better with HubSpot. We're thrilled to partner with you on this exciting journey.

As we enter 2025, the pace of innovation—particularly in AI—is delivering enormous value and reshaping customer expectations. According to IDC, this shift presents a \$30 billion revenue opportunity for HubSpot's partners by 2028 - and we're just getting started.

Our mission remains the same: to scale selling and servicing through expert partners. By working together, we can accelerate time to value for customers and seize the tremendous opportunity ahead.

This guide is designed to provide an overview of the benefits available at each tier level in the program, helping you understand how to unlock new opportunities. It's our goal to make HubSpot the best place for you to grow your business; our tools and resources are intended to streamline your efficiency, and our incentives are designed to reward the value you deliver to our shared customers.

Thank you for your partnership and for the impact you deliver every day.



Sincerely,

**Angie O'Dowd**

VP, Solutions Partner Program



# About Our Program and Tiers

HubSpot's Solutions Partner Program is designed to empower our partners to grow their businesses, achieve success, and deliver exceptional value to their customers. Whether you're just starting your journey with us or you're a seasoned HubSpot expert, our program provides a clear path for growth and recognizes your achievements through a structured tiering system with benefits at each tier.

The Solutions Partner Program is built to reward partners for driving business and client success, growing their expertise with HubSpot, and expanding their own business. It provides you with access to exclusive benefits, resources, and opportunities to deepen your relationship with HubSpot and enhance your market positioning.

The program is structured into five tiers—Untiered, Gold, Platinum, Diamond, and Elite—each reflecting the level of your partnership and success. To reach new tiers, we have set thresholds and requirements, which are specified in the sections below.

HubSpot's tiered program not only celebrates your growth and accomplishments but also provides unique benefits that help you differentiate your business in a competitive market. As you move up through the tiers, you unlock greater access to:

- **Enhanced Resources:** Tier-specific training, tools, and resources tailored to help you expand your expertise and drive results for your clients.
- **Market Differentiation:** Credibility through tier recognition and access to exclusive co-marketing and branding opportunities.
- **Priority Support:** Higher-tier partners have access to expert teams within HubSpot, such as our sales specialists, platform services, and solutions architect team.
- **Revenue Growth:** As you tier up, you'll unlock opportunities such as HubSpot bringing you into deals or having access to incentives and funds.

The Solutions Partner Program is more than just a partnership—it's a proven framework for mutual success. By aligning with HubSpot, you gain access to a comprehensive suite of tools, expert guidance, and a global network of like-minded professionals all working towards the shared goal of transforming how businesses grow.

While tiers reflect your success in selling, servicing, and overall growth, they don't capture your entire story. This guide also highlights additional resources, such as partner certifications and the HubSpot Solutions Directory, which showcase your expertise in specific products and subject areas.

# 2025 Program Updates: What's New?



## **Marketing Development Funds (MDF):**

In 2025, we'll be offering Platinum, Diamond, and Elite partners the opportunity to apply for, and if accepted, receive marketing development funds from HubSpot to support partners in driving partner-sourced revenue through pipeline creation and acceleration activities. [Learn more here.](#)

In addition to our standard MDF program, we also offer the Partner Growth Accelerator (PGA), an application-based program for solutions and app partners, which is a specialized program that upon completion unlocks access to marketing development funds. [Learn more.](#)

## **Partner Growth Fund (PGF)**

HubSpot wants to reward and invest in partners who drive significant growth across sourcing and upmarket deals in our ecosystem. To further incentivize this behavior, we've launched a \$10M Partner Growth Fund, where eligible partners can apply once annually, and if accepted, receive annual funding each year for a 3 year period, as long as they hit annual growth threshold requirements. For more details, reach out to your Partner Development Manager (PDM).

## **Partner Development Fund (PDF)**

HubSpot wants to reward and aid cash flow for high-potential partners who drive significant growth across sourced deals and maintain high customer retention in our ecosystem. The Partner Development Fund is a testament to our commitment to partners helping us meet those goals. By participating, The Partner Development Fund rewards eligible partners with a one-year advance on commissions for driving growth across sourced deals and maintaining high customer retention.

The fund provides financial resources to help eligible Platinum, Diamond and Elite partners scale their businesses, drive innovation, and improve services offered to HubSpot customers.

If you're part of HubSpot's partner program, you can learn more details on eligibility [here](#) or reach out to your Partner Development Manager (PDM).

## **Tier Thresholds Changes**

Starting July 15, 2025, HubSpot is updating its tier requirements to better align with business goals and drive partner-sourced demand.

Historically, we've set Sold and Managed minimums, along with total points thresholds, raising them over time to reflect business growth and maintain tier prestige. This year:

- Total Points thresholds will increase by an average of 5% to reflect ecosystem growth.
- Sold Points will be rebranded as Sourced Points, and the minimum requirement will now apply only to Partner-Sourced deals.
- Partner-Assisted deals (formerly DIFM) will no longer count toward the Sold Points minimum but will still contribute to Total Points.

These changes ensure tiering rewards partners who drive sourced demand while maintaining flexibility through total points, to reward growth.

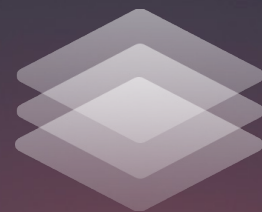
## **Partner Clients Object**

As a solutions partner, your role is critical in managing our shared customers, also known as ‘your clients.’ But in order for you to do that effectively, you need to be able to view detailed information about your clients. New for 2025, the Partner Team has released a new object type in the CRM for partners called Partner Clients. This new object will make it easier for HubSpot Solutions Partners and HubSpot employees to work together to drive product activation and retention for our mutual customers.

## **Unified Usage Score**

Unified Usage Score is a new metric HubSpot uses to inform us what our customers are doing or not doing within their subscription, which is now available to partners to access across their managed clients. It simplifies retention-driving inputs across activation and usage. This provides you with a quick overview of a customer’s health and offers insights to help you decide when and how to engage them.





# Tier Requirements

Note - we require every partner to be in good standing<sup>1</sup> to both maintain their existing tier or to tier up. Determination of whether a partner is in good standing at the time of tiering is subject to HubSpot's absolute discretion

TIER THRESHOLDS TO MEET BY JULY 15, 2025	<sup>2</sup> Sold Points	Managed Points	Total Points Threshold
Elite	1,950	1,700	8,600
Diamond	570	550	2,990
Platinum	270	150	875
Gold	113	38	300

TIER THRESHOLDS TO MEET BY JAN 15, 2026	*Sourced Points	Managed Points	Total Points Threshold
Elite	2,100 (\$42,000 MRR)	1,700 (170,000 MRR)	9,000
Diamond	950 (\$19,000 MRR)	550 (\$55,000 MRR)	3,100
Platinum	325 (\$6,500 MRR)	150 (\$15,000 MRR)	925
Gold	110 (\$2,200 MRR)	38 (\$3,800 MRR)	325

\*Starting July 15, 2025 partners have to meet a minimum Partner Sourced points (previously Sold points) for each tier. Please note Partners can still reach their Total Points Threshold by Sourcing, Assisting and/or Managing. Refer to Solutions Partner Program Rules of Engagement for full descriptions of HubSpot's two distinct sales motions.

REQUIREMENTS	PROVIDER	UNTIERED SOLUTIONS PARTNER	GOLD SOLUTIONS PARTNER	PLATINUM SOLUTIONS PARTNER	DIAMOND SOLUTIONS PARTNER	ELITE SOLUTIONS PARTNER <sup>3</sup>
Partner Certification		✓	✓	✓	✓	✓
Self-Purchase Subscription	Any Starter Product	At least a Professional level subscription, starts at a minimum of \$400/month USD. <a href="#">Detail here.</a>	At least a Professional level subscription, starts at a minimum of \$400/month USD. <a href="#">Detail here.</a>	At least a Professional level subscription, starts at a minimum of \$400/month USD. <a href="#">Detail here.</a>	At least a Professional level subscription, starts at a minimum of \$400/month USD. <a href="#">Detail here.</a>	At least a Professional level subscription, starts at a minimum of \$400/month USD. <a href="#">Detail here.</a>

CURRENCY-TO-POINTS CONVERSION**	SOLD POINTS: Partner Sourced (formerly referred to as Partner Collab) †growth markets	SOLD POINTS: Partner Assisted (formerly referred to as DIFM) †growth markets	MANAGED POINTS †growth markets
US\$100 US DOLLAR			
AU \$105 Australian Dollar			
COP \$300,300 Colombian Peso			
EUR €75 Euro			
GBP £62.5 Pound Sterling	5 POINTS †10 POINTS	3 POINTS †6 POINTS	1 POINT †2 POINTS
SGD \$140 Singapore Dollar			
JYP ¥12,000 Japanese Yen			
R, ZAR 1,545 South African Rand			
CAD \$130 Canadian Dollar			

Refer to [Solutions Partner Program Rules of Engagement](#) for full descriptions of HubSpot's two distinct sales motions Partner Sourced (formerly referred to as Partner Collab) & Partner Assisted Deal (formerly referred to as Do It For Me (DIFM)).

<sup>1</sup> Good Standing in the HubSpot Solutions Partner Program requires as a minimum that partners: 1) are in compliance with the HSPPA and Program Policies; 2) have provided all necessary documentation for commissions; 3) uphold the standards required by our Code of Conduct; 4) adhere to all required security measures; 5) maintain positive relationships with HubSpot and customers (i.e. no current or recent 'at fault' escalations on record); and 6) have completed all required training and certifications.

<sup>2</sup> The Sold points minimum threshold is the combination of Partner Sourced (Partner Collab) points and Partner Assisted (formerly referred to as Do It For Me (DIFM)) points. Partners can reach their total points threshold by either Sourcing, Assisting, and/or Managing. Refer to Solutions Partner Program Rules of Engagement for full descriptions of HubSpot's two distinct sales motions.

<sup>3</sup> The elite tier is by invitation only, with additional minimum requirements such as a minimum Customer Retention Score of 85%, a Customer Dollar Retention (C\$R) score of greater than 85%, and a minimum of 100 certifications across your team. These criteria are subject to change, and all Elite tier candidates go through a manual account review process to ensure they are in good standing prior to an invitation to the Elite tier. If you're nearing the Elite thresholds please speak to your account team to ensure you are in good standing, and to receive further detail about the Elite tier-up process and timeline.

<sup>4</sup> Currency conversion rates are factored into the point values for local currencies. In order to prevent market volatility from causing volatility in tier performance, point values may not reflect current market conversion rates.

† Growth markets are geographical areas in the world where HubSpot is just getting started, meaning that we have lower market penetration and in many cases we do not have a local presence in the country. Partners are critical to helping us develop these markets, but face unique headwinds that come with building brand equity in a new market. To solve for that inequity, we launched "growth market tiers" in 2020, and expanded those in 2021. We set lower tier targets for both sold and managed MRR for partners who are located in growth markets. In July 2022 we improved our approach to growth markets by moving away from the location of the partner to the location of the customer. This means we're giving partners increased credit (2x points multiplier) for selling to customers located in growth markets, regardless of partner location. In January 2024, we updated our list of growth markets below:

The growth market customer locations include:

**North and South East Asia:** Bangladesh, Brunei, Cambodia, China/Taiwan, Hong Kong, India, Indonesia, Laos, Malaysia, Maldives, Mongolia, Myanmar (Burma), Nepal, Pakistan, Philippines, Singapore, South Korea, Sri Lanka, Thailand, Timor-Leste, and Vietnam.

**Latin America:** any country/territory in the Caribbean, South America or North America (excluding Canada and the USA).

Central and Eastern Europe: Albania, Armenia, Azerbaijan, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia/Hrvatska, Czech Republic, Estonia, Georgia, Greece, Hungary, Latvia, Lithuania, Macedonia, Moldova, Montenegro, Poland, Romania, Russian Federation, Serbia, Slovak Republic, Slovenia, Ukraine.

**Middle East and Africa:** Algeria, Angola, Ascension and Tristan, Bahrain, Benin, Botswana, Burkina Faso, Cameroon, Cape Verde, Congo, Cyprus, Democratic Republic of the Congo, Egypt, Equatorial Guinea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Iraq, Israel, Ivory Coast, Jordan, Kenya, Kuwait, Lebanon, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Mauritius, Mayotte, Mozambique, Namibia, Nigeria, Oman, Palestine, Qatar, Reunion Island, Rwanda, Saint Helena, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, Swaziland, Tanzania, Togo, Tunisia, Turkey, Uganda, United Arab Emirates, Yemen, Zambia, and Zimbabwe.



# Program Benefits At-A-Glance

REVENUE SHARE	PROVIDER	UNTIERED	GOLD	PLATINUM	DIAMOND	ELITE
<b>Commission Per Deal<sup>5</sup></b>	20% for the first 12 months	20% for up to 3 years	20% for up to 3 years	20% for up to 3 years	20% for up to 3 years	20% for up to 3 years
<b>Eligible For Upmarket Referral Commission<sup>6</sup></b>				20% for 1 year deals > \$3,000 USD	20% for 1 year deals > \$3,000 USD	20% for 1 year deals > \$3,000 USD

<sup>5</sup> Commission for deals on or after April 1, 2023. Please refer to [Rules of Engagement](#) for deal and partner eligibility requirements.

<sup>6</sup> Partners who hold CRM accreditation are eligible for the upmarket referral commission opportunity on deals with an MRR value of equal or greater than \$3,000 USD. Note - We are running a six month pilot (January 1, 2025 to July 1, 2025) in specific growth markets where eligible partners will qualify for 20% commission on deals equal to or greater than \$1,000 USD for one year from date sold. [More details here.](#)

PEOPLE SUPPORT	PROVIDER	UNTIERED	GOLD	PLATINUM	DIAMOND	ELITE
Partner Development Manager		✓	✓	✓	✓	✓
Growth Specialist	✓	✓	✓	✓	✓	✓
Access To Experienced Support		✓	✓	✓	✓	✓
Sales Specialist Support		✓	✓	✓	✓	✓
Pre-Sales Solutions Engineer Support		✓	✓	✓	✓	✓
Success Solutions Consulting Support						✓

MARKETING BENEFITS	PROVIDER	UNTIERED	GOLD	PLATINUM	DIAMOND	ELITE
HubSpot Solutions Directory	✓	✓	✓	✓	✓	✓
Quarterly Email Newsletter & Monthly Partner Power-Up	✓	✓	✓	✓	✓	✓
Partner BrandFolder DAM	✓	✓	✓	✓	✓	✓
Impact Awards		✓	✓	✓	✓	✓
Tier Badge		✓	✓	✓	✓	✓
Eligible for the Academy Creator Program		✓	✓	✓	✓	✓
Partner User Groups (PUGs)		✓	✓	✓	✓	✓
HubSpot Resource Library Listing				✓	✓	✓
Eligible for Marketing Development Funds (MDF)				✓	✓	✓
Eligible for Partner Growth Accelerator (PGA)				✓	✓	✓

SALES BENEFITS	PROVIDER	UNTIERED	GOLD	PLATINUM	DIAMOND	ELITE
Deal Registration	✓	✓	✓	✓	✓	✓
Partner Deal Notifications	✓	✓	✓	✓	✓	✓
Shared Deals	✓	✓	✓	✓	✓	✓
HubSpot Demo Account		✓	✓	✓	✓	✓
Waive HubSpot Onboarding for Your Customers		✓	✓	✓	✓	✓
Customer Reference Program		✓	✓	✓	✓	✓
Sales Training and Enablement Materials		✓	✓	✓	✓	✓
Eligible for partner matching <sup>7</sup>				✓	✓	✓

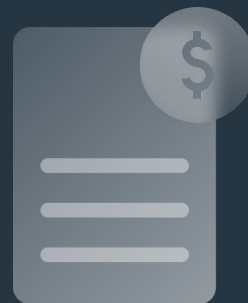
SERVICING BENEFITS	PROVIDER	UNTIERED	GOLD	PLATINUM	DIAMOND	ELITE
Partner Dashboard	✓	✓	✓	✓	✓	✓
Client Access Manager	✓	✓	✓	✓	✓	✓
Partner Client CRM Object	✓	✓	✓	✓	✓	✓
<sup>8</sup> Unified Usage Score		✓	✓	✓	✓	✓
No-Cost Partner Seats	✓	✓	✓	✓	✓	✓
<sup>9</sup> Data Migration Tool	✓	✓	✓	✓	✓	✓

<sup>7</sup> Partner matching opportunities are not a guarantee and are subject to customers' needs. Tier status is one layer of criteria we look at when determining eligibility, but is also based on customer retention, sourced MRR (partner collab), and certifications held. Priority is given to partners who have a higher sourced MRR (partner collab), hold accreditations, in addition to other criteria.

<sup>8</sup> Unified Usage Score: Available within Partner Clients for partners who actively manage a customer.

ENABLEMENT BENEFITS	PROVIDER	UNTIERED	GOLD	PLATINUM	DIAMOND	ELITE
HubSpot Academy Partner Training	✓	✓	✓	✓	✓	✓
HubSpot Partner Resource Portal : Mindmatrix	✓	✓	✓	✓	✓	✓
Exclusive Product Launch Previews				✓	✓	✓
Sales and Product Training & Enablement	✓	✓	✓	✓	✓	✓
Private Training	✓	✓	✓	✓	✓	✓
Technical Consulting	✓	✓	✓	✓	✓	✓

COMMUNITY & EVENTS	PROVIDER	UNTIERED	GOLD	PLATINUM	DIAMOND	ELITE
Private HubSpot Partner Slack Group	✓	✓	✓	✓	✓	✓
Partner Events		✓	✓	✓	✓	✓
Private HubSpot Partner Facebook Group		✓	✓	✓	✓	✓
Eligibility to apply for Partner Advisory Council			✓	✓	✓	✓



# Program Benefit Descriptions

## Revenue Share

### Commission Per Deal

Receive 20% three years revenue share (also known as commission) from the deals you source (Partner Collaboration). It's just one way we reward you for all the hard work you do selling and servicing our shared HubSpot customers. We recommend [reviewing our program rules of engagement](#) and the [Program Policies](#) before you start earning commissions.

### HubSpot Upmarket Referral Program Revenue Share

Partner Assisted Deal (formerly referred to as Do It For Me (DIFM)) is one of the ways partners can collaborate and co-sell with HubSpot Growth Specialists. Eligible partners will qualify for 20% commission on deals equal to or greater than \$3,000 USD for one year from the date sold. See the [rules of engagement](#) page for complete details.

\*Note\* We are running a six month pilot (January 1, 2025 to July 1, 2025) in specific growth markets where eligible partners will qualify for 20% commission on deals equal to or greater than \$1,000 USD for one year from date sold. [More details here.](#)



## People Support

### Partner Development Manager

As set out above, all solutions partners have access to a partner development manager (PDM), your single point of contact at HubSpot that helps you connect with other teams. The PDM's responsibilities span across your entire business including, assisting with strategic planning, achieving growth plans, developing new business objectives, growing your install base, and aiming to ensure you build a successful Hubspot practice. You can view your PDM by accessing [this link](#) within your partner account.

### Growth Specialists

Growth Specialists is the title we give HubSpot Sales Reps. All solutions partners have access to Growth Specialists (GSs) on HubSpot's direct sales team, each assigned by geographical sales territory. You gain access to a Growth Specialist when you create a shared deal, which then triggers a GS to be automatically assigned to assist you based on geography and segment. GSs are your day-to-day sales partners who collaborate with you on communications strategies, roles, responsibilities, and a closing plan for each deal. They provide support on demos, generating and sending quotes, and helping you attach Proof-of Involvement (POI) for each deal.

### Access To Experienced Support

Get access to a senior member of our support team for technical troubleshooting. Just press 5 when you call. *Please note: access to experienced support is available only in English.*

### **Sales Specialist Support**

The Sales Specialists Team is made up of product-specialized account executives currently specializing in Service Hub Professional and Enterprise, Operations Hub Professional and Enterprise, and Breeze Intelligence (10k+ Credits). Their mission is to define and solidify the most effective selling motions for new products to match customer expectations with sales excellence and experience. Sales Specialists work alongside you and your Growth Specialist to co-sell our products by providing Hub-specific expertise during the sales process. This support team will be auto-assigned to your shared deal based on the product eligibility on the deal record.

### **Pre-Sales Solutions Engineer Support**

All partners get access to the Solutions Engineering Team. This team represents HubSpot's most experienced technical professionals, equipped to assist with both product and solution-related needs. They are client-facing and deeply embedded within our sales team, ensuring seamless collaboration on opportunities. For deals exceeding \$3,000 USD, an SE will be auto-assigned to your deal (their information will be on the shared deal record). For deals under \$3,000 USD, partners may request their support through their assigned Growth Specialist on the deal who can submit a request.

### **Success Solutions Consulting Support**

For client integration, system architecture and technical strategy needs beyond the scope of HubSpot Support, Elite Partners have access to our Success Solutions Consultants. If you're unsure if and how a client technical requirement can be accomplished using the HubSpot platform, talk to your PDM who will raise a support ticket on your behalf to engage the right internal HubSpotters who will assist your team to validate a potential approach.

## Marketing Benefits

### HubSpot Solutions Directory

Each day, businesses are looking for a partner to help them grow their business. As a provider or partner, you can create a listing in the HubSpot Solutions Directory to get discovered by your next new client. The directory allows you to showcase your areas of specialization by industry, geography, certifications, client reviews, accreditations, and more. [Set up your directory profile](#) to get started.

### Monthly Newsletter

Keep your team in the loop on the latest at HubSpot. Subscribe to “Education, Content and Resources” emails through HubSpot to get our quarterly program updates newsletter. This will deliver the most important partner announcements, product updates, and content straight to your inbox. Additionally, by subscribing to these emails you’ll receive our Monthly Partner Power-Up, containing sales and product resources to help set you up for success as a HubSpot partner.

### Partner User Groups (PUGs)

Partner User Groups, affectionately referred to as PUGs, are role-based networking groups that connect you with partner peers in your corner of the world monthly. In your PUG, you’ll meet partners across various tiers and backgrounds who face challenges similar to yours. Collaborate virtually on new ways to crush a blocker all while making meaningful connections in the partner community. There will be a limited number of groups created. Each group will consist of 8-10 members. Click [here](#) for more details on this year-long program including the application dates and regional.

### Impact Awards

Get the recognition you deserve for all your remarkable client work. Apply to the Category Impact Awards for a chance to be recognized by HubSpot and stand out from the competition. Are you investing in diversity within your organization? Then apply for the DI&B Champion Award (previously known as the HEART Award). This award acknowledges partners who are actively advancing diversity, inclusion, and belonging. Looking for inspiration? [Check out past winners](#) and, when you’re ready to apply, [head to the application page](#).

## Tier Badge

Demonstrate your expertise to potential customers with a badge to showcase your partnership as an approved HubSpot Partner. Display your [tier badge](#) on your website, in your email signature, and across your marketing materials to showcase your partnership. Please be sure to review and comply with the [Partner Promotion Guidelines](#) and our general [Trademark Usage Guidelines](#).

## Academy Creators

The HubSpot Academy Creator Program offers eligible App Partners, Solutions Partners, and HubSpot Certified Trainings (HCTs) the opportunity to gain massive exposure to a large audience of prospects and customers through the HubSpot Academy. As an Academy Creator, you'll be able to create education and be seen as a subject matter expert. To be eligible, you must be a Gold, Platinum, Diamond or Elite Solutions Partner (or in some cases, you must also be a HubSpot Certified Trainer). If you're interested, you can learn more [here](#).

## Partner BrandFolder Digital Asset Manager (DAM)

Our new [Solutions Partner BrandFolder](#) centralizes all your HubSpot branding needs into one place, with updated brand guidelines, program logos, tier badges, 50+ icons, and 60+ product screenshots for use in your marketing materials. Please be sure to review and follow our [promotional guidelines](#) when using these assets.

Using the partner-specific badges and logos is always preferred, but if you have a use case that the HubSpot company logo or sprocket is more appropriate for, you must be sure to adhere to our [trademark usage guidelines](#) and program standards for logo usage and use good judgement. When using any version of the HubSpot logo, do not change or alter the color of the logos, and do not skew or distort the logos in any way, shape, or form.

## HubSpot Resource Library Listing

Contribute your lead generation offers and templates to [HubSpot's Resource Library](#) to help fuel your lead generation with HubSpot's massive traffic. Generate leads by hosting your content in the go-to resource center for HubSpot users worldwide.

*Note: All content will be reviewed for quality control and must be original to your business, not created from white-labeled content. Priority will be given to topics that fill a gap or are aligned to business priorities. Please use good judgement and don't submit too many, as we can only select a few per partner.*

## Marketing Development Funds (MDF)

Marketing Development Funds will be available in an earned model on a rolling basis throughout 2025. Partners of any tier or location are welcome to apply, but in general, this is a benefit held for platinum, diamond and elite partners and we will only consider untiered or gold partners on a case by case basis. Learn more [here](#).

## Partner Growth Accelerator (PGA)

As a subset of MDF, solutions partners also have the opportunity to apply for the PGA with an app partner. The PGA is a cohort-based program where participating solutions and app partners are paired to learn how to tactically build a joint GTM campaign through workshop-style live sessions, playbooks, and templates. While solutions partners of all tiers and regions are welcome to apply, an invitation to participate is based on several factors including services (solutions partners) and technology (app partners) offered, industries served, technical competency, relevant expertise, ample resourcing, and more. At the end of the PGA live sessions, solutions partners submit alongside an app partner for co-marketing development funds. For more information, visit [this page](#).

## Sales Benefits

### Deal Registration

Deal registration is a custom-built tool that removes friction in the selling process. What makes our tools different is that registering a deal creates a shared deal that syncs between your portal and HubSpot's. A shared deal is the deal record that's created in both the partner's and HubSpot's CRM when a deal is registered. You can register a shared deal in the CRM via the "Create a Deal" option within the CRM.

### Partner Deal Notifications

Sign up for partner deal notifications when someone at the prospect company signs up for HubSpot's CRM. Learn more and register under the Settings tab in your partner account.

### HubSpot Demo Account

Get access to a personal HubSpot demo account with the full Enterprise Customer Platform so you can effectively demo and sell all of HubSpot's software. While we work towards improving the data we provide you for demos, we suggest creating your own dummy data to help demonstrate how HubSpot works to prospects. You can also request demo support from the Growth Specialist listed on your shared deals.

### Waive Onboarding for Your Clients

By completing your partner onboarding, you'll become an expert on HubSpot services and HubSpot software. You can then waive the standard HubSpot-provided onboarding requirements for customers who prefer to receive onboarding services through your business. In order to waive HubSpot-provided customer onboarding, you must provide services sufficient to replace HubSpot's onboarding services. For more information, please see the 'Waive Onboarding' section of the Rules of Engagement.

## Customer Reference Program

The Customer Reference Call Program connects HubSpot prospects with an existing customer on a 1-to-1 call to discuss their experience with the HubSpot platform. This can help you close your deal with a live testimonial. During the call, customers candidly share their story and address any concerns that the prospect may have. Partners can request a customer reference by asking the Growth Specialist assigned to your deal to request one on your behalf.

## Sales Training & Enablement

As a solutions partner, you'll get access to HubSpot's sales collateral and resources to help you sell. In addition, you'll have access to various sales training programs we launch throughout the year, such as sales upskill workshops, and sales methodology training.

## Eligible for Partner Matching

The Partner Matching Program aims to connect customers with the best fit partner based on the customer's needs, validated partner capabilities, and a partner's track-record of success. To be eligible for partner matching opportunities, a partner must have sourced at least 20% of their total sold MRR (i.e. Partner Sourced formally known as Partner Collab) in the trailing 12 months and either:

- Hold an active Accreditation

OR

- Be platinum tier or higher
- Have a 12 month customer retention of at least 85%
- Hold at least one software certification
- Hold at least one implementation certification

## Servicing Benefits

### Partner Dashboard

One of the core tools HubSpot provides partners is the [Partner Dashboard](#). This dashboard provides you with an overview of your partnership, including: program progress, tier progression, sold and managed points, commissions tracking, shared selling to track pipeline, and an overview of upcoming client renewals.

### Client Access Manager

In your partner toolset, you have the Client Access Manager, which enables you to view all of your client accounts and [manage your employees' access](#) to each account, so they can do the work they were hired for. In Client Access Manager, you'll also be able to assign Partner Admin permissions. With timely alerts and notifications, you'll know exactly what's happening throughout the lifecycle of your customers, across all products.

### Partner Clients

As a solutions partner, your role is critical in managing our shared customers, also known as 'your clients.' But in order for you to do that effectively, you need to be able to view detailed information about your clients. Luckily, we're here to enable that for you with the Partner Clients CRM Object within your partner toolset in your self-purchase account. This will enable you with insights into your managed and sold clients, inclusive of their unified usage score.

### Unified Usage Score

Unified Usage Score is a new metric HubSpot uses to inform us what our customers are doing or not doing within their subscription. It simplifies retention-driving inputs activation and usage. This provides you with a quick overview of a customer's health and offers insights to help you decide when and how to engage them. The Unified Usage Score is available within the Partner Clients record for each of your accounts.



### **No-Cost Partner Seats**

As a partner, it's critical that you have access to your client accounts that you manage, so you can execute the work you were hired to do on their behalf. Since HubSpot has a per seat pricing model, we have a no-cost Partner Seat, which all partners have access to assign to their employees within their client accounts. For more details, [visit our knowledge article](#).

### **Eligible for Data Migration Tool**

HubSpot is making it easier to migrate customer data from other CRM platforms to HubSpot. Currently, this supports the following platforms: ActiveCampaign, Pipedrive, Zoho, Copper, Dynamics 365, Mailchimp, and Keap.

We built a tool that migrates contextual customer data (activities, emails, engagements) so customers start on HubSpot right where they left off in their other CRM platform and get value quickly. The free of charge tool doesn't require any coding or API work so it's easy and quick to carry out migrations. All Solutions Partners will have access to this tool beginning in 2025. To request access, you'll need to submit a HubSpot Support Ticket via the in-app navigation within your portal.

## Enablement Benefits

### HubSpot Academy Partner Training

Access an exclusive catalog of partner training to educate and develop specific roles at your organization, including sales, service, and implementation. Earn partner credentials to validate your expertise in a select group of strategic competencies. All available partner training and credentials can be found in the [Partner Training tab of HubSpot Academy](#). Also, partners are encouraged to access our large library of general education [within the Academy](#) that is also available to customers and users.

### HubSpot Partner Resource Portal: Mindmatrix

All solutions partners have access to HubSpot's partner resource portal, which is built on Mindmatrix. Within this platform, you'll have access to HubSpot's approved sales collateral, such as one-pagers, pitch decks, and more. In addition, we'll have playbooks and campaign kits for your team to leverage to drive new business. This will be available to all solutions partners, regardless of tier, and offers unlimited user access to your entire team, so you can effectively market and sell with HubSpot. [Learn more.](#)

### Exclusive Product Launch Previews

Want a sneak peek into the biggest product launches of the year? As a platinum, diamond, or elite partner, you'll get access to information about our top upcoming product releases and other behind-the-scenes information. These exclusive previews will give our top-tier partners a first look at some new features, new campaigns, and brand-new products. Eligible partner employees who have completed the confidentiality training will receive invites through email.

### Sales and Product Training & Enablement

All solutions partners will have access to free recurring training sessions run by the HubSpot partner team throughout the year. These training sessions will cover HubSpot's products with expert speakers from our product team, along with sales upskilling training aimed at helping you develop and fine-tune your selling skills so you can source and close more business. For example, we run monthly [Product Learning Hour training sessions](#).

### **Paid Private Training**

This service allows you to purchase private training for you or your team to develop expertise around HubSpot's products in a live, hands-on environment where you choose the content and dates that work best for your organization. You can select from a virtual training format, or on-site training.

### **Paid Technical Consulting**

This service allows you to work with a technical expert who will learn your business needs and systems inside and out. Your Technical Consultant can help you streamline processes, remove roadblocks, and get the absolute most out of HubSpot. Our team is available to work with you in a variety of ways, depending on how you and your team work best.

## Community & Events

### Partner Exclusive Events

The HubSpot Partner Team runs multiple partner-only events throughout the year to help keep you informed of our strategy, learn about new programs and changes, and come together as partner peers to network and collaborate. Our two marquee events each year are Ecosystem Kickoff, which takes place virtually at the beginning of each year. And then we host Partner Day at INBOUND, which is a live, in-person experience the same week of our INBOUND conference.

### Private HubSpot Partner Slack Group

Join the growing group of partners already using Slack to build community and foster collaboration around the globe. Stay connected with other partners and message directly with your HubSpot PDM in this private group. Request to join here if you're a solutions partner. (That means your tier status is partner or anything gold and above.) If you're a solutions provider, request to join here.

### Private HubSpot Partner Facebook Group

Collaborate with partners across the globe in our HubSpot Partner Facebook group. Ask questions and get real-time answers from other agencies on anything from integrations to advertising strategies to tips on the HubSpot tools. Make sure you fill out the required questions when you request to join the group. Only verified solutions partners will be approved. As part of joining the group, you also agree to the following rules of conduct. Failure to adhere to these rules may result in your removal from the group (at HubSpot's sole discretion):

- **Use good judgment:** This group is built to help our solutions partners network and grow. It's up to all members who join to use good judgment when posting or engaging. We want to support, help, and build each other up to keep this community a safe and resourceful place.
- **Be kind and respectful to one another:** We're here to learn and network, so be respectful. Hate speech isn't allowed. Degrading comments about topics like race, religion, culture, sexual orientation, gender, politics or identity won't be tolerated. Posts that violate this will be removed.

- **Be relevant:** We want this group to be engaging for everyone. Creating posts with just links or from a company page will be viewed as spam and removed. It's ok to share applicable job openings and upcoming events, but please be human and add context.
- **Be responsible:** You're responsible for your interactions. Don't share anything that'd violate any of your contractual agreements (copyright, trade secret, non-disclosure, etc.), including the HubSpot Solutions Partner Agreement (HSPPA) and our program policies.
- **Keep confidential information to yourself:** Partners may have access to HubSpot information that's not public or available to all partners, like betas. Remember that as a partner, you're bound by confidentiality obligations under the HSPPA. If you have confidential information, don't share it.
- **Share the love:** Help make the HubSpot partner community a richer place by sharing your HubSpot expertise. You may have just the right answer that somebody else is looking for, so delight them by adding your insight to the conversation.
- **Help us hold our members accountable:** We encourage you to use the report function to report posts or comments that need moderation to the group admins. This can be done by clicking on the three dots next to a post or comment and selecting "Report post to group admins".

### **Eligibility To Apply For Partner Advisory Council (PAC)**

HubSpot's Partner Advisory Councils (PACs) consist of multiple specialized groups, each focused on specific topics and areas of expertise. These councils meet bi-annually to discuss key subjects such as new partner tools and program updates. In addition, real-time Slack groups enable PAC members to provide immediate feedback and collaborate on pressing topics throughout the year. We rely on the PACs to represent the voice of our partner community and guide critical decisions shaping the future of our program. PAC applications open annually in Q1, offering one of many opportunities for partners to share their insights and influence the program. HubSpot's PAC — Partner Advisory Council — is made up of five regional groups that meet quarterly on topics ranging from new partner tools to program changes.

**Please note: HubSpot reserves the right to suspend and/ or remove benefits in the event that a partner falls out of good standing. Determination of whether a partner is in good standing at any given time is subject to HubSpot's absolute discretion.**

# Quick Links



## Stay Engaged in the Program:

[Client Management Dashboard](#)

[Partner Resource Portal](#)

[Partner Slack Workspace](#)

## Understanding Our Policies and Guidelines:

[Overview of Rules of Engagement](#)

[Solutions Partner Program Policies](#)

[Program Code of Conduct](#)

[Overview of Partner Commissions](#)

[Overview of Deal Registration](#)

[Event, Press, and Branding Guidelines](#)