



# Harnessing AI Across *HubSpot Hubs*

A Deep Dive into Breeze by HubSpot

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# *Introduction*

The way businesses engage with their customers has dramatically evolved. Gone are the days when a straightforward sales funnel or customer journey could be easily tracked and optimized. Today, customer journeys are multi-channel, non-linear, and heavily influenced by digital interactions. The result? Data fragmentation, manual processes, and overwhelmed teams trying to keep up.

To solve these challenges, **HubSpot has introduced Breeze**—an AI-powered tool designed to unify customer data, automate workflows, and provide actionable insights in real time. From content generation to sales prospecting, Breeze is revolutionizing how businesses operate, enabling them to focus on higher-value tasks while automating the manual, time-consuming work.

In this eBook, we'll take a deep dive into how HubSpot is incorporating AI into its CRM across the **Marketing Hub, Sales Hub, Service Hub, Operations Hub**, and more, with the powerful support of Breeze by HubSpot.



# AI and the HubSpot CRM: *An Overview of Breeze*

**Breeze by HubSpot** is a groundbreaking AI-powered tool designed to help businesses harness the power of artificial intelligence across all their CRM activities. At its core, Breeze brings three main capabilities to the HubSpot CRM:

- **Data Enrichment:** Breeze enriches company and contact records in your CRM with over 40 firmographic, demographic, and technographic attributes.
- **Buyer Intent:** By tracking visitor behavior on your website, Breeze identifies which companies are showing high intent and ready to engage, allowing your teams to act at the right moment.
- **Form Shortening:** Long forms can reduce conversion rates. Breeze dynamically shortens forms while still collecting essential information by enriching the data in the background, ensuring you don't lose out on valuable leads.

Breeze's AI capabilities are woven into HubSpot's core functions, enabling marketing, sales, service, and operations teams to work smarter, faster, and more efficiently. Whether it's creating personalized email campaigns, predicting deal outcomes, or automating customer support, Breeze ensures your team has the insights and tools they need to succeed.

# Marketing Hub: *AI-Driven Marketing with Breeze*

For marketing teams, Breeze by HubSpot unlocks a world of possibilities by automating and optimizing key processes—from content generation to audience targeting.

## AI-GENERATED CONTENT CREATION

Creating compelling content regularly is a significant challenge for marketers. With Breeze, content generation becomes a breeze. Marketers can use AI-powered tools to create blog posts, social media copy, email campaigns, and more—all from simple prompts. Breeze ensures the content aligns with your brand voice and is optimized for SEO, removing creative blocks and reducing time spent on content creation.

**Example Prompt:** “Write a blog post about how AI is transforming CRM for small businesses.”

## AI-DRIVEN SOCIAL MEDIA AGENT

The **Breeze Social Media Agent** automatically creates multi-channel social media content tailored to each platform. By analyzing your past performance, audience behavior, and industry trends, Breeze generates engaging posts for Facebook, LinkedIn, Instagram, and X (formerly Twitter). This means you can maintain a consistent posting schedule and strengthen your brand message without spending hours crafting each post.

**Example:** After analyzing recent campaigns, Breeze might generate a series of posts for an upcoming product launch, optimized for each platform’s audience.

## AUDIENCE SEGMENTATION AND PERSONALIZATION

Using the **data enrichment** feature, marketers can access enriched, up-to-date data on leads and customers, improving their ability to segment audiences and create personalized campaigns. Breeze allows you to target the right people with the right message, leading to better engagement and higher conversion rates.

**Tactical Tip:** Use enriched data to fine-tune segmentation for ABM (Account-Based Marketing) campaigns, ensuring your outreach resonates with specific industries, job roles, and company sizes.

# Content Hub: *AI-Powered Content Generation*

In the **Content Hub**, Breeze makes it easier for businesses to create high-quality, impactful content across various channels.

## **AI-GENERATED BLOGS AND ARTICLES**

Breeze enables marketers to eliminate writer's block by generating fully written, SEO-optimized blog posts and articles with just a few prompts. These blogs align with your SEO strategy, include relevant keywords, and are formatted to attract your target audience.

**Example:** With a prompt like "Generate a blog post about how AI can help eCommerce businesses increase sales," Breeze can create an informative post ready to publish.

## **CONTENT REPURPOSING WITH AI**

Content creation doesn't stop at writing—repurposing content is essential for expanding your reach. Breeze's **Content Remix** feature enables marketers to repurpose one piece of content into multiple formats (e.g., blog posts into podcasts or social posts into landing page copy). This helps brands maintain a consistent voice and extend the life of their content.

**Tactical Tip:** After writing a long-form blog post, use Breeze to generate a podcast script and social media snippets, allowing you to share the same message in multiple ways.

# Sales Hub: *AI-Enhanced Prospecting and Sales with Breeze*

Sales teams thrive on efficiency, and **Breeze by HubSpot** is the AI engine that powers smarter prospecting and faster deal closures.

## **AI-POWERED PROSPECTING**

Breeze's buyer intent signals track visitor behavior on your website, identifying high-fit accounts ready to engage. Using enriched company data, sales teams can prioritize the most promising leads and craft outreach that resonates with each prospect's specific pain points.

**Example:** Breeze identifies that a high-fit account has visited your pricing page multiple times, signaling high buyer intent. Sales reps can prioritize this lead for outreach.

## **PERSONALIZED OUTREACH AT SCALE**

Breeze Copilot assists sales teams by automating the creation of **personalized emails, proposals, and follow-ups**. With a simple prompt, sales reps can generate emails tailored to specific industries, buyer personas, and pain points, reducing the time spent drafting messages while increasing the likelihood of conversion.

**Example Prompt:** "Write a cold outreach email to a marketing manager at a B2B SaaS company introducing our CRM solution."

## **PREDICTIVE DEAL SCORING**

Breeze takes the guesswork out of deal prioritization with **predictive deal scoring**. Using AI, Breeze analyzes historical data and sales patterns to predict the likelihood of deals closing. Sales reps can focus their efforts on the most promising opportunities, optimizing time and resources.

**Tactical Tip:** Use Breeze's predictive deal scoring to create workflows that automatically assign high-scoring deals to senior sales reps, ensuring top opportunities are managed effectively.

# Service Hub: *AI-Driven Customer Support with Breeze*

In customer service, response times and issue resolution are critical. Breeze by HubSpot empowers service teams with AI tools that automate responses and streamline support processes.

## **AI-POWERED CUSTOMER AGENT**

The **Breeze Customer Agent** uses AI to handle routine customer inquiries 24/7 by pulling answers directly from your knowledge base and approved content. This allows service teams to focus on complex, high-priority issues while AI handles common questions.

**Example:** A customer asks a question about a product feature via chat. Breeze automatically pulls the answer from your knowledge base and provides a detailed response.

## **POST-CALL SUMMARIES AND RECOMMENDATIONS**

After every customer call, Breeze generates a **post-call summary** and provides recommendations for follow-up actions. This saves time on manual note-taking and ensures that no detail is missed, improving customer satisfaction and agent productivity.

## **CONVERSATION SUMMARIES FOR QUICK INSIGHTS**

Breeze can also summarize lengthy email threads or chat conversations, giving support agents quick insights into the customer's issue and helping them respond faster and more accurately.

**Tactical Tip:** Use Breeze to automatically update ticket status based on AI-generated summaries, ensuring tickets are tracked and resolved efficiently.



# Operations Hub: *Automating and Optimizing with Breeze*

In the Operations Hub, Breeze automates repetitive tasks, enhances reporting, and provides AI-powered insights for better decision-making.

## AI-GENERATED REPORTS

Creating detailed, accurate reports can be a time-consuming task. With Breeze, operations teams can generate **AI-powered reports** with just a few clicks. These reports are based on real-time data, ensuring that decision-makers have the most up-to-date insights at their fingertips.

**Example:** Generate a monthly performance report for all sales activities, including deal closure rates, buyer intent signals, and team performance.

## AUTOMATED WORKFLOW CREATION

Breeze simplifies the creation of workflows by **interpreting and summarizing existing processes**, then automating repetitive tasks like lead scoring, customer follow-ups, and internal notifications. This allows operations teams to focus on strategic initiatives instead of manual process management.

**Tactical Tip:** Use AI-generated workflows to automate lead nurturing campaigns, ensuring that no lead falls through the cracks.

# Breeze Intelligence: A Deeper Look at Data Enrichment & Buyer Intent

At the core of Breeze's AI capabilities is **Breeze Intelligence**, which enhances CRM data and provides actionable insights based on customer behavior.

## DATA ENRICHMENT

Breeze enriches company and contact records with over 40 attributes, including firmographic, demographic, and technographic data. This helps businesses maintain clean, accurate CRM records, ensuring that teams have the most up-to-date information at their disposal.

## BUYER INTENT SIGNALS

Breeze tracks website visitor behavior to identify which companies are showing high intent. By analyzing page views, visit frequency, and key interactions, Breeze helps sales and marketing teams prioritize outreach to the most engaged prospects.

## FORM SHORTENING

Breeze's form shortening feature reduces the friction of long forms by automatically enriching lead data. This leads to higher form completion rates and better-quality leads.

**Tactical Tip:** Use buyer intent signals to create targeted email campaigns that focus on high-intent accounts, increasing conversion rates and shortening sales cycles.

# Breeze Copilot: *AI at Your Fingertips*

Breeze Copilot is your virtual assistant, always ready to help with content creation, CRM updates, and task automation.

## CONTENT CREATION & CRM MANAGEMENT

Breeze Copilot can generate blog posts, emails, and social media content, as well as update CRM records automatically. It understands the context of the page you're working on, providing relevant suggestions based on the task at hand.

**Example:** While working on a deal record, Copilot can suggest next steps or generate follow-up emails based on buyer intent data.

## CONTEXT-AWARE RECOMMENDATIONS

No matter where you are in HubSpot, Breeze Copilot can assist with prompts like "Summarize this ticket" or "What's the next step for this deal?" It provides context-aware, AI-driven insights that streamline your workflows.

# Pricing and Credits for Breeze Intelligence

Breeze operates on a **usage-based billing model**, allowing businesses to purchase credits based on their needs. Credits are used for tasks like data enrichment, form shortening, and buyer intent tracking.

- **100 credits:** \$0.30 per credit (\$30 per pack)
- **1,000 credits:** \$0.15 per credit (\$150 per pack)
- **10,000 credits:** \$0.07 per credit (\$700 per pack)

Monitor your usage through HubSpot's billing dashboard to ensure efficient use of credits, and scale up your credit pack as your business grows.

# *Conclusion: The Future of CRM with AI*

**Breeze by HubSpot** is more than just an AI tool—it's the future of how businesses manage customer relationships. By automating manual tasks, enriching data, and providing actionable insights, Breeze empowers teams across marketing, sales, service, and operations to work smarter and more efficiently.

As businesses continue to evolve, AI-driven solutions like Breeze are becoming essential for scaling operations, improving customer experiences, and driving growth. Start exploring Breeze today and unlock the power of AI in your HubSpot CRM to take your business to the next level.

Interested in learning more?

VISIT US AT [BRIDGEREV.COM](https://www.bridgerev.com)