

# HubSpot Marketing Glossary

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## CRM

- **Object** - Contact, company, deal, or ticket.
- **Association** - Link between records or activities.
- **Activity** - Actions like calls, emails, tasks.
- **Activity Feed** - Shows record interactions and engagement.
- **Property** - Field storing object-specific data.
- **Record** - One instance of an object.
- **View** - Organised records with filters displayed in spreadsheet style.

## Marketing tools

- **Campaign** - Groups related assets for reporting.
- **List** - Segment contacts by set criteria.
- **Non-HubSpot forms** - External forms tracked via code.
- **Personalisation token** - Content changes by contact data.
- **Smart content** - Content changes by viewer criteria.

## Automation

- **Actions** - What happens in a workflow or bots.
- **Action logs** - History of workflow activities.
- **Branch** - Workflow path based on criteria.
- **Enrolment/ Unenrolment triggers** - Criteria that start/removes contacts from workflows
- **Suppression list** - Blocks contacts from workflows.
- **Webhook** - Sends HubSpot data to apps.
- **Workflow** - Automates processes based on triggers.

## Reporting

- **Dashboard** - View of grouped reports.
- **Single object report** - Report using one object.
- **Cross-object report** - Combines two object types.
- **Customer journey** - Maps interactions with your brand.
- **Report library** - Collection of pre-made reports.

## Sales tools

- **Conversation Intelligence (CI)** - Transcribes and analyses sales calls automatically.
- **Lead** - Potential customer showing product interest.
- **Sales (1:1) email** - Direct emails sent via CRM or inbox.
- **Playbook** - Interactive sales content shown on records.
- **Prospecting** - Central hub for sales daily activities.
- **Sales template** - Reusable saved email content.
- **Snippet** - Short reusable text blocks for use anywhere.
- **Sequence** - Automated 1:1 emails and task reminders.

## Website/Content tools

- **AI assistants** - Generate content using AI-powered tools.
- **Module** - Reusable building block for assets.
- **HubDB** - Table-style database for dynamic content.
- **Template** - Saved layout for emails or pages.