



HubSpot Completes Acquisition Of GroupSharp Small businesses will benefit from improved conversion marketing

Cambridge, MA, January 10, 2007 - HubSpot announced today that it has completed the acquisition of GroupSharp, LLC. GroupSharp is a software startup that has developed a web-based tool that combines the ease of use of a spreadsheet with the power of a database. GroupSharp's product will be fully integrated into HubSpot's lead generation and conversion software for small businesses.

The Internet and search engines in particular have caused an overall "flattening" of virtually every market on the planet from avalanche protection consulting to zombie mask production. These flattening affects benefit small businesses disproportionately as they can now be "found" by potential customers without having to deploy a large sales force. HubSpot builds software that helps companies get "found" by prospects on the Internet and then helps companies convert a higher percentage of those prospects to customers. The GroupSharp integrated in to the HubSpot software to help its clients convert a higher percentage of prospects to customers.

HubSpot's software helps make small business marketing both more effective and measurable with advanced data tracking and analytics. For example, the software will track when the prospect first visited the website, which pages she visited more than once, comments she made on blog articles or discussion boards, and where she came from on her first visit (which search term on Google, which website link, etc.). This information will help HubSpot's clients have a more solution-oriented initial conversation with their prospects. In addition, the software allows companies to look across all of its leads in the database and see which marketing events, search terms, links and programs worked in terms of not only driving traffic, but qualified leads that turn into customers. "It is information like this that helps HubSpot's customers turn their marketing activities from a black art to a measurable science," noted Brian Halligan, co-founder of HubSpot.

Brent Leary, founder of Business Technology Radio and CRM Essentials commented, "HubSpot's software has been incredibly valuable at helping our website attract traffic through search engine optimization, flexible content creation/editing, and business blogging. I am looking forward to having the features that GroupSharp brings in terms of helping us convert a higher percentage of those website visitors into paying customers."

Patrick Fitzsimmons, GroupSharp's founder commented, "HubSpot is doing some revolutionary work in the area of marketing conversion for small businesses. I look forward to addressing the challenge of delivering sophisticated online marketing capabilities for small businesses." Fitzsimmons has joined HubSpot's technical team in Cambridge, MA.

About HubSpot

HubSpot provides hosted software to help small businesses improve their online marketing. HubSpot's product helps small businesses attract prospects, convert them to clients and analyze patterns in the sales process. The company maintains a website at <http://www.hubspot.com> .

Contact:

Brian Halligan
bhalligan@hubspot.com