Meet Breeze™ Intelligence

WEBINAR

The HubSpot AI making your CRM smarter

October 16, 2024 | 11:00 AM ET

Welcome

- Your audio and video will be disabled throughout
- Use the Q&A section — not the chat — for questions, to ensure we see them
- The webinar will be recorded and shared, along with the slides, 24-48 hours post-event

Breeze

Today's Agenda

- **Welcome and housekeeping**
  3 MIN
- **Level-setting on Breeze vs. Breeze Intelligence**
  5 MIN
- **Product Education: Breeze Intelligence**
  15 MIN
- **Product Education: Smart CRM**
  10 MIN
- **Audience Q&A**
  10 MIN

Breeze

Your Speakers

Adam Webster

Sr. Product Manager,
Breeze Intelligence

Jocelyn Horn

Pr. Product Marketing
Manager, Smart CRM

Level-setting on ✦ **Breeze** vs. **Breeze Intelligence**

5 MIN · Adam Webster

Breeze

Four Breeze Categories

Breeze Copilot works with you.

A virtual assistant that **works with you** everywhere you go in HubSpot.

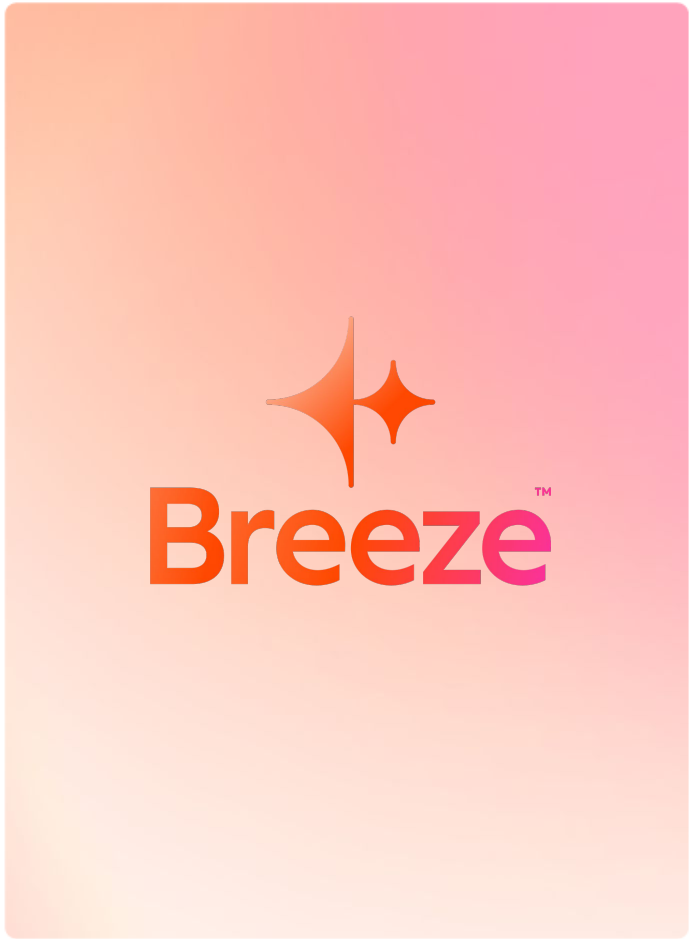
Breeze Agents work for you.

Designed to automate manual tasks and **work for you**, so you can focus on more strategic work.

AI across Hubs & Smart CRM that improve your work.

Expand your data with **Breeze Intelligence**

Enriches customer data and **understand** buyer intent



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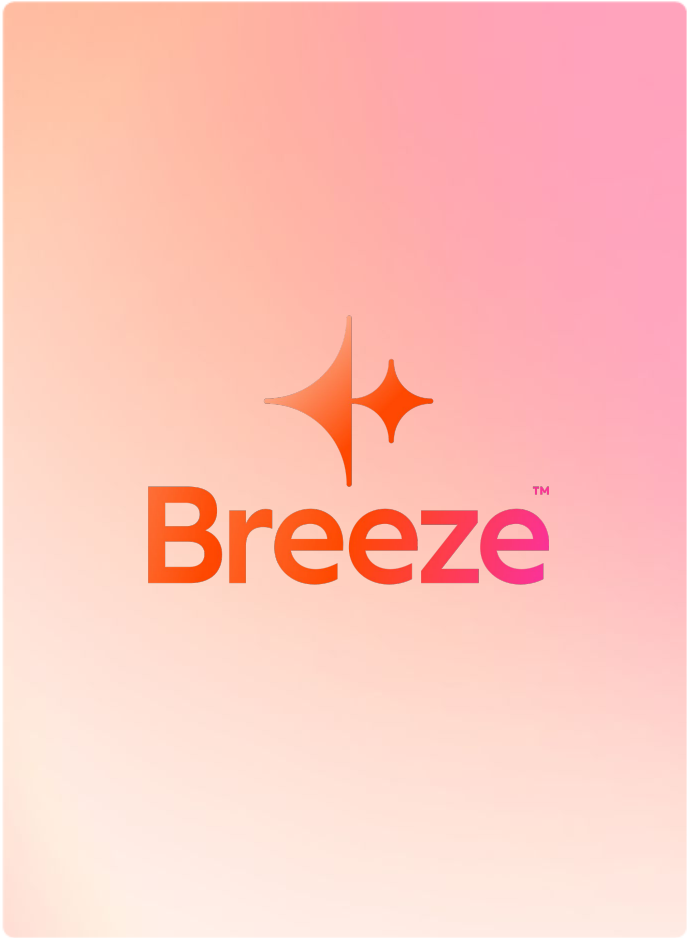

Breeze by HubSpot

Product Education: **Breeze Intelligence**

15 MIN · Adam Webster

Breeze

What’s stalling your growth?

Odds are you’ve experienced at least one, if not all three of these issues in the past year...

- **Unnecessary Complexity**
- **Process Inefficiency**
- **Murky Customer Understanding**

Breeze

What's stalling your growth?

Odds are you've experienced at least one, if not all three of these issues in the past year...

- **Unnecessary Complexity**
- **Process Inefficiency**
- **Murky Customer Understanding**

The root cause is **poor data.**

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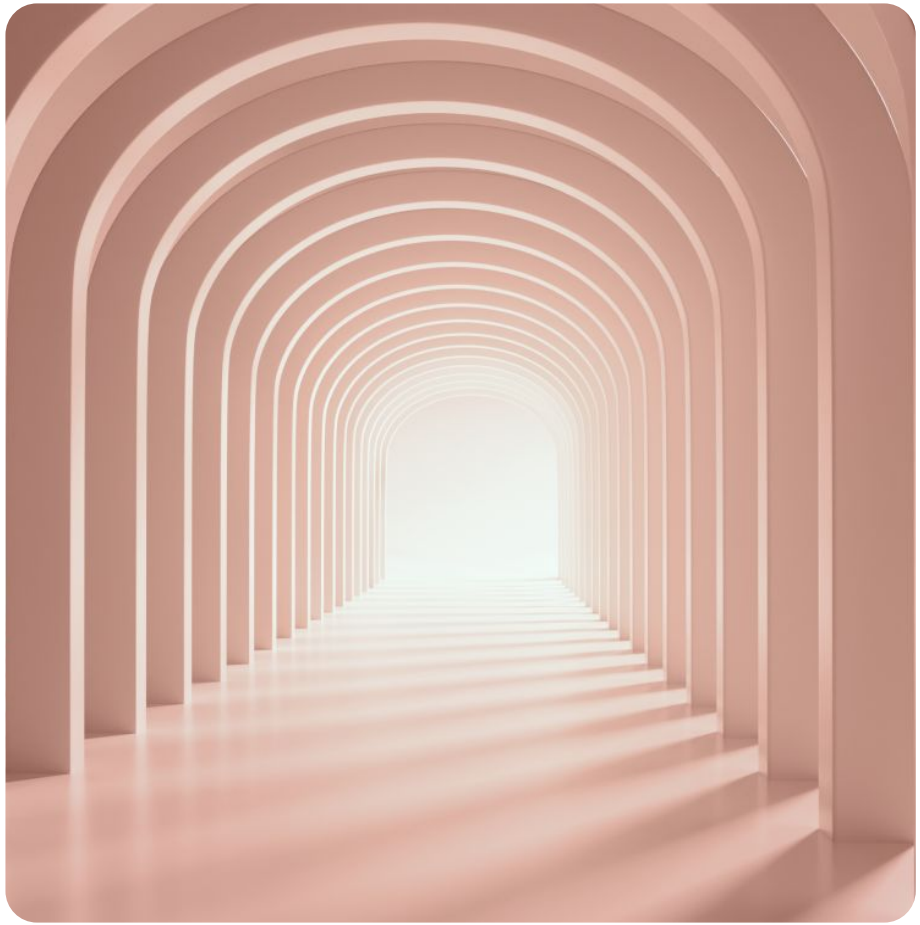
The Shift

Traditionally, customers took a **straight path to purchase**.

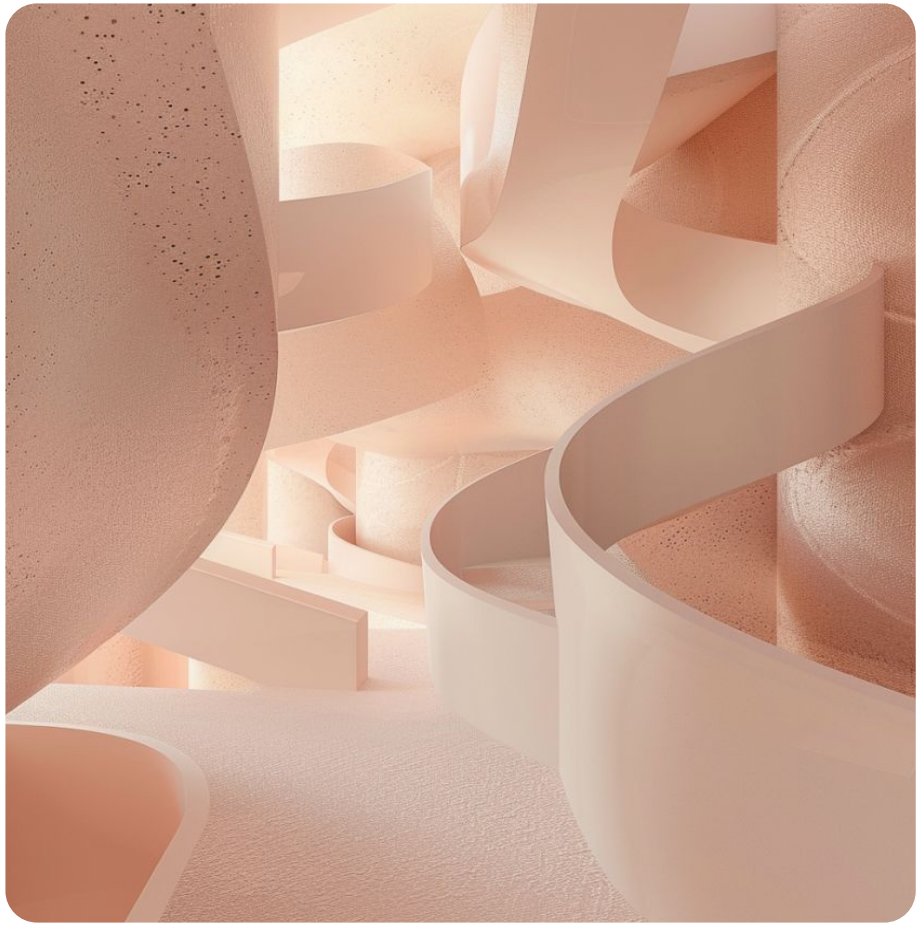
This made third party data easy to come by and, more often than not, meant your leads were predictable.



The Shift

But today, the customer journey is **nonlinear, multi-channel, and hard to track**.

This makes it a lot harder to access and compile data about your customers across the internet.



Simply Put

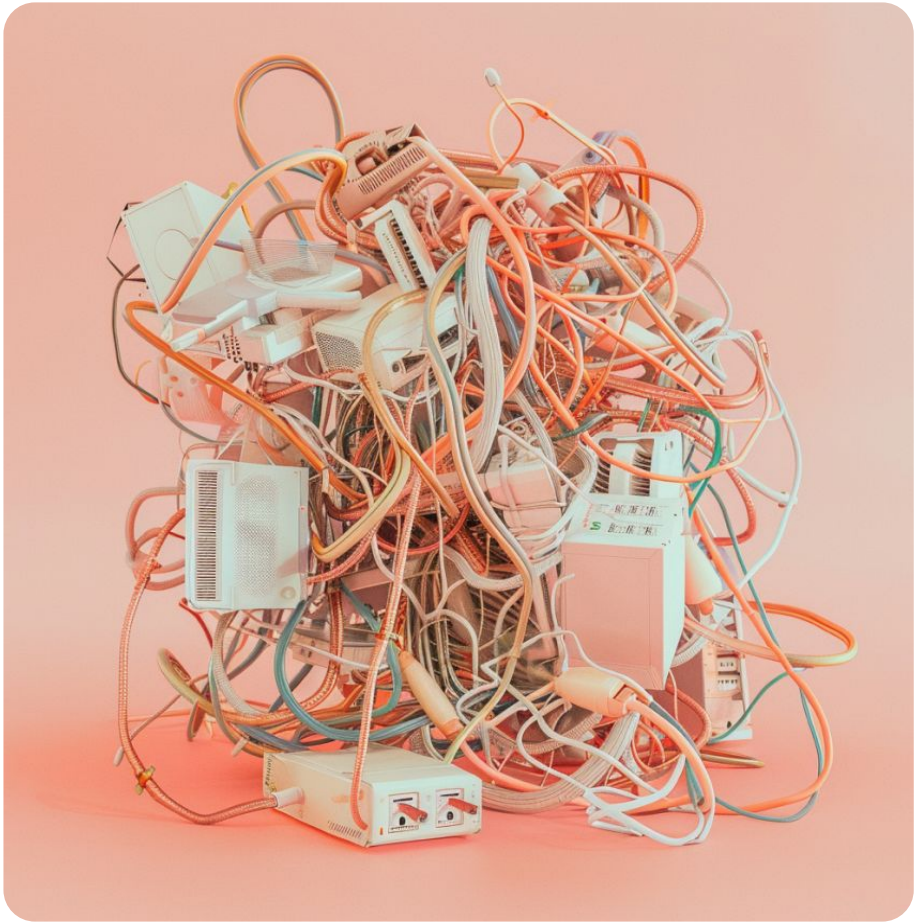
✦ The Old Way

No Longer Works.

The Challenge

Buying a stack of traditional third party intelligence software can leave you with a **mess of tangled databases.**

It’s difficult to manage -- and even harder to decipher which is most up-to-date.



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The Challenge

It's flooding your CRM,
creating duplicate data, and making it harder to effectively target and drive revenue.

The Impact

You spend more money. $

You spend more time.

You don't see results. —

You seemingly have **more of everything, yet less of the thing you sought to get.**

Even worse, your **customer experience crashes**.

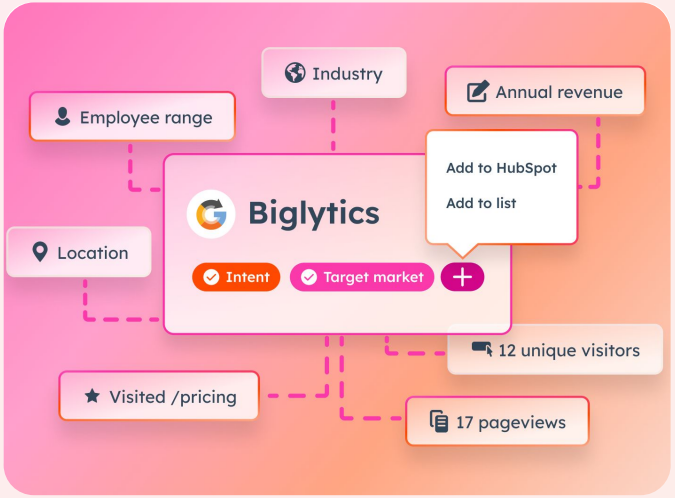
Breeze™ Intelligence

Get the latest context on your contacts and companies right at your fingertips with a robust dataset of **over 200 million** buyer and company profiles.

- Identify your target market
- Gauge intent of your website visitors
- Enrich contact and company data
- All within HubSpot

"We've used other data enrichment and intent providers and were paying a fortune for data that was hard to get and contained many blind spots. The tools were slow and didn't have a great user experience. **HubSpot's enrichment is phenomenally better.** On day one, when I jumped in, I was **running around to teams excited to show them how much better HubSpot's new feature is.**"

Ron Tinkade, Head of Marketing, Tex-em-all



"Using HubSpot's enrichment features has **greatly enhanced our ability to drive demand**. The enriched data has enabled us to target the right companies accurately, while the buyer intent feature has provided valuable insights into our Total Addressable Market. Using both features together has **elevated the effectiveness of our lead generation strategy**."

Josh Ames, RevOps Manager, Phocus Software

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*Quotes not for external distro until 9/18

Why it's **Different**

Traditional third party software is pricey, difficult to use, and hard to manage, and disconnected. **Breeze Intelligence from HubSpot is…**

Easy

Simple and intuitive, and available right within HubSpot.

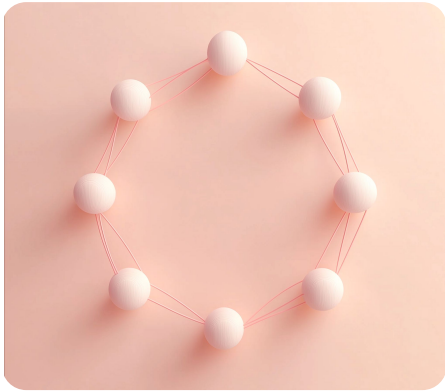
Fast

With one-click data enrichment and quick time to value.

Unified

Seamlessly connecting first and third party data with the Smart CRM and engagement hubs.

Get your insights and take action all in one place - **the HubSpot customer platform.**



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Feature Functionality

Data Enrichment

Buyer Intent

Form Shortening

Intelligence Tab

Buyer Intent Overview

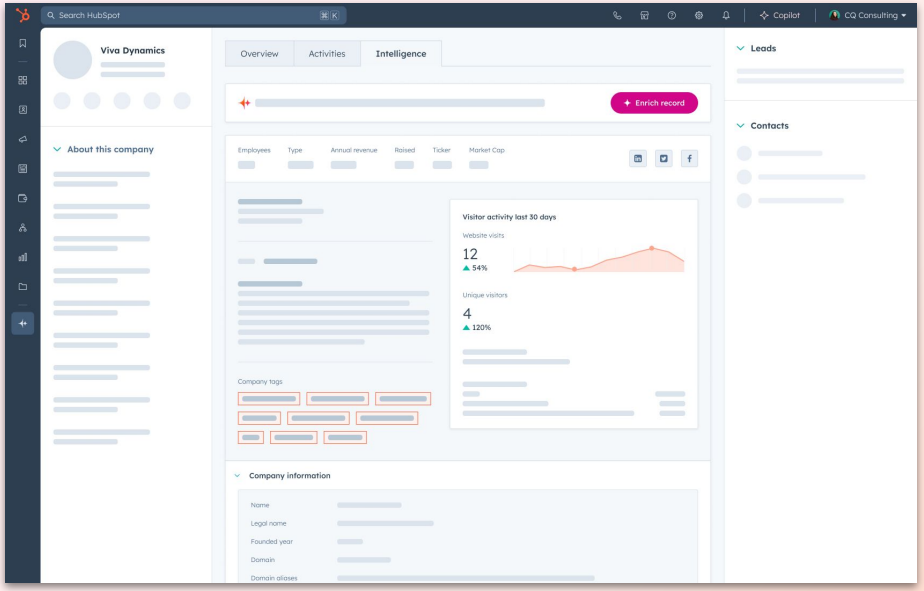
Breeze™

Bonus: Ways to View Intelligence Data

Intelligence Tab

Get both company enrichment and visit-based data insights directly on the company record in a new “Intelligence” tab.

Use the intelligence tab to quickly and and conveniently understand the visit activity and data hygiene of any company in your CRM directly within the company record.



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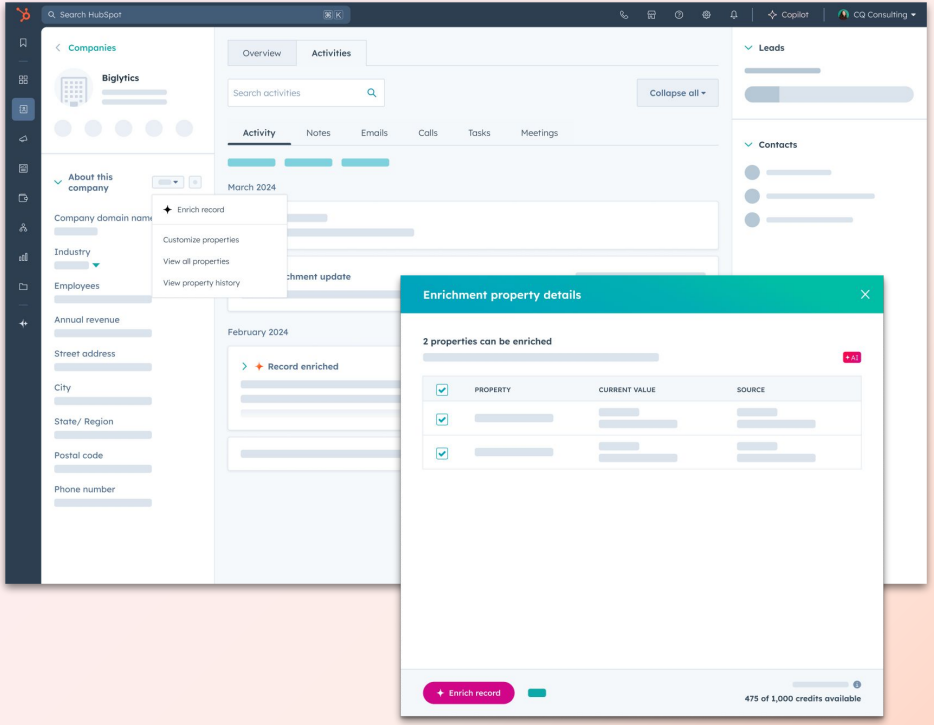
Data Enrichment

Contact and company enrichment data directly within HubSpot.

Enrich contact and company records with key attributes like role, employer, location, social media links -- or, annual revenue, industry, employee range, address, and many more.

Use automatic enrichment, bulk enrichment, and other advanced enrichment settings to align your enrichment strategy with your business.

*Please Note: HubSpot will **not** provide contact emails or phone numbers at IN'24.*



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Data Enrichment

Supporting Features

Contact Enrichment

Enrich contact records with key attributes like role, employer, location, social media links, and many more in a snap. Remove the headaches of manual data research and entry.

Company Enrichment

Enrich company records with key attributes like annual revenue, industry, employee range, address, social media links, and more.

Automated Enrichment

Automatically enrich companies and contacts when you add them to your CRM with key attributes like location, role, seniority, employee range and revenue.

Bulk Enrichment

Enrich entire lists or single records in your CRM with key attributes like location, roles, and social media links using simple controls to ensure you get verified data at the right time.

Enrichment Settings*

Enable automatic enrichment of new records, continuous re-enrichment of existing records, or allow records to be manually enriched (or not).

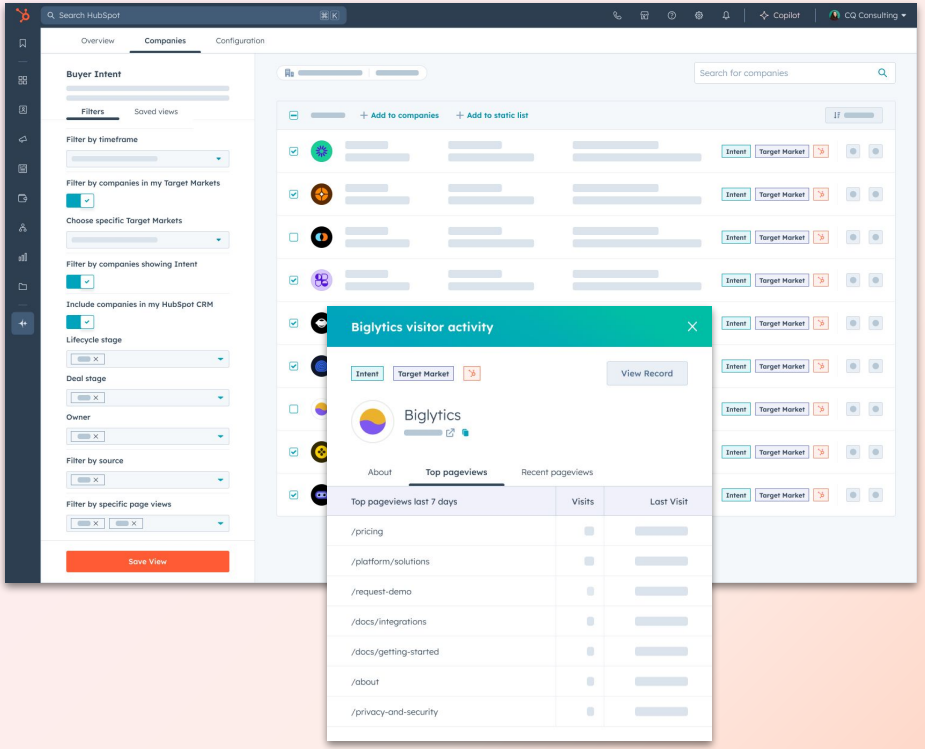
**Note: This is only available for 1,000 and 10,000 credits SKUs, not the 100 credits SKU.*

Buyer Intent

Intent data directly within HubSpot.

Know what high-fit accounts are visiting and showing intent on your website.

Powered by reverse-IP and enrichment data sources and your own HubSpot Smart CRM data, buyer intent tells you which companies in your target market(s) are ready to buy—regardless if they're already in your CRM or not.



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Buyer Intent

Supporting Features

Set Target Markets

Identify your target markets using key company attributes like industry, company location, employee range, technologies used by the company, annual revenue, and more.

Set Intent Criteria

Choose which pages on your site are most important to you for signaling intent. For example, your pricing page, use case library, or demo request page.

Company Keywords

Use 1,500+ company tags to narrow in on specific types of companies within industries, like“Bean Farming” within “Agricultural Products”.

Intent Orchestration

Quickly add new company records to your CRM, analyze pageview data, save your filtered views, and build workflows off of your results.

Automate Actions from Buyer Intent

Trigger workflows by adding companies identified in buyer intent to HubSpot lists. For example, automatically assign high-fit, high-intent accounts you discover to your reps to take next actions, and create notifications to stay in-the-know of new promising opportunities.

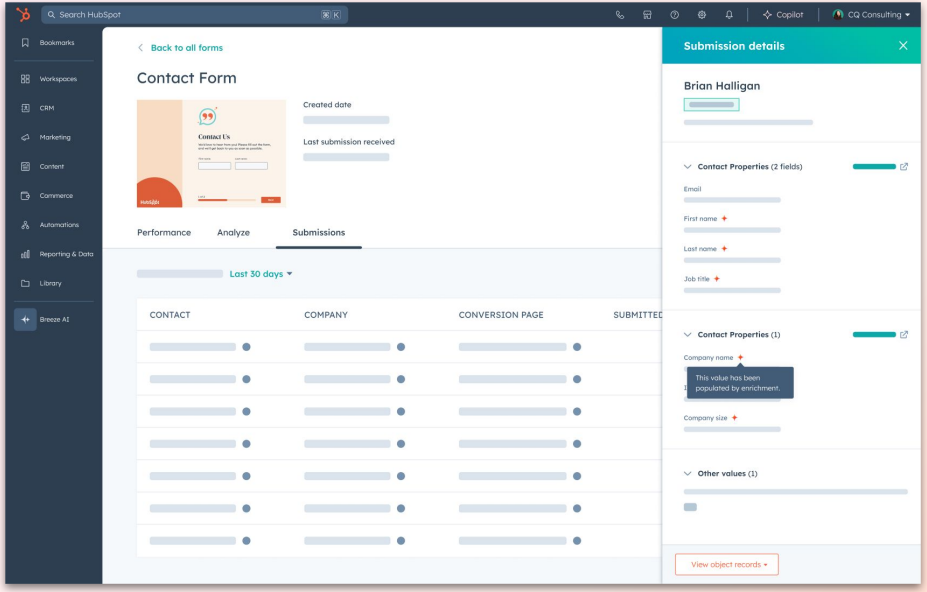
Form Shortening

Capture more leads without sacrificing data.

Extra form fields mean fewer qualified leads.

Get the best of both worlds by dynamically shortening your forms with HubSpot's global enrichment database while still collecting the data you need to understand, score, and route your leads with speed and precision.

Note: Form shortening is only available in the new forms editor. If you aren't using the new forms editor yet, simply opt-into the public beta in the "Product Updates" section of your HubSpot portal.



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Product Education: **Smart CRM** ⟶

10 MIN · Jocelyn Horn

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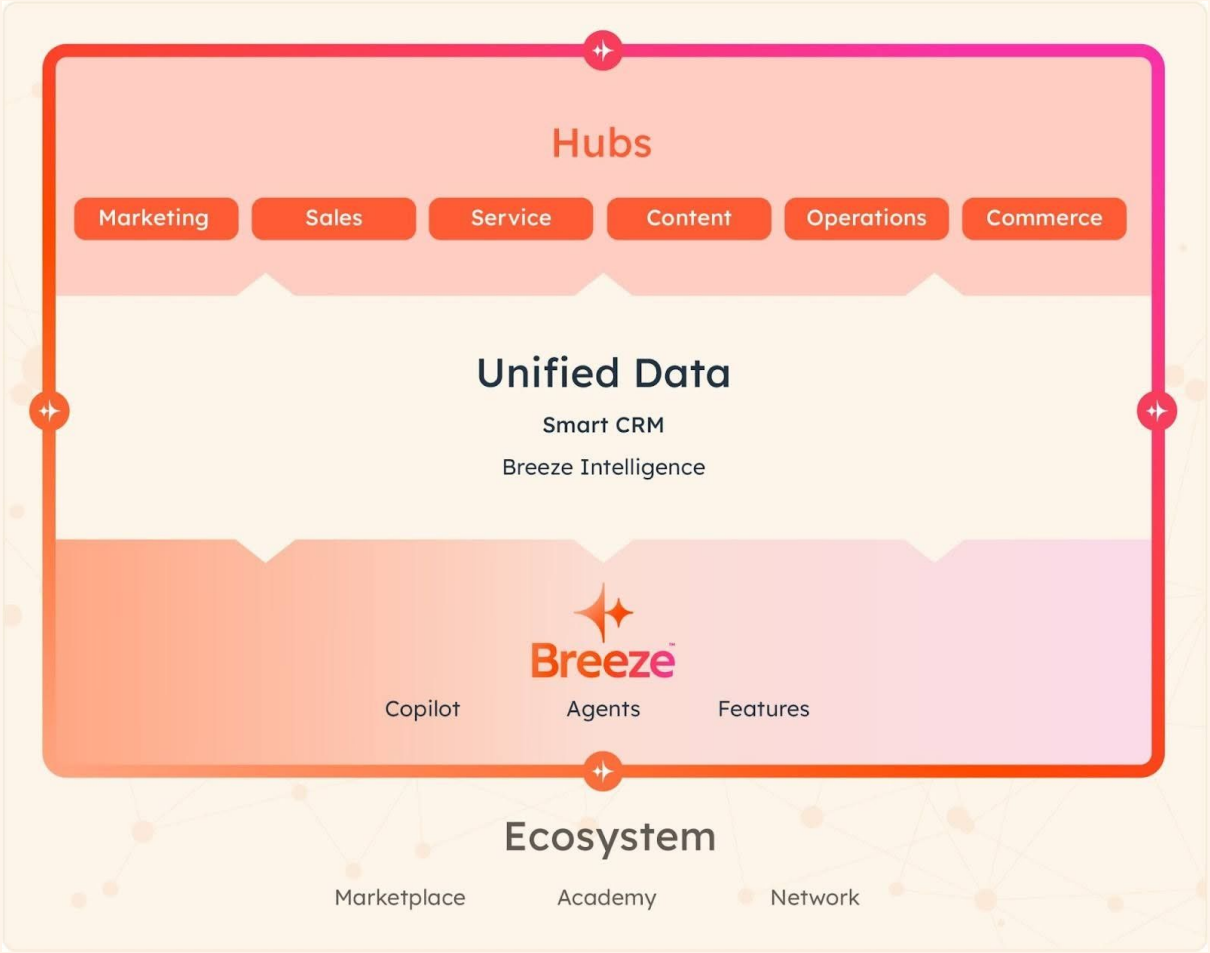
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Breeze Intelligence
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Copilot
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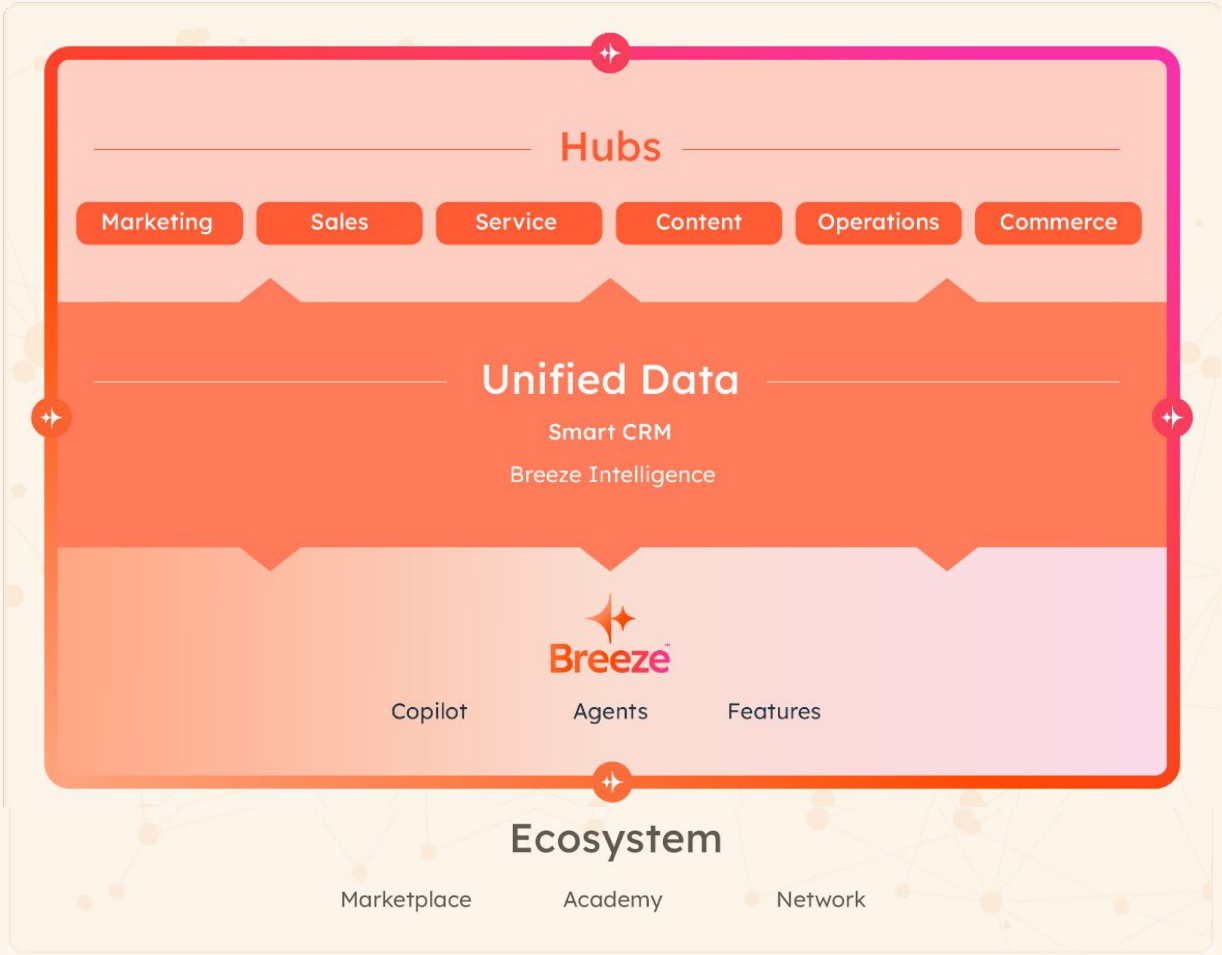
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Smart CRM

HubSpot Smart CRM powers our customer platform and **unifies customer data, teams, and tech stacks.**

Breeze leverages Smart CRM data, combined with knowledge from third-party sources, to create more personalized customer experiences at scale.

The Smart CRM Helps Users

Unify *all* your customer data

Unified insights from all your data

59% of HubSpot users* report having a **more unified view** of their customers than non-HubSpot users

Unify teams

Easy to adopt

HubSpot users are **23% more likely** to consolidate on one platform

Unify tech stacks

Fast results

HubSpot customers reported **31% faster time to implementation** when compared to competitors

Powered by Breeze

What's New in Smart CRM

To see the most recent updates for Smart CRM and HubSpot's customer platform visit hubspot.com/spotlight.

- Store sensitive data in HubSpot (including highly sensitive data!)
- View Meeting Permissions
- Edit & Delete Permissions for Notes, Emails and Calls
- Unified Record Page Editor
- Data Setup Checklist
- Industry Templates
- **AI-assisted Reports**
- **Personalized Search Results**
- Manual CRM Backup
- Export Approvals
- HubSpot Object Library
- Control Granular Feature Releases
- View Impact of New Releases
- 'New to You' Tab in Product Updates Panel
- **AI-Assistant in Lists**
- … and so much more!

But, how is data in the Smart CRM *actually* improved with ✨ **Breeze Intelligence**?

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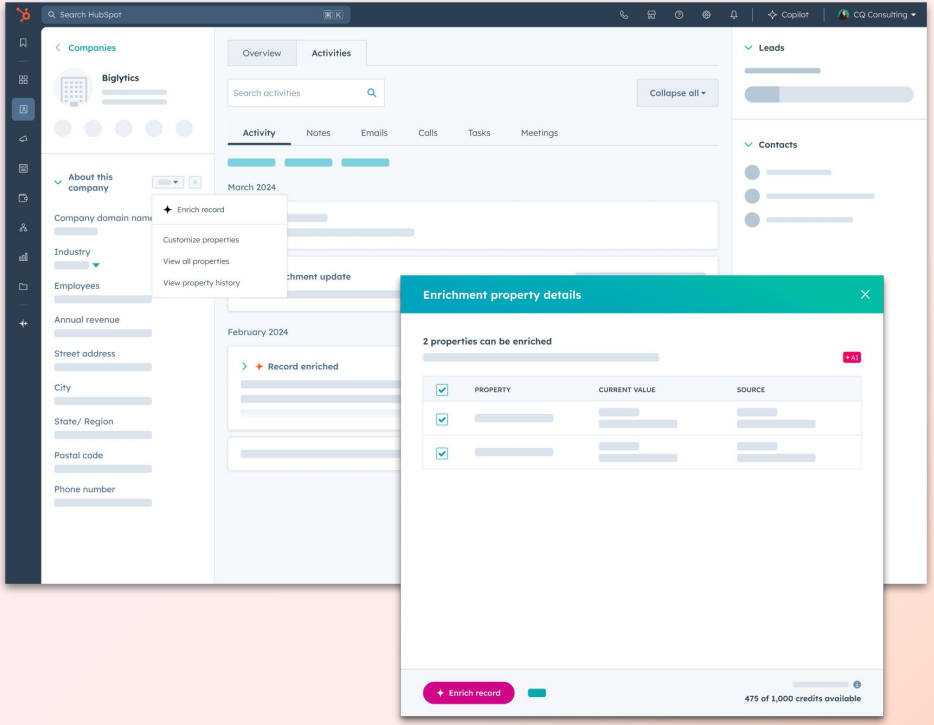

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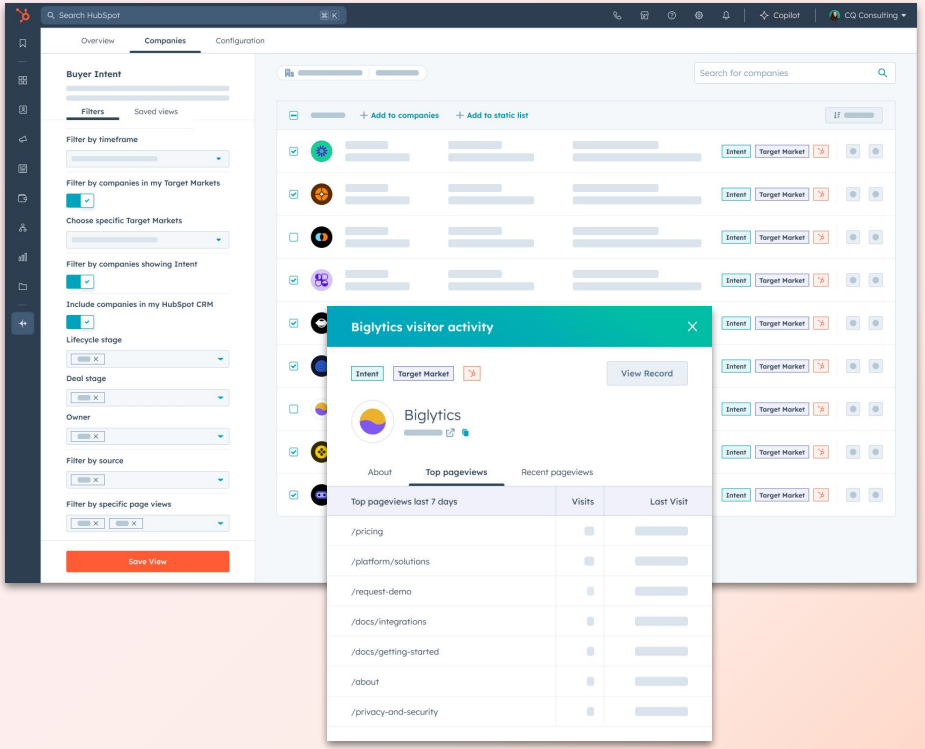

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Request a Demo ⟶

1 MIN

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Audience

Q&A →

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Thank You