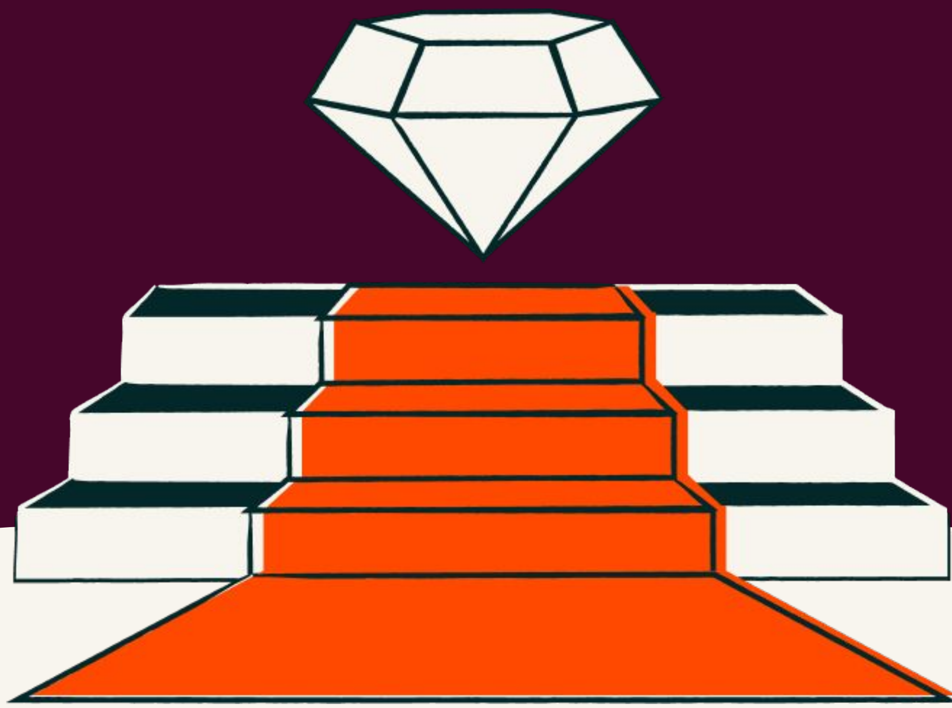
HubSpot
Technology Partner
Program

Influenced Revenue Form:

Turn Collaboration Into Tier Growth



The Influenced Revenue Form enables you to submit referrals and HubSpot deals you influenced—a key component of tier advancement. Combined with strong marketplace performance and customer adoption, demonstrating you assisted in closing HubSpot revenue can help unlock partner benefits like co-marketing and co-selling opportunities.

When To Submit

Submit the form whenever you're in a position to help a prospect choose HubSpot:

- ✓ Prospect asks about CRM/MAP/Service recommendations during your sales process
- ✓ Existing customer is frustrated with their current CRM and is considering a switch
- ✓ You've collaborated with HubSpot sales on a HubSpot deal that's active or closed won for HubSpot

Two Key Ways To Make an Impact

Refer an Account

Submit an account who's interested in purchasing HubSpot and for whom you are able to provide a direct email introduction to the HubSpot team.

Perfect for prospects who might need HubSpot but aren't in active conversations yet.

What Counts as a "Referral"?

You should submit a referral if you are able to connect the account you are referring to directly to the HubSpotter who owns the account via email.

If you're thinking that a direct email introduction to the account doesn't make sense – please still submit the form, but instead use the influenced options.

Influence a Deal

Document an existing collaboration with the HubSpot sales team OR reach out when your sales or customer success team can help with a HubSpot open deal.

Perfect for when you've already helped HubSpot win a deal OR when there is an opportunity to collaborate with HubSpot's sales team to close an open deal.

What Counts as "Influence"?

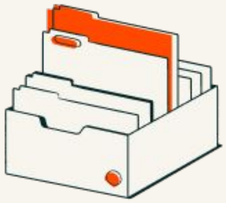
You should submit for influence when you're actively helping the prospect buy HubSpot.

Some examples of influence would be:

- Joining sales calls with HubSpot reps to support a deal
- Collaborating in email threads with the HubSpot sales team
- Providing technical validation of integration features to the account or the HubSpot team
- Discussing or demoing your integration to an account or the HubSpot team
- Facilitating introductions to key decision-makers
- Endorsing HubSpot as a solution

Some Additional Guidance

We want to make sure your contributions get recognized. Here's what we need from you:



Your Evidence Needs to Be Real:

When you submit a screenshot, email, or message as proof, you're confirming it's authentic and hasn't been altered or doctored. We may spot-check submissions to verify they're legitimate. If you need to redact something for privacy (like a person's name), that's fine (and preferred), but please leave the company domain visible so we can verify the interaction actually happened. Don't redact dates or other information that proves the connection.

Keep Customer Information Private:

Your evidence helps us see that you influenced a deal, but it shouldn't expose customer details.

Please don't share:

- ✕ Customer contact information or names (beyond the company domain)
- ✕ Deal pricing or terms
- ✕ Confidential information the customer shared
- ✕ **Basically - share what shows you influenced the deal, but keep the customer's sensitive stuff protected.**

How To Submit the Form (5 Minutes)

Log in to your HubSpot account and find the form linked in the "Partner" tab of the Developer Platform or available here.

REQUIRED FIELDS:

Submission Type:

- Register influence on an open HubSpot deal
  (if you do not know if the HubSpot deal was closed won or closed lost please select this option)
- Claim influence on a closed won HubSpot deal
- Refer a company

App ID:

List your App ID here. For partners with multiple apps, input the App ID of the app involved in this sales conversation.
For guidance on how to view your app ID, click here.

Tech Partner:

Your company name

Submitter Email:

Your email

First Name:

Your first name

Last Name:

Your last name

Company Name:

The company name of the lead you're referring or claiming influence on to HubSpot

Company Domain

The company domain of the lead you're referring or claiming influence on to HubSpot

Submission Details:

Please provide context around the referral and what they are interested in, or context on how you helped influence the deal/collaborated. For example of submission details, click here

Supporting Documentation:

Please provide any supporting screenshots or documents that provide additional context on the referral or deal influence.

Pro tip on documentation:

The clearer your proof, the faster your approval. Include email screenshots showing collaboration, calendar invites for joint calls, CRM notes, or sales conversation summaries. Do not include any confidential information or PII of the prospect or customer account.

What Happens Next

After you submit proof of influence or a referral, your submission will be initially reviewed within 5 business days. What happens after your submission is reviewed depends on the type of submission and the HubSpot deal stage. Below are the possible paths.

01 Registering influence on a closed won HubSpot deal

- Partner submits proof of material influence on a deal that has successfully closed
- Submission is reviewed for influence
- HubSpot will send an email notification for rejection or approval confirmation
- If approved, influenced revenue is credited to the partner
  Note: For us to approve, we need to see evidence within 60 days of when the HubSpot deal closed. After that window, we won't be able to process new submissions for that deal. This helps us keep everything organized and tied to the actual deal close date.

02 Registering influence on an open HubSpot deal

- Partner submits proof of material influence on a deal that is still open
- Submission is reviewed for influence
  Note: If there is a potential benefit to connecting the partner with the HubSpot owner of the account directly to collaborate on the deal you may receive a direct introduction to the HubSpot account owner pending their approval.
- HubSpot will send an email notification for rejection or approval confirmation
- If approved, revenue is not credited to the partner the deal is closed won for HubSpot; no revenue is credited if HubSpot loses the deal

03 Partner submits a referral

- Partner submits a referral for an account that they are willing to introduce HubSpot to via email
- Submission is reviewed for legitimacy and routed to the appropriate HubSpot account owner
- HubSpot account owner confirms their interest in a direct email introduction provided by the partner
- Submission is approved once the partner provides the email introduction to the account
- HubSpot will send an email notification for rejection or approval confirmation
- If approved, revenue is not credited to the partner the deal is closed won for HubSpot;
- No revenue is credited if HubSpot loses the deal

Common rejection reasons (avoid these):

× Insufficient documentation that can't be tied to the account
× Your involvement wasn't material to the deal
× Duplicate submissions

Why This Matters To Your Partnership

Tier advancement

Unlock benefits like co-marketing and co-selling

Stronger HubSpot relationships

Quality referrals earn trust with sales teams

Better customer outcomes

Coordinated efforts create smoother implementations

Your influenced revenue target by tier:

RISING

≥ $1K Influenced Deal MRR

LEADING

≥ $5K Influenced Deal MRR

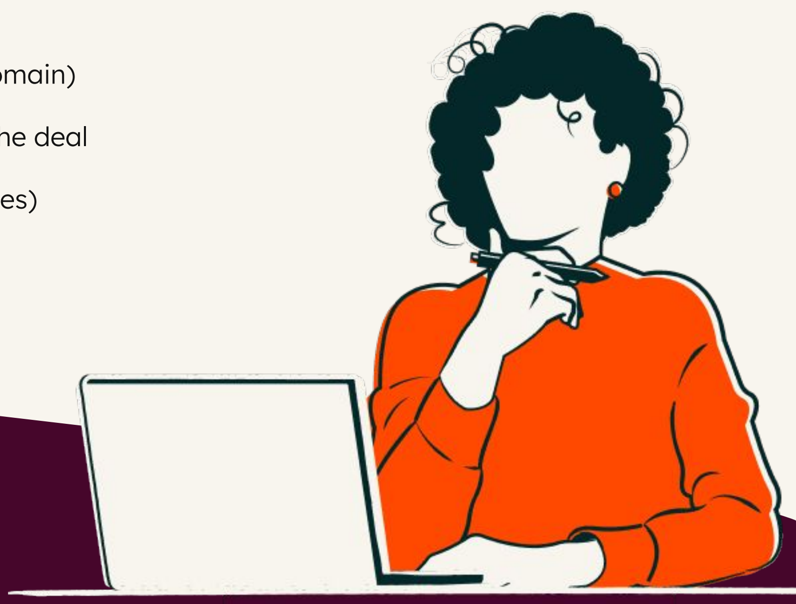
PREMIER

≥ $30K Influenced Deal MRR

Quick Reference Checklist

Before you submit, make sure you have:

- ✓ Prospect/customer account details (name, company, domain)
- ✓ Clear context on how you will or did refer or influenced the deal
- ✓ Supporting documentation (emails, calendar invites, notes)
- ✓ Correct submission type selected (Referral vs. Influence)



Questions?

Visit the "Partner" tab in your Developer Platform, or reach out to technology-partners@hubspot.com.