Tiers, Requirements & Benefits Guide.
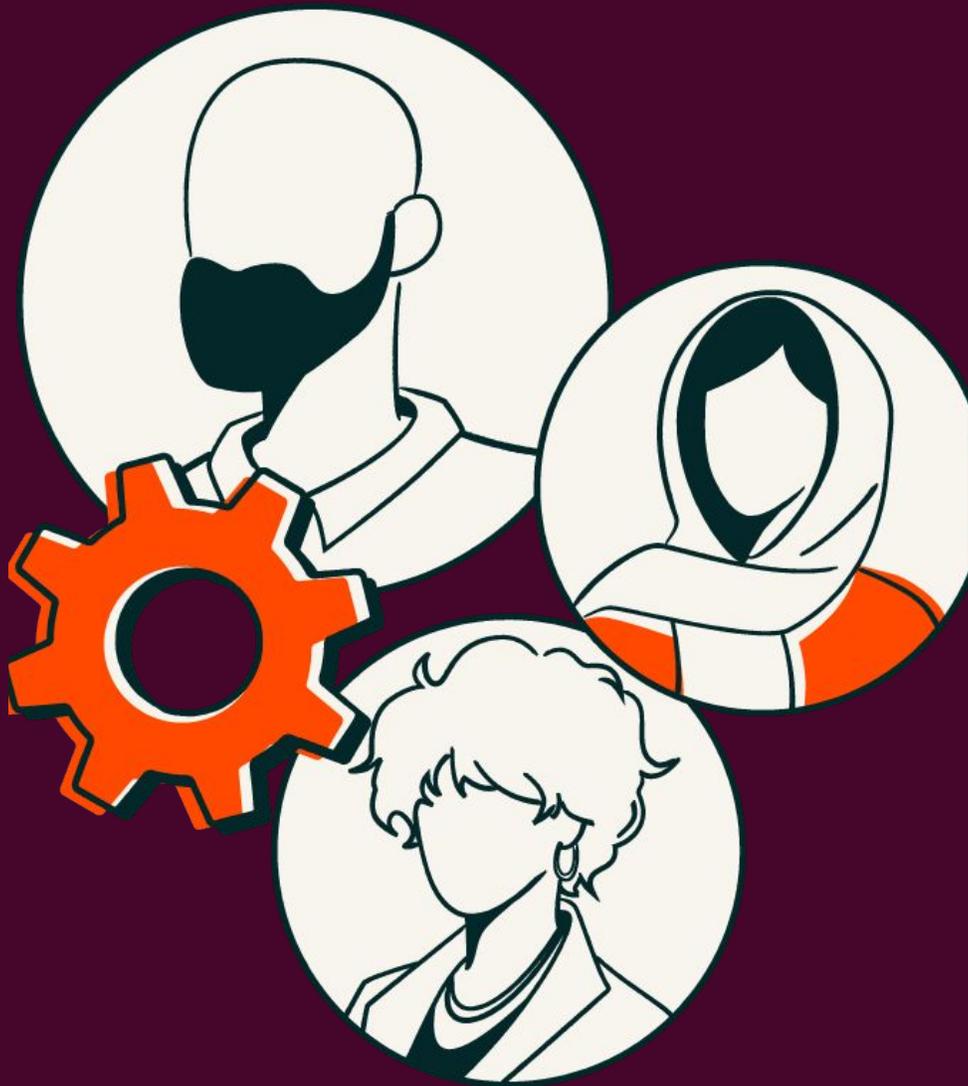
HubSpot
Technology Partner Program

Table of Contents.

A Word from Our VP, Partner Ecosystem.

We're laser-focused on scaling customer value through our ecosystem.

As a HubSpot technology partner, you're now part of a thriving ecosystem that drives remarkable customer value. With more than 2,000 apps in our marketplace, and 3m active app installs across every industry and segment, our technology partners are critical to helping HubSpot's customers grow better.

Our commitment is simple: Make HubSpot the best ecosystem in the world to build and grow a software business. That means being driven by a relentless focus on product quality, offering improved transparency on where partners add the most value, and investing in the programs, tools, and support that help you scale.

This guide is designed to make that commitment tangible.

Inside, you'll learn how the Technology Partner Program works, what each tier unlocks, and the concrete steps you can take to deepen your impact with HubSpot. My hope is that it gives your team a clear sense of what's possible when we invest in this ecosystem together.

Thank you for betting on HubSpot, for building remarkable experiences for our shared customers, and for building the future, together.

Sincerely,

Angie O'Dowd
Global VP, Partner Ecosystem

Welcome to HubSpot's Technology Partner Program

The HubSpot Technology Partner Program empowers software companies around the world to build, grow, and scale with HubSpot. Together, we help millions of businesses grow better by connecting the tools they rely on every day to one powerful, unified customer platform.

This program is built for partners who want to deliver more value to shared customers, acquire customers through HubSpot's ecosystem, and stand out in the HubSpot Marketplace. Whether you're just starting to build your integration or already leading your category, you'll find benefits, resources, and support that match your stage of growth.

Why We Built This Program

HubSpot's mission has always been to help organizations grow better. Today, integrations are central to how customers run their businesses, and technology partners are essential to delivering that connected experience.

We designed the Technology Partner Program to recognize and support the impact you create through:

- A clear, data-driven tiering framework that creates transparent paths to increased visibility, support, and investment.

- Practical resources and insights to help you build high-quality integrations and scale efficiently within the HubSpot ecosystem.

- Collaborative opportunities that connect you with HubSpot's teams, customers, and global network; from co-marketing and co-selling motions to partner events and enablement programs.

About Our Program & Tiers.

Our Tier Structure

The program has four tiers, each designed to support your growth and recognize your impact.

As you grow your customer base and deepen your product and GTM alignment with HubSpot, you unlock new benefits and visibility opportunities.

1.

HubSpot
Technology Partner
Program
PARTNER

PARTNER

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

2.

HubSpot
Technology Partner
Program
RISING

RISING

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

3.

HubSpot
Technology Partner
Program
LEADING

LEADING

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

4.

HubSpot
Technology Partner
Program
PREMIER

PREMIER

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

Each tier builds on the one before it; offering expanded access, support, and visibility as your impact within the HubSpot ecosystem grows.

Progressing Through the Program

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 areas:

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.

About Our Program & Tiers.

Recalibration & Tier Movement

If you list your first app in the HubSpot Marketplace, you will sign the [HubSpot Technology Partner Program Agreement](#) and enter as a Partner.

To keep the program fair, predictable, and transparent, all tier movement happens on a set cadence.

TIER UP

Partners can qualify to move up once per quarter, based on performance in the previous 12 months. As you earn higher tiers, you unlock access to more partner benefits. **Tier-up changes occur on the 15th of the first month each quarter.**

TIER DOWN

Tier reductions take place twice a year, during HubSpot's mid-year and year-end recalibration cycles. **Tier-down changes occur in Q1 and Q3, on the 15th.**

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.
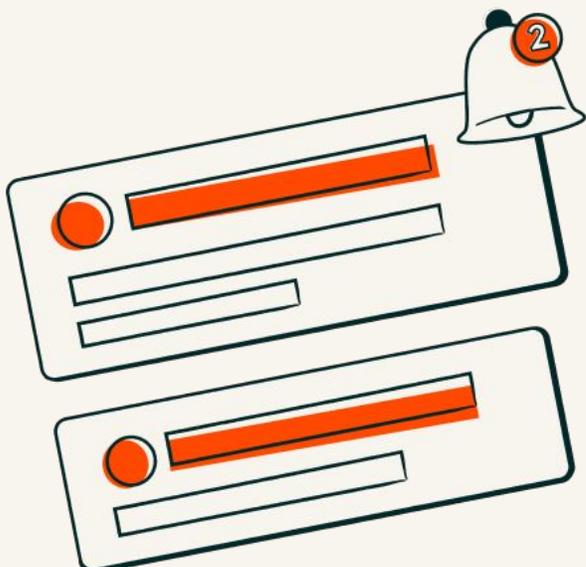
Notification and Activation:

If you qualify for a new tier:

- You'll receive an email notification with your updated tier status
- Leading and Premier partners must complete the Partner POC form within two weeks to join the new tier and activate the benefits
- Your updated tier will display in your Developer Platform

If you do not meet requirements in time:

- You remain eligible to qualify again during the next recalibration
- Your current tier remains unchanged until all requirements are fulfilled

Build and Grow with the Developer Platform.

Your Technology Partner Program tier, benefits, and performance data live in your standard HubSpot account on the new HubSpot Developer Platform. This is where you'll build, track, and grow your integration.

BUILD FASTER ON HUBSPOT

- Native UI extensions (e.g., app cards, custom settings pages)
- Modern developer tooling (CLI, sandboxes, enhanced docs)
- AI-ready capabilities (Breeze Agent Tools)

DRIVE DEMAND FROM THE MARKETPLACE

- Create and manage your marketplace listing
- Enable demo scheduling from your listing page
- View lead activity and intent data to identify prospects
- Track which companies are evaluating your app

TRACK YOUR PROGRAM SUCCESS

- View your current tier and progress toward the next level
- Monitor app performance and marketplace engagement
- Submit influenced revenue and referrals to accelerate tier growth
- Access tier-specific resources, enablement, and best practices on demand

👉 **Adopt the HubSpot Developer Platform**

Already using the Developer Platform? Log in to your standard HubSpot account and navigate to the Developer section to view your tier and program information.

Built your app in an older developer portal? You'll need to convert your account to access the new Developer Platform. The process is quick. Your existing apps and listings remain intact. No rebuild required. It takes just a few minutes

Need help? If you're having trouble accessing the Developer Platform or identifying your account owner, contact technology-partners@hubspot.com.

Tier Requirements At-A-Glance.

The tiers represent a specific level of customer impact, technical excellence, and go-to-market collaboration. To qualify for a tier, partners must meet the tier thresholds, the program requirements and the partner success requirements listed below.

Note - we require every partner to be in good standing[1] to both maintain their existing tier or to tier up. Staying in good standing ensures fairness and consistency across all partners and safeguards customer experience.

	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+
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

* Premier exception available for strong co-sell partners (see next page).

** Phased through end of 2026.

Tier Requirements At-A-Glance.

Tier Eligibility & Exceptions

* PREMIER EXCEPTION

Partners who demonstrate strong, consistent co-selling impact may qualify for the Premier tier through an alternative pathway.

Partners with **$100K or more in Influenced Deal MRR** may qualify for the Premier tier **regardless of Attached MRR or App Installed in First 90 Days MRR**, provided they meet all other mandatory program requirements.

** 2026 TRANSITION PERIOD

We're phasing in some requirements through 2026 .

- Required ratings and review thresholds (Rising, Leading, Premier)
- Certification requirements (Premier only)

Partners have the full year to meet these new standards. All other program requirements are effective immediately. Starting January 1, 2027, all partners will be evaluated against the complete set of program requirements.

GOOD STANDING REQUIREMENT

[1] Good Standing in the HubSpot Technology Partner Program requires as a minimum that partners: 1) are in compliance with the Technology Partner Program Agreement and Program Policies; 2) meet and maintain the all program requirements detailed in this Guide; 3) adhere to all required security measures; and 4) maintain positive relationships with HubSpot and customers (i.e. no current or recent 'at fault' escalations on record). Determination of whether a partner is in good standing at the time is subject to HubSpot's absolute discretion.

Tier Requirements Explained.

Tier Thresholds Explained

01 ATTACHED MRR

Average monthly recurring revenue (MRR) from customers actively using your app(s) over the past 12 months.

02 INFLUENCED DEALS MRR

Total monthly recurring revenue (MRR) from deals you supported or sourced directly through co-sell/co-serve programs or participation in HubSpot sales cycles over the past 12 months.

03 APP INSTALLED IN FIRST 90 DAYS MRR

Total monthly recurring revenue (MRR) from customers who installed your app within 90 days of purchasing HubSpot, over a 12-month period.

04 MARKETPLACE RATINGS & REVIEWS

HubSpot requires partners to maintain a strong review profile by earning recent, high-quality reviews from HubSpot customers using your app. Higher-tier partners are expected to drive consistent value, reflected in both the quantity and quality of recent reviews. This ensures that promoted apps continue to deliver a strong customer experience, and helps customers make confident, data-informed choices.

Basic Program Requirements Explained

LIVE MARKETPLACE LISTING

To become a HubSpot Technology Partner, your app must be listed in the HubSpot Marketplace and meet our listing requirements. Apps must continue to meet these standards to remain active in the marketplace.

APP CERTIFICATION.

The App Certification Program is open to all partners and is the best way to demonstrate that your integration meets our highest standards of security, performance, and reliability. While any partner can apply, certification becomes mandatory for top tiers because those partners represent HubSpot's ecosystem at the highest level and receive the most go-to-market benefits with HubSpot.

Certified apps are formally reviewed every two years. Premier and Leading partners also participate in annual quality check-ins to ensure continued alignment with HubSpot's standards.

Partner Success Requirements Explained

Required to activate your tier: When you become eligible for a Leading or Premier tier, **you'll be asked to complete a Partner POC form** and provide the information listed in the next pages to actually unlock your tier. This helps ensure HubSpot has the right points of contact, data connections, and tools in place to make collaboration easy and effective. These expectations grow with each tier, reflecting the additional visibility, co-selling, and partnership you'll receive as you advance.

If you do not complete the **Partner POC form** within the required timeframe, your tier change will not be processed that quarter, but you'll remain eligible to qualify again in the next cycle.

Tier Requirements Explained.

NAMED TECHNICAL AND PRODUCT REFERENT

Each partner should designate a technical point of contact who can receive product or API communications and handle technical escalations. Having this contact ensures that HubSpot can reach the right person quickly when coordinating feature updates, breaking-change notices, or troubleshooting customer issues.

For top-tier partners, this requirement also ensures HubSpot's technical and product teams (e.g., Solutions Architects, Product Managers) have a clear counterpart they can collaborate with on deeper integrations, troubleshooting, and roadmap discussions.

NAMED PARTNERSHIPS OWNER

Your Named Partnerships Owner is the primary relationship owner for your HubSpot partnership. This person ensures alignment across your go-to-market, product, and technical teams and is expected to:

- Serve as the main point of contact for partnership activities
- Participate in annual joint business planning
- Engage in product roadmap discussions regarding your plans for future development with HubSpot
- Keep your internal teams aligned on HubSpot programs, updates, and best practices
- Ensure co-sell and co-serve motions are supported (even if you're not the day-to-day owner)*

*Co-sell routing: You'll also designate a HubSpot Sales & Customer Success POC (may be the same person or different) who serves as the direct owner for co-sell opportunities. HubSpot reps will route deal-related outreach to this contact for faster response.

If these contacts change, partners must notify HubSpot promptly by re-submitting the Partner POC form.

Tier Requirements Explained.

NAMED EXECUTIVE SPONSOR

Premier partners must name a senior executive - typically a VP+ level leader in Product, GTM, or Partnerships - as their strategic sponsor for the HubSpot partnership. This leader provides executive alignment, supports roadmap collaboration, and acts as an escalation point when strategic decisions are needed. The Executive Sponsor is expected to:

- Engage directly with HubSpot at least twice per year for a status update and strategic discussion of the partnership

- Provide executive alignment by participating in strategic planning discussions

- Act as an escalation point when strategic decisions are needed

- Advocate for the partnership internally within their organization and help sustain long-term commitment

DATA SHARING FOR ACCOUNT MAPPING

Premier and Leading partners must securely share customer and prospect overlap data - ideally via Crossbeam - to unlock co-selling opportunities.

If Crossbeam isn't available, alternative data sharing may be used for manual overlap analysis upon HubSpot approval.

This transparency helps both sides prioritize mutual customers and drive stronger revenue impact.

Program Benefits At-A-Glance.

As you grow within the Technology Partner Program, you unlock access to benefits that increase your visibility, expand your reach, and deepen collaboration with HubSpot's product and go-to-market teams. Benefits scale with impact - ensuring your investment in HubSpot is matched by HubSpot's investment in you.

☆ 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	-	-	-	✓

🪙 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

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.

Program Benefits At-A-Glance.

📢 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	-	-

⚙️ 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

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.

Program Benefits Explained.

Partner Success Benefits

These benefits help you build a strong, strategic, and productive partnership with HubSpot. They focus on alignment, planning, and relationship-building.

⭐ Partner Advisory Council Eligibility

The Partner Advisory Council (PAC) brings together a small group of around ~15 technology partners who collaborate with HubSpot on roadmap priorities, partner experience, and go-to-market strategy.

PAC members participate in a mix of virtual and in-person meetings throughout the year to discuss key topics such as new partner tools, program updates, and ecosystem priorities. A dedicated Slack group also allows members to share real-time feedback and engage directly with HubSpot teams on emerging opportunities or challenges. Membership **is by invitation only.** Partners interested in joining can express their interest to their Partner Manager. Applications are reviewed by a selection committee, which evaluates partners based on tier, strategic alignment, and ability to represent key use cases.

As a PAC member, you'll have a direct channel to influence how HubSpot builds for customers and partners like you.

⭐ Named Partner Manager

As a Leading or Premier partner, you'll be assigned a Partner Manager, your primary point of contact within HubSpot.

Your Partner Manager supports your overall growth strategy and helps you make the most of your partnership. They'll engage with you in strategic planning, coordinate program benefits, connect you with internal experts, and ensure your goals are aligned with HubSpot's strategy.

You can view your Partner Manager by logging into your standard HubSpot account and navigating to the Developer tab on the HubSpot Developer Platform.

Program Benefits Explained.

⭐ Joint Business Planning

Leading and Premier partners participate in structured joint planning sessions with their Partner Manager to review performance, align on goals, and identify new opportunities for collaboration. These sessions provide space to:

- Review key growth and performance metrics
- Assess partnership health and impact
- Align on roadmap priorities and GTM activities
- Build and maintain a Mutual Action Plan to guide execution

Cadence:

- Premier partners: Quarterly
- Leading partners: Bi-annually

Joint planning ensures both teams stay aligned and focused on the actions that create the most impact.

⭐ Named HubSpot Champion

As a Premier partner, you'll be paired with a HubSpot Champion: a product, GTM, or sales leader within HubSpot who serves as your internal champion and hands-on enabler.

Your Champion works alongside your Partner Manager to help advance your most important priorities, remove blockers, and connect you with the right HubSpot teams.

They act as a strategic ally and advisor inside HubSpot, who can help you drive execution, visibility, and traction in the ecosystem.

Program Benefits Explained.

Sales Benefits

These benefits drive revenue impact by helping HubSpot's GTM teams understand your offering, identify the right customer use cases, and collaborate on strategic deals.

($) HubSpot Reps Enablement

As a HubSpot partner, you can take advantage of two levels of HubSpot reps enablement:

1. Baseline enablement (available to all partners):

- Fill out your App & Integration Guide, a one-sheet overview that helps HubSpot reps understand your integration's value, category, pricing, and customer pain points it solves.

- Complete the POC Directory form to share your Sales and CS point of contact so HubSpot reps can easily connect with you for account collaboration or referrals.

2. Advanced enablement (for Premier and Leading partners):

Premier and Leading partners have expanded visibility and opportunities to directly engage with HubSpot teams through:

- Live virtual trainings and webinars to educate Sales and CS teams

- On-demand enablement content (short videos or demos)

- Inclusion in internal GTM decks, newsletters, or enablement sessions

($) Account Mapping

Through Crossbeam, HubSpot's preferred account mapping tool, partners can connect their CRM to uncover shared customers, open opportunities, and mutual prospects. This data helps both teams identify where they can collaborate to win and serve customers together, prioritize high-potential accounts, and streamline co-selling and co-servicing.

Account mapping via Crossbeam is available for all Premier partners and prioritized for Leading based on strategic fit. Partners are responsible for maintaining their own Crossbeam account. If you're part of the HubSpot Technology Partner Program, you can learn more details or request to set up account mapping by reaching out to your Partner Manager.

Program Benefits Explained.

$ Co-Selling and Co-Servicing Eligibility

HubSpot's Co-Selling and Co-Servicing (CSCS) program enables bi-directional collaboration between your Sales and CS teams and HubSpot's to jointly win, retain and expand shared customers accounts. We'll use account overlap data and targeted enablement to collaborate on open deals, generate referrals, and tell our "better together" story to prospects and customers.

Participation in the Core CSCS program is limited to partners who:

- Have a dedicated co-sell DRI able to collaborate on deals and respond promptly to HubSpot field outreach.

- Maintain account mapping with HubSpot (via Crossbeam).

- Deliver a reliable customer experience, ensuring any referred accounts receive timely and professional support.

Premier partners who are not formally a part of the CSCS program may submit up to 15 joint account nominations per year for ad-hoc co-sell support from HubSpot. Leading partners who are not formally part of the CSCS program may be considered for ad-hoc co-sell support from HubSpot for strategic, one-off collaborations.

If you're part of the HubSpot Technology Partner Program and interested in participating, reach out to your Partner Manager to learn more about the eligibility process and co-sell readiness criteria.

Program Benefits Explained.

ⓢ Onsite Visits with HubSpot Reps

Select partners are invited to host an event on site with HubSpot go-to-market (GTM) teams in the Cambridge office. These visits are an opportunity to engage with HubSpot's Sales and Customer Success teams in a casual setting, build awareness of your solution's joint value with HubSpot and establish connections with GTM team members.

Premier partners are prioritized for at least one onsite visit per year, pending mutual availability of dates. Leading partners are considered based on strategic relevance and category leadership.

ⓢ Demo Account For HubSpot Pre-Sales

HubSpot's Pre-Sales teams regularly demonstrate integrations during live product demos and solution walkthroughs for prospects. By providing a demo account or test environment for HubSpot's internal use, you make it easier for these teams to showcase your integration to potential customers, creating visibility and positioning your app as a key part of the HubSpot tech stack. Eligible partners will be invited to submit their demo credentials through a form shared by the Program team.

Program Benefits Explained.
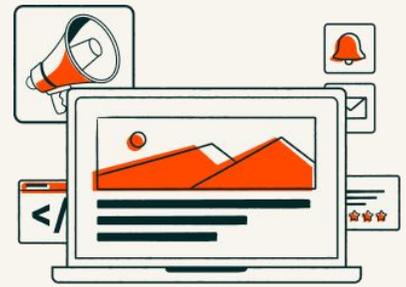
Marketing Benefits

These benefits increase your integration's reach, discoverability, and brand presence across HubSpot's marketplace, marketing channels, and customer-facing assets.

📢 Marketplace Listing with Leads and Intent Data

Every partner in the program receives a free, dedicated listing page in the HubSpot Marketplace, which sees over 1 million visits per month from prospects and customers actively searching for solutions that work with their HubSpot tech stack. The marketplace listing helps partners clearly communicate their integration's value, use cases, and differentiation; and capture demand directly from customers evaluating solutions.

Partners can add calls to action to their HubSpot Marketplace listing page to capture leads from interested visitors. Lead submissions are accessible through your HubSpot Developer Platform and can be exported for follow-up using your existing go-to-market systems or take action directly from your HubSpot instance.

In addition to lead capture, partners have access to intent data showing engagement with their marketplace listing. This insight helps teams prioritize outreach, understand buyer interest, and better attribute pipeline influenced by the HubSpot ecosystem.

📢 Partner Growth Accelerator Eligibility

The Partner Growth Accelerator (PGA) is an application-based, cohort program for both technology and solutions partners. The PGA pairs technology and solutions partners to build co-marketing campaigns that are eligible for HubSpot Marketing Development Funds (MDF). Pairs build their campaigns while participating in a small cohort with other pairs for workshop-style live sessions that include expert speakers, networking, playbooks, and templates.

Participation is open to all partners, though invitations are prioritized for Leading and guaranteed for Premier partners based on several factors, including technology offered, industries served, technical competency, relevant expertise, and ample resourcing. For more information, visit this page.

Program Benefits Explained.

📣 Event Sponsorships Discounts

All HubSpot technology partners can explore paid sponsorship opportunities at HubSpot's premier annual event, INBOUND, and other regional marquee events like GROW. These events offer valuable platforms to showcase your brand to thousands of potential buyers, partners, and HubSpot employees.

Rising, Leading and Premier partners also benefit from discounted sponsorship packages. Discounts increase by tier, are limited and provided on a first-come, first-served basis.

PARTNER	RISING	LEADING	PREMIER
• Access to sponsorship packages at INBOUND, Partner Day & GROW events	• Access to sponsorship packages at INBOUND, Partner Day & GROW events • 3% discount on sponsored packages up to $50k	• Access to sponsorship packages at INBOUND, Partner Day & GROW events • 3% discount on sponsored packages up to $50k • 5% discount on sponsorship packages valued at $100k or more	• <u>Early access</u> to sponsorship packages at INBOUND, Partner Day & GROW events • 3% discount on sponsored packages up to $50k • 5% discount on sponsorship packages valued at $100k or more • 10% discount on sponsorship packages valued at $100k or more

To learn more about upcoming sponsorship opportunities and pricing, subscribe to the program newsletter and contact your Partner Manager.

📣 Increased Marketplace Discoverability

HubSpot's Marketplace continually evolves to help customers find the right integrations for their needs. As part of the Technology Partner Program, your app's visibility in the marketplace is influenced by your partner tier. Higher-tier partners receive increased discoverability through:

- Tier badges displayed on marketplace listings, helping customers identify Rising, Leading, and Premier partners
- Tier-based filters that help customers browse and compare integrations by partner tier

Personalized recommendation sections like "Based on your recent activity" and "Enhance your tech stack" are based on factors such as customer reviews, install rates, and relevance to the user's HubSpot setup. Higher-tier partners may appear more frequently in these sections because they typically demonstrate stronger performance in these areas.

Program Benefits Explained.
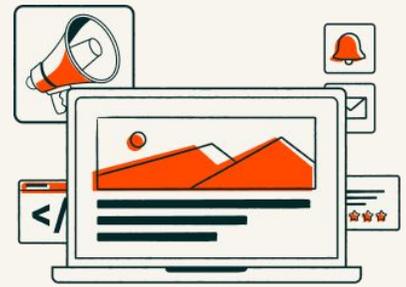
Joint Marketing

HubSpot collaborates with select technology partners on joint marketing initiatives to highlight shared customer value and expand reach across the ecosystem. These opportunities help position your integration in front of HubSpot's global audience.

Joint marketing may include activities such as co-branded content, joint field events, custom offers through the Affiliate Program, or editorial features that align with HubSpot's strategic priorities. Availability is limited, with Premier partners guaranteed at least one opportunity per year and Leading partners prioritized based on relevance and fit.

Please note: HubSpot determines which type of marketing activity best aligns with our content and event strategy for each partner.

If you're part of the HubSpot Technology Partner Program and interested to learn more, reach out to your Partner Manager.

Featuring Trending Apps Eligibility

HubSpot celebrates the next generation of innovative apps through the Featuring Trending Apps initiative. This program spotlights partners that are demonstrating exceptional customer value through rapid app adoption. Selected apps may be featured across HubSpot's channels - for example:

- On HubSpot.com, via dedicated pages or blog highlights
- Developer-focused channels, including Developer Advocacy newsletters, content, and social posts
- Internal, rep-facing enablement channels, helping HubSpot teams better understand and recommend trending integrations

Program Benefits Explained.
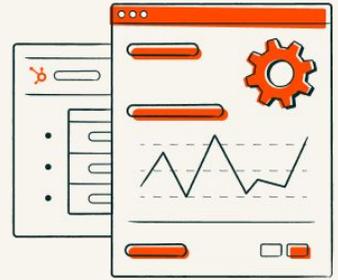
Technical Benefits

⚙️ Developer Platform with Analytics

Your HubSpot Developer Platform is your command center for everything related to building and managing your app, and growing your business with HubSpot.

1. Build and manage: Create new integrations, manage your marketplace listings, and update key information to help customers discover and evaluate your solution.

2. Track performance with built-in analytics and intent data

- Installs, active installs, and uninstall trends
- Customer engagement and API usage
- Ratings, reviews, and certification status
- Intent and lead data (listing views, demo requests, and contact submissions)

These insights help you understand adoption trends, identify growth opportunities, and make informed decisions to improve your product experience.

3. Participate in the Technology Partner Program

Access program information
- View your tier status and progress
- Access product documentation and support resources
- Review program policies and requirements

Submit influenced revenue and referrals: Log the HubSpot deals you influence or refer to get credit toward your tier progression. Influenced revenue is a key component of tier scoring for Rising, Leading, and Premier tiers.

Keep your partnership contacts current: Update your program points of contact so HubSpot can reach the right people on your team for:
- Program updates and tier notifications
- Technical and product announcements
- Partner-specific opportunities

Important: Completing your Partner POC form is required to unlock Premier and Leading tier benefits.

Program Benefits Explained.
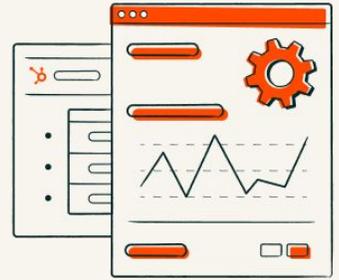
⚙️ App Certification Eligibility

All technology partners are eligible to apply for HubSpot App Certification, HubSpot's official quality recognition for integrations that meet our standards of security, performance, and reliability. Certification helps you:

- Build trust with customers through a verified quality signal
- Stand out in the marketplace with a "Certified" badge and increased visibility
- Strengthen your credibility with HubSpot's internal teams and ecosystem

While certification does not unlock new go-to-market motions on its own, it's a key milestone in your partner journey and a requirement for top-tier eligibility. Learn more and apply here.

⚙️ Prioritized Beta Access to New Features

As a technology partner, you may be eligible to gain early access to new HubSpot developer products, APIs, and extensibility features through our private beta program. For our Premier partners, your Partner Manager will provide advanced visibility into features that align with your integration and recommend opportunities to engage.

We prioritize partners who demonstrate strong product quality, responsiveness, and a willingness to co-innovate with HubSpot. Participation helps shape the future of our platform and may influence your standing in the Technology Partner Program. If eligible, you can follow this article to enroll and take advantage of our latest APIs and product updates.

Program Benefits Explained.
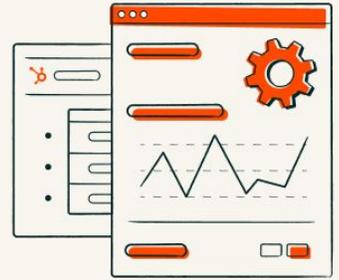
⚙️ Technical and Product Consulting

All partners can access documentation, Academy content, and CODE-based examples to build on best practices.

Premier and Leading partners can also access consulting sessions with HubSpot's Solutions Architect team, comprised of our most experienced technical experts aligned with the global Product Engineering organization. These 1:1 sessions offer hands-on support for:

- Onboarding or major launches
- Strategic guidance on integration architecture and extensibility

Premier partners receive unlimited access to consulting sessions throughout the year. Leading partners receive quarterly access, with capped hours per engagement cycle. To connect with the appropriate resources based on your tier and technical needs, please work with your Partner Manager.

Program Resources.

Join The Program.

To get started, you'll:

- Build your integration using <u>HubSpot's Developer Platform</u>.

- Create your app listing in the HubSpot Marketplace, making sure you meet our <u>listing requirements</u>.

- Submit your app for review. Our team will review your listing and, once approved, your app will go live in the marketplace. At that point, your company is officially part of the HubSpot Technology Partner Program at the Partner tier.

You can learn more and start the process <u>here</u>.

Show Off Your Tier.

Stand out with an official tier badge that proves your expertise to potential customers. Display your Partner, Rising, Leading, or Premier badge on your website, email signature, and marketing materials to show you're a trusted HubSpot technology partner.

Important: You need to follow our branding usage guidelines when using your badge. You are not allowed to alter your badge or extract design elements from it.

<u>Download your badge</u> • **<u>Review Partner Branding Guidelines</u>**

Program Resources.

How to Stay Informed Once You Are a Partner.

EMAIL UPDATES

You'll receive:
- Tier notifications
- Program updates and reminders
- Product or API announcements
- Required onboarding steps for Leading and Premier partners

Make sure your POCs in the Developer Platform are always up to date so your team receives these communications.

MONTHLY ECOSYSTEM NEWSLETTER

A monthly roundup of ecosystem updates, integration highlights, enablement resources, and upcoming partner opportunities.

If you're already a technology partner but not receiving the newsletter:
- First, please ensure your contacts are up to date on your listing page, as only those contacts will receive program communications.
- If you've confirmed your contacts are current and you're still not receiving our emails, you may have previously unsubscribed from HubSpot emails. Please submit the newsletter sign-up form from the Partner Resource Center to ensure you don't miss important updates. You can find your Partner Resource Center directly from the Developer tab in your standard HubSpot account.

Program Resources.

Where to Find Enablement Resources.

HubSpot provides a growing library of content to help you build, market, and grow in the program.

IF YOU ARE ALREADY A TECHNOLOGY PARTNER

You can access the Partner Resource Page directly from the Developer tab in your standard HubSpot account or from the link provided in your monthly scoring email.

IF YOU ARE NOT YET A PARTNER

Visit HubSpot's Ecosystem Resources page to learn how to get started and begin your partner journey.

How to Get Support.

PREMIER AND LEADING PARTNERS

Your Partner Manager is your primary point of contact for all program questions, benefit activation, and strategic alignment.

FOR ALL PARTNERS

For program-related questions (requirements, policies, listings, or benefit eligibility) contact technology-partners@hubspot.com.

For technical questions related to your integration, developer documentation, or API behavior, please refer to the support tools and documentation available in the Developer Platform.

Program Resources.

Quick Links.

Enroll in the program

Technology Partner Program Home page

How to become a partner

App listing requirements

Ecosystem resources

HubSpot Marketplace

Access your program tier and partner resources

Adopt HubSpot's Developer Platform

Stay engaged in the program

How to get certified

Get reviews in the marketplace

Understand our policies and guidelines

Technology Partner Program Agreement

Technology Program Branding Guidelines

Marketplace Terms of Use

Marketplace Reviews Policy

Developer Terms

Additional resources

Catalyst Partner Program

HubSpot Solutions Partner Program

Program Basics.

➤ **What is the HubSpot Technology Partner Program?**

The Technology Partner Program is HubSpot's framework for recognizing and supporting software companies that build integrations on our platform. The program includes four tiers (Partner, Rising, Leading, Premier) based on customer value, revenue influence, and quality standards. Each tier unlocks different levels of support, visibility, and go-to-market benefits.

➤ **How is this different from the App Partner Program?**

The Technology Partner Program is the evolution of the App Partner Program. The new name reflects the full scope of partners in our ecosystem: ISVs, product companies, platform partners, and category leaders building on HubSpot.

➤ **I'm ready to join. What are my next steps?**

1. **Build your integration** using the HubSpot Developer Platform
2. **Create your marketplace listing** and ensure it meets our listing requirements
3. **Submit for review.** Once approved and live in the marketplace, you're officially part of the program at the Partner tier

Get started building →

➤ **I'm already a partner. How do I move up?**

Focus on these key areas:
- **Grow customer adoption:** Increase your Attached MRR by delivering value to shared customers
- **Submit influenced revenue:** Log deals you influence or refer new accounts to HubSpot in the Developer Platform
- **Improve quality:** Gather marketplace reviews and consider applying for certification
- **Meet partnership requirements:** Complete the Partner POC form when qualifying for Leading or Premier tiers

Track your progress in the Developer tab of your standard HubSpot account and watch for tier-up notification emails each quarter.

FAQs.

> ➢ **How does the Catalyst Partner Program relate to the Technology Partner Program?**

The HubSpot Catalyst Partner Program is a 6-month accelerator for a select group of strategic, high-potential partners. Catalyst is invite-only. Partners are nominated internally based on strategic criteria, and there's no application process.

If you're invited to Catalyst, your status and expectations will be communicated directly. Learn more about Catalyst →

> ➢ **How do I submit influenced revenue?**

Log into your HubSpot Developer Platform and navigate to the influenced revenue submission form. There you can submit information on a deal you helped HubSpot close or refer HubSpot a net new account. You can track your submissions and see how they contribute to your tier score directly in the platform.

Tier Eligibility & Requirements.

> ➢ **How often are tiers re-evaluated?**

To keep the program predictable and fair, tier movement follows a set tier recalibration cadence:

Tier-up: Partners can qualify to move up once per quarter, based on performance in the previous 12 months. Tier-up changes occur on the 15th of the first month each quarter (January 15, April 15, July 15, October 15).

Tier-down: Tier reductions happen twice per year during mid-year and year-end recalibration cycles, on the 15th in Q1 and Q3.

You'll be notified via email whenever a tier change occurs, and your updated tier will display in the Developer tab of your standard HubSpot account.

2026 launch year: For the initial launch of the new program, there will be no tier-down in 2026. The first tier-down review window is planned for Q1 2027.

FAQs.

➤ **What do "Attached MRR," "Influenced Deals MRR," and "App Installed in First 90 Days MRR" actually mean?**

- **Attached MRR**: Average monthly recurring revenue (MRR) from HubSpot customers actively using your app.
- **Influenced Deals MRR**: Total MRR from HubSpot deals you supported or sourced through co-sell programs or sales cycle participation.
- **App Installed in First 90 Days MRR**: Total MRR from customers who installed your app within 90 days of purchasing HubSpot.

All metrics are measured over a rolling 12-month period.

You don't need to calculate these metrics yourself. HubSpot tracks them using internal data and displays your performance in the Developer Platform. You'll also receive monthly performance reports via email.

Note: If you built your app in an older developer portal, <u>you'll need to convert your account</u> to access the Developer Platform and view your metrics.

➤ **What are the marketplace ratings and review requirements?**

For the trailing 12-month period, your app must meet the following criteria:

- **Rising:** At least 5 reviews with a 3.5-star average
- **Leading:** At least 5 reviews with a 4.0-star average
- **Premier:** At least 10 reviews with a 4.0-star average

2026 transition: These requirements are phased in through December 31, 2026, giving partners the rest of 2026 to meet these standards.

➤ **Are these tier metrics "AND" or "OR" requirements?**

Each tier requires you to meet **all** mandatory requirements and thresholds to qualify.

Exception: For Influenced Revenue, you can meet the threshold through **either** Influenced Deal MRR **or** App Installed in First 90 Days MRR.

Here's how you would read the grid for the Leading tier:

"To qualify for Leading tier, I need to:

- Meet the customer value threshold (Attached MRR of $1M)
- Meet **one** of the two influenced revenue thresholds (Influenced Deal MRR **or** App Installed in First 90 Days MRR)
- Secure at least 5 marketplace reviews with a 4.0-star average over the trailing 12 months
- Provide a Named Technical and Product Referent
- Provide a Named Partnerships Owner"

FAQs.

➢ **What is the Premier tier exception?**

Partners with **$100K or more in Influenced Deal MRR** may qualify for Premier tier even if they don't meet the Attached MRR threshold.

This exception recognizes that partners with strong, consistent co-selling impact are demonstrating that they're driving significant customer success and revenue impact for HubSpot.

Important: All other mandatory program requirements still apply (ratings, reviews, certification, partnership contacts, etc.).

➢ **I have multiple apps. How is my tier calculated?**

If you have more than one app in the Marketplace, HubSpot looks at your **combined performance across all listed apps** when evaluating tier eligibility. This includes:

- Attached MRR
- Influenced Deal MRR and App Installed in First 90 Days MRR
- Total number of reviews and average rating across all apps

Your **company** has a single Technology Partner tier, not one tier per app. However, individual app quality (listing, certification, rating & reviews...) still matters as it affects your overall customer experience and eligibility for benefits like co-marketing and sales enablement.

➢ **What is "good standing" and why does it matter?**

Good standing means you're in compliance with the Technology Partner Program Agreement, meeting all program requirements, adhering to security measures, and maintaining positive relationships with HubSpot and customers. HubSpot reserves the right to adjust or remove program benefits, and in some cases tiers, if a partner falls out of good standing. Determinations are made at HubSpot's discretion, with customer and ecosystem health in mind.

➢ **What happens if I don't complete the required Partner POC form?**

For Leading and Premier tiers, you must complete the Partner POC form within two weeks. If you do not complete the form within the specified timeframe, your tier change will not be activated that quarter. You'll remain eligible to qualify again in the next recalibration cycle, but associated benefits will not be unlocked until the form is complete.

FAQs.

> ### ➢ Where can I see my tier, metrics, and program information?

You'll find your Technology Partner Program information in your HubSpot Developer Platform account:

1. Log into your standard HubSpot account at app.hubspot.com
2. Navigate to the Developer tab in the main navigation
3. Access your program dashboard to view:
   - Your current tier and progress toward the next level
   - Performance metrics that influence your tier
   - Program guides, policies, and benefit documentation
   - Forms to submit influenced revenue and referrals
   - Tools to manage your marketplace listing and view lead/intent data

You'll also receive monthly tier performance reports via email sent to the partnership contacts listed in your Developer Platform.

Note: If you built your app in an older developer portal, you'll need to convert your account first to access the Developer Platform.

Developer Platform

> ### ➢ What is the HubSpot Developer Platform?

The Developer Platform is where you build and manage your app, track performance, and participate in the Technology Partner Program. It's your main tool for accessing tier information, submitting influenced revenue, monitoring analytics, and managing your marketplace listing.

> ### ➢ I built my app in an older developer portal. Do I need to migrate?

Yes. To access the new Developer Platform features, view your tier information, and participate fully in the Technology Partner Program, you'll need to convert your account. The process is quick, your existing apps remain intact, and no rebuild is required. Convert your account →

> ### ➢ What if I can't access my developer account?

If you're having trouble accessing the Developer Platform or identifying your HubSpot account owner, contact technology-partners@hubspot.com for assistance.

Program Benefits.

➤ **What benefits do I get at each tier?**

Benefits scale with tier, from marketplace listings and analytics for all partners to named Partner Managers, technical consulting, and guaranteed GTM opportunities for Premier partners. <u>View complete benefits by tier →</u>

➤ **What's the difference between being "eligible" for a benefit and "considered" or "prioritized" for a benefit?**

Benefits are designated as:

- **Considered**: HubSpot may extend the benefit based on fit, capacity, or strategic priority
- **Prioritized**: higher tiers are more likely to receive the benefit and your tier will be a factor in the selection process
- **Guaranteed (✓)**: You'll receive at least one instance of the benefit within a defined time window

Note: Some guaranteed benefits require meeting specific enrollment criteria. For example, the Program Growth Accelerator has its own eligibility requirements. But if you're a Premier partner and meet those requirements, you're guaranteed a seat.

The <u>tier benefits table</u> indicates whether a benefit is considered, prioritized, or guaranteed for your tier.

➤ **Will my tier be visible to customers in the HubSpot Marketplace?**

Yes. Tier badges are displayed on marketplace listings for Rising, Leading, and Premier partners. Customers can also filter marketplace results by partner tier to find trusted, high-impact integrations. Partner tier (the base tier) does not receive a marketplace badge.

➤ **How can I use my partner badge?**

You can display your tier badge on your website, email signature, and marketing materials to showcase your partnership with HubSpot.

Important: Follow our <u>Partner Branding Guidelines</u> when using your badge. You are not allowed to alter your badge or extract design elements from it.

FAQs.

Support & Resources.

➤ **Where can I find program updates and resources?**

- **Developer Platform account:** Access your tier info, analytics, submit the Partner POC form, submit influenced revenue
- **Monthly Ecosystem Newsletter:** Roundup of updates, highlights, and opportunities (make sure your contacts are current to receive this)
- **Partner Resource Center:** Access directly from your Developer Platform for enablement content, templates, and guides
- **Email notifications:** Tier notifications, program updates, and product announcements

➤ **Who do I contact for questions or support?**

Program & partnership questions (tiers, requirements, benefits, eligibility): Contact technology-partners@hubspot.com or your Partner Manager if you have one.

Technical questions (APIs, integration behavior, developer tooling):

- Start with your Developer Platform account, documentation, and AI-assisted tools (e.g., developer assistants in docs, MCP server, Breeze).
- If you're a Premier or Leading partner, your Partner Manager can help coordinate access to technical consulting sessions where applicable.

➤ **Where can I provide feedback on the program?**

We welcome your feedback! Reach out via this HubSpot Partner Feedback | Always-On form.

Let's Keep in Touch.

technology-partners@hubspot.com

HubSpot
Technology Partner Program