



# Meet *Breeze* *by HubSpot:*

Your AI-Powered Solution for Smarter  
Business Operations

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# *Introduction*

The customer journey is no longer linear or predictable. Buyers move through multiple channels, research products on their own, and make decisions based on a mix of digital touchpoints. This shift makes it increasingly difficult for businesses to track customer behavior and gather meaningful insights.

The complexity of the modern customer journey means businesses often struggle with fragmented data, siloed systems, and the challenge of managing vast amounts of third-party information. This leads to wasted time, higher costs, and missed opportunities.

**Enter Breeze by HubSpot**—a powerful, AI-driven solution designed to unify your customer data, provide actionable insights, and streamline workflows. Breeze makes it easier for businesses to operate efficiently, enrich data, and better engage with customers, all from within the HubSpot platform.



# What is *Breeze* by HubSpot?

Breeze by HubSpot is a cutting-edge AI tool that powers the entire HubSpot customer platform, including the Smart CRM, engagement Hubs, and the broader HubSpot ecosystem. Breeze is designed to help teams work smarter and faster by seamlessly embedding AI capabilities into every corner of your business operations.

At its core, Breeze is an enrichment tool that unifies data from trusted third-party sources, public records, and internet data to enrich your contact and company profiles within HubSpot. This enables you to act on real-time insights, target your audience more effectively, and shorten forms to generate more inbound leads.

## **KEY CAPABILITIES OF BREEZE BY HUBSPOT INCLUDE:**

- AI-powered data enrichment for accurate, up-to-date contact and company records.
- Buyer intent signals that help you identify which accounts are ready to engage with your brand.
- Dynamic form shortening to streamline lead capture without losing valuable data.

Whether you're in marketing, sales, service, or operations, Breeze helps unify and optimize your workflows, making it easier to scale and grow.

# Overview of *Breeze Copilot*

**Breeze Copilot** is your AI-powered virtual assistant, embedded directly into the HubSpot platform. Think of it as your personal productivity tool, helping you tackle day-to-day tasks across marketing, sales, and service without leaving HubSpot.

Here's how Breeze Copilot can help your business:

- **Content Creation:** Whether you need a blog post, a cold outreach email, or social media copy, Breeze Copilot can generate high-quality content tailored to your needs. It's prompt-driven, meaning you can input simple requests and receive polished outputs in seconds.
- **Competitor Research:** Easily pull insights about competitors and industry trends without leaving HubSpot, helping you stay ahead in your market.
- **CRM Management:** Breeze Copilot can create and update CRM records, generate reports, and provide summaries of deals, tickets, or email threads, reducing manual data entry and freeing up time for your teams.
- **Context-Aware Assistance:** Whether you're writing an email or reviewing a customer record, Copilot understands the context of your page and provides relevant suggestions or actions to move your work forward.

## **EXAMPLE USE CASES FOR BREEZE COPILOT:**

- Generate a cold email for a potential customer based on their industry and pain points.
- Create social media content for a new product launch.
- Summarize key actions from a recent sales call and recommend next steps.

The best part? Breeze Copilot is available everywhere you work—whether on the web, through the HubSpot mobile app, or in HubSpot's Sales extension.

# Overview of *Breeze Agent*

Breeze Agents are designed to automate time-consuming tasks, enabling your team to focus on higher-value, strategic work. Breeze Agents work quietly in the background, gathering insights, generating content, and automating manual processes.

## **BREEZE AGENTS ACROSS DIFFERENT HUBS:**

- **Marketing Hub Agent:** This agent analyzes your company details, audience, and past social media performance to create tailored, multi-channel social media content. In just a few clicks, you can post effective content across platforms like Facebook, LinkedIn, X (formerly Twitter), and Instagram. It also optimizes content based on industry best practices, ensuring your messaging stays strong.
- **Sales Hub Agent:** This agent is a powerful prospecting tool, helping sales teams develop personalized outreach strategies based on company research. It crafts cold outreach emails, generates sales reports, and even predicts which deals are likely to close, thanks to AI-powered forecasting.
- **Service Hub Agent:** The Service Agent leverages your existing knowledge base and approved content to instantly resolve customer issues, 24/7. It handles routine customer queries and escalates complex issues to your team, ensuring quick and efficient customer service.
- **Operations Hub Agent:** Breeze can also automate tasks like report generation and workflow creation, removing the complexity from managing operations at scale. Use AI-generated reports to gain deeper insights and free up time to focus on strategic decisions.

By automating these routine tasks, Breeze Agents help businesses boost efficiency, save time, and improve customer engagement across the board.

# Overview of *Breeze Intelligence*

**Breeze Intelligence** is the heart of HubSpot's AI data enrichment capabilities, helping businesses improve their CRM data, identify buyer intent, and streamline lead generation with form shortening.

## **KEY FEATURES OF BREEZE INTELLIGENCE:**

- **Data Enrichment:** Automatically enrich contact and company records with over 40 firmographic, demographic, and technographic attributes, ensuring your CRM is always up to date. Breeze enriches data from trusted public sources, third-party vendors, and across the internet.
- **Buyer Intent Signals:** Breeze Intelligence helps you identify potential leads by analyzing website visitor behavior. Using reverse IP tracking, it surfaces high-fit companies visiting your site and highlights those most likely to engage, giving your sales team a clear roadmap for outreach.
- **Form Shortening:** Long forms can reduce lead conversions. Breeze dynamically shortens forms by enriching the data behind the scenes, allowing you to collect the information you need without overwhelming prospects with too many fields.

**Best-in-Class B2B Dataset:** Breeze Intelligence uses HubSpot's vast B2B dataset, which includes over 200 million buyer and company profiles, continuously refreshed to provide the most accurate data for your business.

# Example *Use Cases*

## **MARKETING USE CASE**

Leverage Breeze Intelligence to dynamically enrich leads upon form submission. By reducing the number of fields in your forms, you'll increase form completion rates and capture high-quality leads. With Breeze's AI-generated social posts, you can streamline your multi-channel content strategy, posting optimized content across platforms in minutes.

## **SALES USE CASE:**

Breeze Copilot assists sales teams by generating personalized cold outreach emails and follow-up messages based on buyer intent data. With predictive deal scoring, sales reps can prioritize the deals that are most likely to close, increasing revenue potential and productivity.

## **SERVICE USE CASE:**

Breeze's Customer Agent provides instant responses to common customer inquiries using your knowledge base. This reduces wait times and improves the overall customer experience. More complex issues are escalated to human agents, ensuring seamless and efficient service.

## **OPERATIONS USE CASE:**

Use Breeze Intelligence to automate report generation and enhance operational efficiency. Teams can use AI-generated workflows and predictive analytics to make data-driven decisions faster, helping businesses scale without bottlenecks.



# Pricing

**Usage-Based Billing:** Breeze Intelligence operates on a credit-based system, ensuring businesses only pay for what they use. Credits can be used for data enrichment, buyer intent tracking, and form shortening.

## Pricing Tiers:

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

These credit packs are sold as monthly usage plans, with no rollover for unused credits. Businesses can monitor their credit consumption in real time within HubSpot and receive notifications as they approach their usage limits.

# *Conclusion*

Breeze by HubSpot is more than just an AI tool—it's a game-changing solution that helps businesses streamline workflows, enrich customer data, and improve engagement across marketing, sales, service, and operations. By unifying data, automating tasks, and providing actionable insights, Breeze makes it easier to grow your business and connect with customers on a deeper level.

Ready to see how Breeze can help your business? Start leveraging AI-powered intelligence today and unlock new levels of efficiency and growth with HubSpot's latest innovation.

Interested in learning more?

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