

HubSpot Inc. (HUBS)

\$211.91 (As of 06/02/20)

Price Target (6-12 Months): **\$223.00**

Long Term: 6-12 Months

Zacks Recommendation:

Neutral

(Since: 10/03/19)

Prior Recommendation: Outperform

Short Term: 1-3 Months

Zacks Rank: (1-5)

3-Hold

Zacks Style Scores:

VGM:D

Value: F

Growth: C

Momentum: D

Summary

HubSpot is expected to benefit from improvement in Subscription revenues and growing customer base. Positive trend in conversion of freemium users to paid subscribers is a tailwind. Integration with LinkedIn, Shopify & Facebook is enabling it to expand the business, which is a positive. Growing international footprint, portfolio expansion and collaborations also bode well. Further, integration of various in-house offerings and momentum in Hubspot One and Hubspot CRM tools is expected to improve subscription revenues in the days ahead. However, the company trimmed 2020 view on coronavirus woes. Moreover, the adverse impact of foreign exchange rate volatility is likely to limit calculated billings growth. Also, mounting operating losses are a concern. Notably, shares have underperformed the industry on a year-to-date basis.

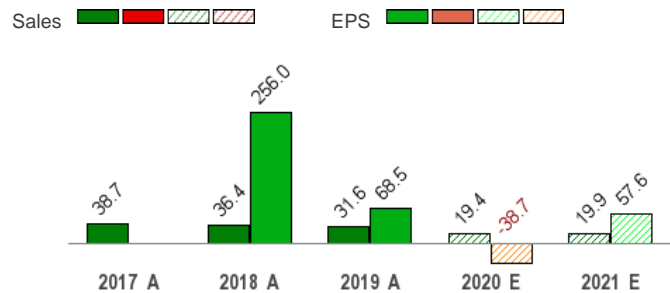
Price, Consensus & Surprise



Data Overview

52 Week High-Low	\$218.38 - \$90.84
20 Day Average Volume (sh)	798,580
Market Cap	\$9.2 B
YTD Price Change	33.7%
Beta	1.61
Dividend / Div Yld	\$0.00 / 0.0%
Industry	Internet - Software
Zacks Industry Rank	Top 11% (27 out of 253)

Sales and EPS Growth Rates (Y/Y %)



Last EPS Surprise	52.2%
Last Sales Surprise	4.5%
EPS F1 Est- 4 week change	-12.1%
Expected Report Date	08/04/2020
Earnings ESP	0.0%
P/E TTM	142.2
P/E F1	230.3
PEG F1	4.8
P/S TTM	12.8

Sales Estimates (millions of \$)

	Q1	Q2	Q3	Q4	Annual*
2021	226 E	234 E	245 E	263 E	966 E
2020	199 A	195 E	201 E	211 E	806 E
2019	152 A	163 A	174 A	186 A	675 A

EPS Estimates

	Q1	Q2	Q3	Q4	Annual*
2021	\$0.29 E	\$0.35 E	\$0.33 E	\$0.49 E	\$1.45 E
2020	\$0.35 A	\$0.24 E	\$0.12 E	\$0.21 E	\$0.92 E
2019	\$0.36 A	\$0.37 A	\$0.32 A	\$0.45 A	\$1.50 A

*Quarterly figures may not add up to annual.

The data in the charts and tables, including the Zacks Consensus EPS and Sales estimates, is as of 06/02/2020. The reports text is as of 06/03/2020.

Overview

Headquartered in Cambridge, MA, HubSpot Inc. provides inbound marketing and sales application over the cloud. The software-as-a-service (SaaS) vendor helps businesses attract more customers through search engine optimization (SEO), social media, blogging, website content management, marketing automation, email, CRM, analytics and reporting.

HubSpot completed its Initial Public Offering (IPO) on Oct 15, 2014. In 2019, the company generated revenues of \$674.9 million (up 32% over 2018), majority of which came from subscriptions – 95.8% of total revenues.

HubSpot primarily caters to the small and medium businesses (SMB) market, where the churn rate is relatively higher as compared with the enterprise markets. As of Mar 31, 2020, HubSpot had approximately 78,776 customers.

The company's core products are Marketing Hub, Service Hub and Sales Hub, together referred to as HubSpot growth platform.

HubSpot Marketing's important features are Marketing Automation and Email, Content Optimization System (COS), Social Media, SEO, CRM Sync and Reporting and Analytics. HubSpot Marketing is available for free as well as at different price points.

Marketing Hub aimed at enterprise, professional and starter marketers start at \$3,200, \$800 and \$50, respectively per month.

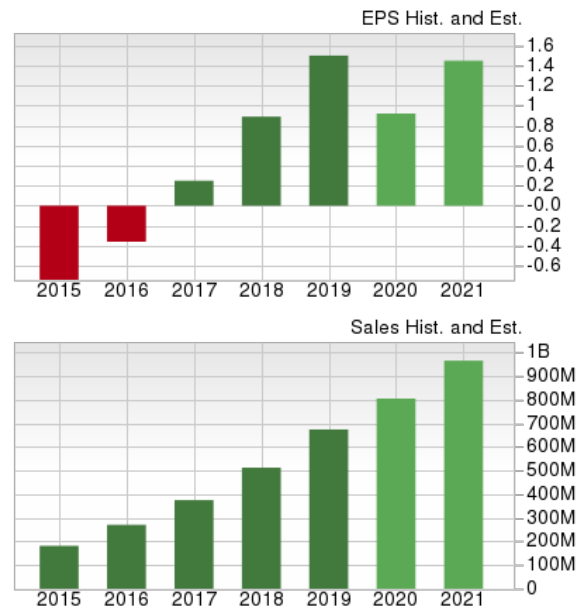
Sales Hub features are Email Engagement Notifications, Sequences, Meetings, Calling, New Lead and Website Visit Alerts, Email Templates and CRM Tracking and Contact Insights.

Sales Hub aimed at enterprise, professional and starter marketers start at \$1,200, \$400 and \$50, respectively per month.

Service Hub features are automation and routing, live chat and conversations, conversational bots, team emails, help desk and tickets, reporting tools and feedback, among others.

Service Hub aimed at enterprise, professional and starter marketers start at \$1,200, \$400 and \$50, respectively per month.

HubSpot CRM is a free offering that features Contact Management, Salesforce Automation and Pipeline Reporting, among others.



Reasons To Buy:

- ▲ HubSpot's inbound marketing and sales applications are enabling businesses to easily reach, acquire and retain customers without annoying them through traditional marketing tools like cold call, print advertisements and e-mail. The core of HubSpot's subscription-based cloud platform is its inbound database that captures customer activity of a business throughout the customer's lifecycle. Subscribers of HubSpot's SaaS applications use multiple channels like optimized search engine techniques, social media, and targeted content through websites and blogs to fulfill the needs of customers. The success of the platform is evident from the rapid growth in marketing customers. The growing adoption of inbound applications has helped in developing the marketing agency partner network.
- ▲ HubSpot primarily targets mid-market businesses, which as per its own description comprises companies with 10 to 2,000 employee strength. Approximately 3 million mid-market companies are there in North America and Europe, and the total addressable market (TAM) is estimated to be nearly \$45 billion. However, the market is poorly penetrated, which presents significant growth opportunity for HubSpot. Moreover, according to market research firm, Gartner, worldwide spending on enterprise software applications is expected to hit \$556 billion in 2021 with prime focus on CRM software, from \$456 billion in 2019. The rapid growth opportunity is beneficial for HubSpot in the long haul.
- ▲ We also note that HubSpot has significant scope in cross-selling sales product to existing marketing customer base and vice versa. The One HubSpot initiative is a key growth driver in our view. Moreover, the company has a sizeable customer base that uses its products for free. Given the growing effectiveness of its inbound applications and an innovative product portfolio, we believe that many of these free customers will eventually choose to buy HubSpot pro products for both their marketing and sales functions. This not only presents significant top-line growth opportunity for the company but will also boost its margins, as the acquisition cost for these customers will be much lower as compared with new customers.
- ▲ HubSpot is expanding its international footprint rapidly. The company currently has international offices in Dublin, Sydney, Singapore and Tokyo. Further, it opened a new office in Berlin in 2017 and in Bogotá in 2018. Notably, the company opened a new office in Paris in May, 2019. Further, we expect the growing footprint will boost top-line growth going ahead. Notably, International revenues advanced 41% from the year-ago quarter (up 45% at cc), representing 42% of total revenues in the first quarter.
- ▲ HubSpot has a strong balance sheet with ample liquidity position. As of Mar 31, 2020, HubSpot had a net cash position of \$382.6 million, up from \$376.5 million as of Dec 31, 2019. Cash flow from operations during the first quarter came in at \$23 million, while free cash flow came in at \$7.1 million. The solid cash position is expected to help it in capitalizing on investment opportunities and pursuing strategic business expansion initiatives including acquisitions, and improvement of growth prospects.

HubSpot's growing customer base, cross selling opportunities, One HubSpot initiative and expanding international footprint are key positives.

Reasons To Sell:

- ▼ Although the introduction of \$50 per month marketing starter pack will help the company to attract new customers, the low-priced pack will dent ASR per customer growth rate at least in the near term. Despite having limited features, the pack can lead to cannibalization of the premium products. Moreover, we believe that management may not continue with this pack for a very long time and will eventually increase price. However, a price hike can lead to subscription cancellation or customers can opt for the free version, which will ultimately hurt top-line growth.
- ▼ HubSpot generates a significant portion of its revenues from the International market. Hence, we expect adverse foreign currency exchange rates to impede revenue growth in the near term owing to the strengthening of the U.S. dollar as against the Euro and other foreign currencies. Since the company does not have hedging program in place, we believe that exposure to the foreign exchange rate volatility is a significant headwind.
- ▼ HubSpot has been incurring operating losses since inception and had an accumulated deficit of \$415.8 million as of Mar 31, 2020. The company does not expect to generate profit sooner amid growing investments on data center infrastructure, sales & marketing and research & development. Despite the increasing top line, mounting losses doesn't augur well for investor confidence in our view.
- ▼ Moreover, the company is trading at premium in terms of Price/Book (P/B). HubSpot currently has a trailing 12-month P/B ratio of 13.96, which compares unfavorably to some extent with what the industry saw over the last year. Hence, valuation looks slightly stretched from P/B perspective.

Adverse impact of foreign exchange rate volatility, mounting operating losses and stretched valuation are key headwinds.

Last Earnings Report

HubSpot Q1 Earnings & Revenues Beat Estimates

HubSpot's first-quarter 2020 non-GAAP earnings of 35 cents per share beat the Zacks Consensus Estimate by 52.2%. The figure also exceeded management's guided range of 22-24 cents. However, the bottom line declined 2.8% from the year-ago quarter.

Revenues of \$199 million surpassed the Zacks Consensus Estimate of \$190 million and improved 31% (33% on a constant currency basis) year over year. The top line was also higher than management's guided range of \$192.5-\$193.5 million.

The top line was driven by accelerating Subscription revenues. Further, growing customer base, which surged 30% year over year to 78,776, contributed to the results.

Quarter Details

Subscription revenues (96.1% of the total revenues) improved 33% from the year-ago quarter to \$191.2 million. **Professional services and other** revenues (3.9%) were up 2% year over year to \$7.7 million.

Total average subscription revenue per customer was up 2% year over year to \$10,018.

Deferred revenues (including current portion) improved 25% year over year to \$242 million. Meanwhile, calculated billings, defined as revenues plus the change in deferred revenues came in at \$207 million, surging 30% year over year (up 32% at cc).

International revenues advanced 41% from the year-ago quarter (up 45% at cc), representing 42% of total revenues in the first quarter.

Margins in Detail

Per management, non-GAAP gross margin during the reported quarter remained flat year over year at 82%. Further, non-GAAP subscription margin of 85.4% contracted 80 basis points (bps) on a year-over-year basis.

Non-GAAP Research and development (R&D) expenses as a percentage of revenues expanded 200 bps year over year to 19%. Non-GAAP General and administrative (G&A) expenses contracted 100 bps to 10% on a year-over-year basis. Meanwhile, non-GAAP Sales and marketing (S&M) expenses expanded 200 bps to 46% from the year-ago quarter.

The company reported non-GAAP operating income of \$14.6 million, up 12.3% from the year-ago figure. Management had projected non-GAAP operating income in the band of \$9.5-\$10.5 million for the first quarter.

Non-GAAP operating margin contracted 130 bps on a year-over-year basis to 7.3%.

Balance Sheet & Cash Flow

As of Mar 31, 2020, HubSpot reported cash and cash equivalents and short-term investments of \$968.6 million, up from \$961.5 million as of Dec 31, 2019.

Cash flow from operations during the reported quarter came in at \$23 million compared with \$47.9 million reported in the prior quarter.

Free cash flow came in at \$7.1 million compared with the prior-quarter figure of \$24.4 million.

Guidance

For second-quarter 2020, HubSpot forecast revenues in the range of \$195-\$196 million.

Management expects non-GAAP operating income in the band of \$10.5-\$11.5 million.

Moreover, HubSpot anticipates non-GAAP net income per share to be in the range of 23-25 cents.

For 2020, the company has trimmed guidance citing challenging business environment and macroeconomic headwinds pertaining to COVID-19 induced global crisis. The company now anticipates revenues in the range of \$800-\$810 million compared with the prior range of \$840.5 million to \$844.5 million.

Management expects non-GAAP operating income in the band of \$40-\$42 million compared with the earlier guided range of \$54-\$58 million.

HubSpot anticipates non-GAAP net income per share to be in the range of 88-92 cents compared with the previous range of \$1.24-\$1.32.

Quarter Ending **03/2020**

Report Date	May 06, 2020
Sales Surprise	4.46%
EPS Surprise	52.17%
Quarterly EPS	0.35
Annual EPS (TTM)	1.49

Recent News

On Jun 2, Hubspot announced the pricing of \$400 million aggregate principal amount of convertible senior notes slated to mature in 2025. The company expects sale of the notes to initial purchasers to settle on Jun 4, and generate approximately \$391.3 million in net proceedings.

On Apr 15, HubSpot announced the launch of a CMS Hub, a content management system designed to simplify the website management process for business enterprises.

On Mar 18, HubSpot celebrated 10-year anniversary of its Agency Partner Program by relaunching it as the Solutions Partner Program. The program will aid customers in finding the right service providers for their business and enable marketing agencies, web developers, CRM and IT implementers to partner with HubSpot and facilitate customer growth.

On Mar 3, HubSpot announced multiple updates to its Sales Hub product, including a lower-priced Starter tier and improvements to its sales engagement tool to make powerful tools more affordable for growing sales teams.

On Jan 29, HubSpot announced that Gartner listed the company in the report titled "2020 Gartner Peer Insights Customers' Choice for CRM Lead Management."

On Jan 9, HubSpot announced a new set of features in Marketing Hub Enterprise. The additions are likely to aid companies execute their marketing plans, eliminating outdated user experience that comes with legacy systems.

Valuation

HubSpot shares are up 33.7% in the year-to-date period and 28.7% over the trailing 12-month period. Stocks in the Zacks sub-industry and the Zacks Computer & Technology sector are up 35.6% and 5.1% in the year-to-date period, respectively. In the past year, the Zacks sub-industry and sector rose 28.8% and 25%, respectively.

The S&P 500 index is down 5.1% in the year-to-date period but up 9.1% in the past year.

The stock is currently trading at 10.59X forward 12-month sales, which compares to 7.89X for the Zacks sub-industry, 3.71X for the Zacks sector and 3.44X for the S&P 500 index.

Over the past five years, the stock has traded as high as 11.34X and as low as 3.86, with a 5-year median of 7.84X. Our Neutral recommendation indicates that the stock will perform in line with the market. Our \$223 price target reflects 11.14X forward 12-month sales.

The table below shows summary valuation data for HUBS

Valuation Multiples - HUBS					
		Stock	Sub-Industry	Sector	S&P 500
P/S F12M	Current	10.59	7.89	3.71	3.44
	5-Year High	11.34	15.62	3.71	3.44
	5-Year Low	3.86	3.07	2.32	2.53
	5-Year Median	7.84	5.27	3.11	3.02
P/B TTM	Current	13.96	8.56	5.39	4.18
	5-Year High	28.26	8.56	5.39	4.56
	5-Year Low	6.9	2.3	3.16	2.83
	5-Year Median	14.44	5.18	4.32	3.66
EV/Sales TTM	Current	11.44	8.84	4.21	2.99
	5-Year High	13.37	11.55	4.43	3.46
	5-Year Low	4.58	3.05	2.55	2.13
	5-Year Median	9.01	6.02	3.6	2.83

As of 06/02/2020

Industry Analysis Zacks Industry Rank: Top 11% (27 out of 253)



Top Peers

Company (Ticker)	Rec	Rank
Adobe Systems Incorporated (ADBE)	Neutral	3
salesforce.com, inc. (CRM)	Neutral	3
Oracle Corporation (ORCL)	Neutral	3
Paycom Software, Inc. (PAYC)	Neutral	4
Paychex, Inc. (PAYX)	Neutral	3
Pegasystems Inc. (PEGA)	Neutral	2
SAP SE (SAP)	Neutral	4
Workiva Inc. (WK)	Neutral	2

Industry Comparison Industry: Internet - Software				Industry Peers		
	HUBS	X Industry	S&P 500	CRM	ORCL	PEGA
Zacks Recommendation (Long Term)	Neutral	-	-	Neutral	Neutral	Neutral
Zacks Rank (Short Term)	3	-	-	3	3	2
VGM Score	D	-	-	D	B	D
Market Cap	9.25 B	660.00 M	22.11 B	156.98 B	168.02 B	7.82 B
# of Analysts	10	6	14	13	11	3
Dividend Yield	0.00%	0.00%	1.93%	0.00%	1.80%	0.12%
Value Score	F	-	-	D	A	D
Cash/Price	0.11	0.10	0.06	0.06	0.15	0.07
EV/EBITDA	1,046.57	-0.33	12.69	40.97	11.09	-93.87
PEG Ratio	4.79	3.38	2.98	3.27	1.17	NA
Price/Book (P/B)	13.96	6.25	3.07	4.54	11.29	13.81
Price/Cash Flow (P/CF)	313.21	24.82	11.86	39.83	12.08	NA
P/E (F1)	229.39	57.14	21.79	58.77	12.86	NA
Price/Sales (P/S)	12.80	4.34	2.29	8.61	4.23	8.11
Earnings Yield	0.43%	0.34%	4.39%	1.70%	7.77%	-0.11%
Debt/Equity	0.89	0.14	0.76	0.15	3.31	0.98
Cash Flow (\$/share)	0.68	-0.00	7.01	4.37	4.41	-0.60
Growth Score	C	-	-	C	C	C
Hist. EPS Growth (3-5 yrs)	NA%	16.26%	10.87%	110.92%	7.82%	-45.38%
Proj. EPS Growth (F1/F0)	-38.60%	-4.19%	-10.74%	-0.85%	7.40%	75.00%
Curr. Cash Flow Growth	-1,293.74%	2.99%	5.48%	36.39%	-0.35%	-208.74%
Hist. Cash Flow Growth (3-5 yrs)	21.83%	19.03%	8.55%	40.05%	-1.03%	NA
Current Ratio	3.40	1.50	1.29	1.15	2.12	2.90
Debt/Capital	46.99%	20.69%	44.75%	12.85%	76.82%	49.39%
Net Margin	-8.36%	-15.54%	10.59%	-0.92%	27.06%	-9.03%
Return on Equity	-4.48%	-15.50%	16.29%	2.45%	64.68%	-16.20%
Sales/Assets	0.47	0.63	0.55	0.38	0.39	0.89
Proj. Sales Growth (F1/F0)	19.41%	6.47%	-2.67%	17.27%	0.27%	15.86%
Momentum Score	D	-	-	D	D	C
Daily Price Chg	-0.61%	0.00%	0.99%	-1.21%	0.41%	1.55%
1 Week Price Chg	2.91%	1.24%	4.60%	-1.72%	2.19%	3.53%
4 Week Price Chg	23.62%	13.02%	9.15%	6.73%	2.36%	14.19%
12 Week Price Chg	43.60%	20.54%	4.65%	7.99%	9.67%	17.07%
52 Week Price Chg	28.72%	-1.40%	-0.30%	15.53%	2.42%	39.72%
20 Day Average Volume	798,580	619,897	2,486,038	7,061,763	10,322,382	423,643
(F1) EPS Est 1 week change	0.00%	0.00%	0.00%	-7.73%	-0.10%	0.00%
(F1) EPS Est 4 week change	-12.06%	0.00%	-0.33%	-9.36%	-0.10%	0.00%
(F1) EPS Est 12 week change	-35.62%	-7.38%	-16.13%	-15.12%	-3.61%	-53.69%
(Q1) EPS Est Mthly Chg	-4.55%	0.00%	-0.55%	-29.41%	-0.26%	0.00%

Zacks Stock Rating System

We offer two rating systems that take into account investors' holding horizons: Zacks Rank and Zacks Recommendation. Each provides valuable insights into the future profitability of the stock and can be used separately or in combination with each other depending on your investment style.

Zacks Recommendation

The Zacks Recommendation aims to predict performance over the next 6 to 12 months. The foundation for the quantitatively determined Zacks Recommendation is trends in the company's estimate revisions and earnings outlook. The Zacks Recommendation is broken down into 3 Levels; Outperform, Neutral and Underperform. Unlike many Wall Street firms, we have an excellent balance between the number of Outperform and Neutral recommendations. Our team of 70 analysts are fully versed in the benefits of earnings estimate revisions and how that is harnessed through the Zacks quantitative rating system. But we have given our analysts the ability to override the Zacks Recommendation for the 1200 stocks that they follow. The reason for the analyst over-rides is that there are often factors such as valuation, industry conditions and management effectiveness that a trained investment professional can spot better than a quantitative model.

Zacks Rank

The Zacks Rank is our short-term rating system that is most effective over the one- to three-month holding horizon. The underlying driver for the quantitatively-determined Zacks Rank is the same as the Zacks Recommendation, and reflects trends in earnings estimate revisions.

Zacks Style Scores

The Zacks Style Score is as a complementary indicator to the Zacks rating system, giving investors a way to focus on the highest rated stocks that best fit their own stock picking preferences.

Academic research has proven that stocks with the best Value, Growth and Momentum characteristics outperform the market. The Zacks Style Scores rate stocks on each of these individual styles and assigns a rating of A, B, C, D and F. We also produce the VGM Score (V for Value, G for Growth and M for Momentum), which combines the weighted average of the individual Style Scores into one score. This is perfectly suited for those who want their stocks to have the best scores across the board.

Value Score	F
Growth Score	C
Momentum Score	D
VGM Score	D

As an investor, you want to buy stocks with the highest probability of success. That means buying stocks with a Zacks Recommendation of Outperform, which also has a Style Score of an A or a B.

Disclosures

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