HubSpot

AI Inside of HubSpot: Transforming the way we connect and grow

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Trusted by the Best

HubSpot offers ultimate security, reliability, performance, usability, and value.

It is trusted by growing mid-market B2B companies, enterprise brands, high-growth unicorns, B2C brands, and many others. See for yourself.

Why HubSpot?

HUBSPOT COMPANY NEWS | 2 MIN READ

HubSpot Ranks #1 in Sales and Marketing in G2's 2024 Best Software Awards

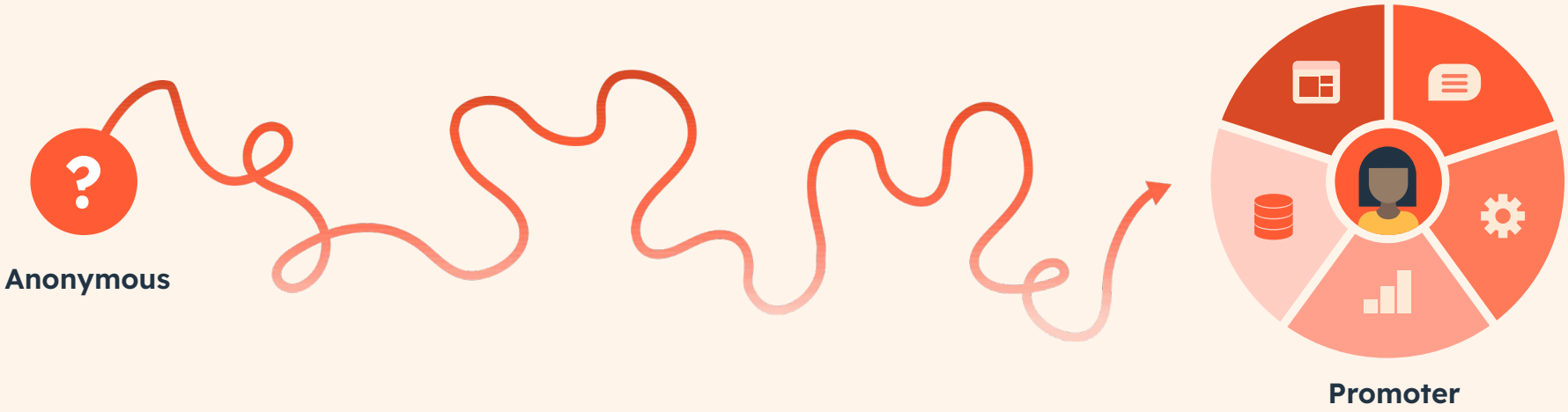
Written by HubSpot Communications

[#1 Tool for Marketing + Sales in 2024]

The HubSpot Journey

[1] Sales Hub originally launched and branded as "Sidekick".
[2] ARR: Annual Recurring Revenue.

Today's most disruptive companies are winning **on customer experience.**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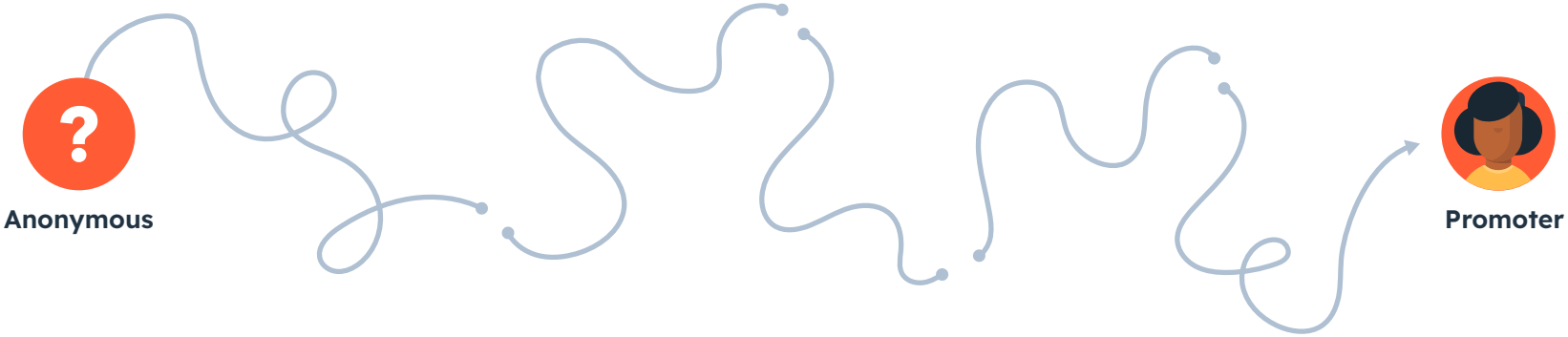


Content

Messaging

Automation

Reporting

Data

HubSpot

Crafted for Growth

1. **A Single Source of Truth**
   Makes it easy to align

2. **One Intuitive UX**
   Makes it easy to adopt

3. **A Unified Codebase**
   Makes it easy to adapt

Breeze™

Features Breakdown

Breeze Intelligence

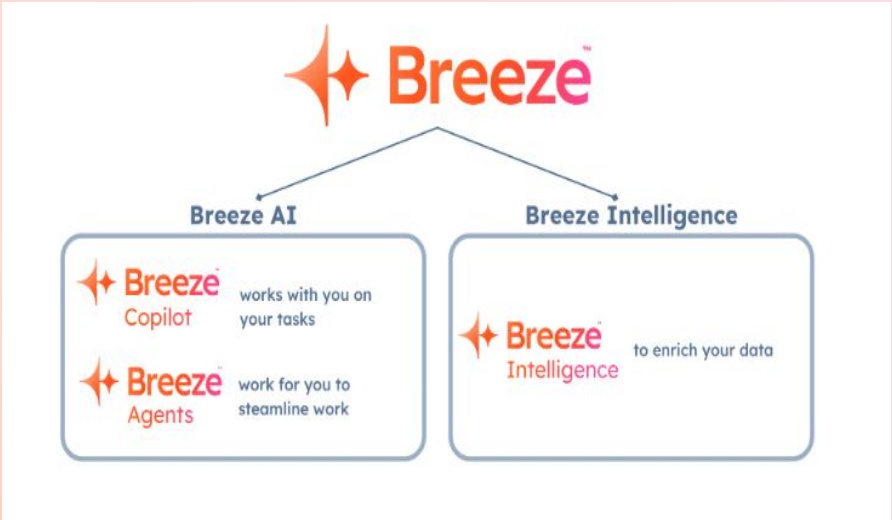
Data Enrichment → All paid Hubs with credit packs
Form Shortening → Marketing Pro+
Intent Data → Free all hubs

Breeze Copilot

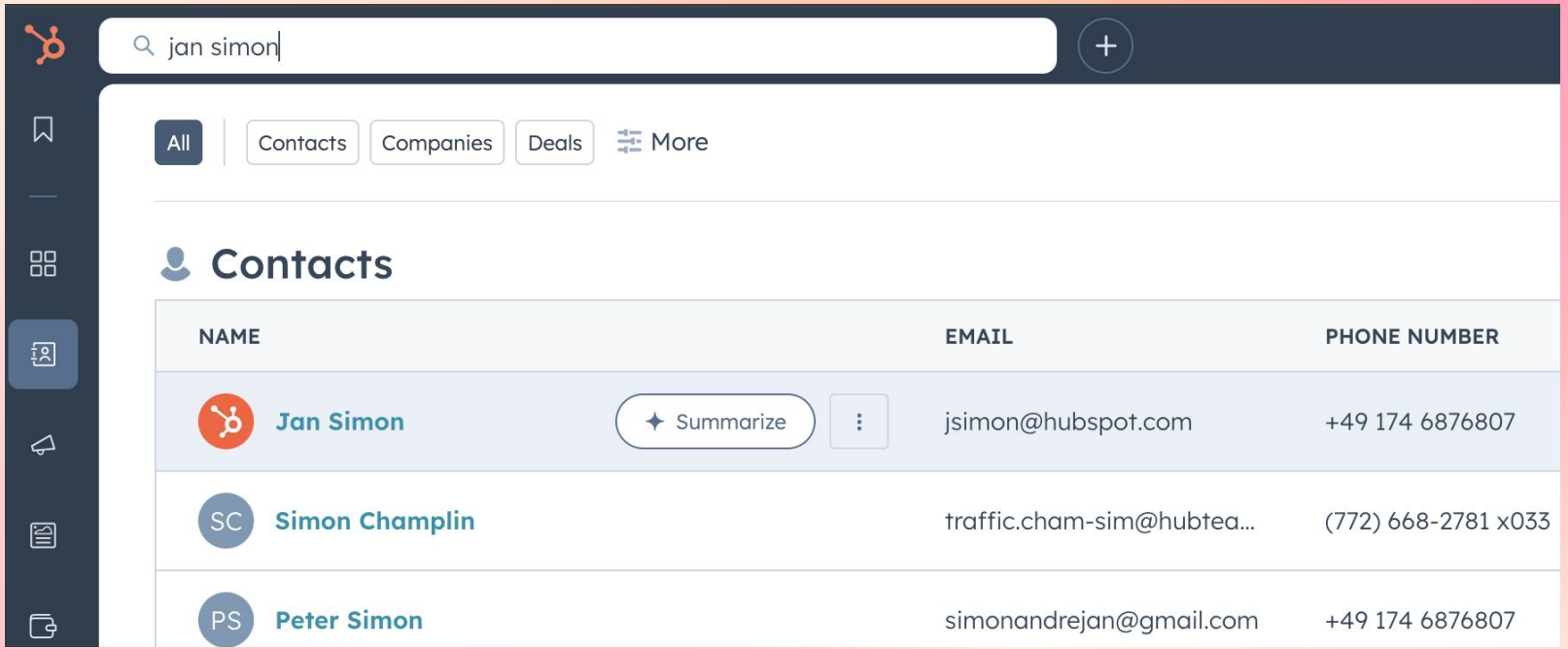
Breeze Copilot → Free (all Hubs)

Breeze Agents

Social Media Agent → Marketing Pro+
Content Agent → Content Hub Pro+
Prospecting Agent → Sales Hub Pro/Ent
Customer Agent → Service Hub Pro+



Breeze Co-Pilot - Example



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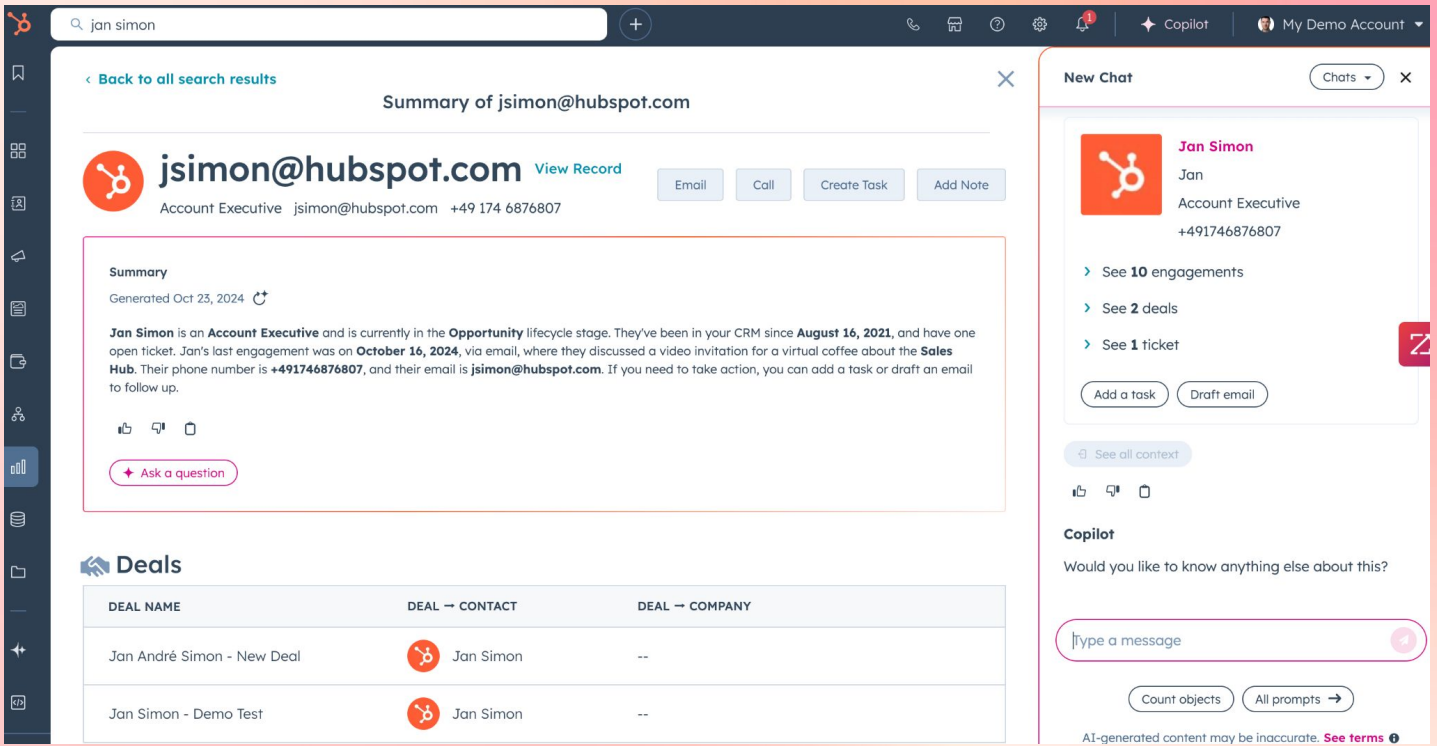


Breeze Co-Pilot - Example

Create reports from scratch

Single object
Report on a single object such as your contacts.

Custom Report Builder
Report on all of your HubSpot data within a streamlined build flow.

Customer Journey Reports
Analyze all the touchpoints in your customer experience in one report.

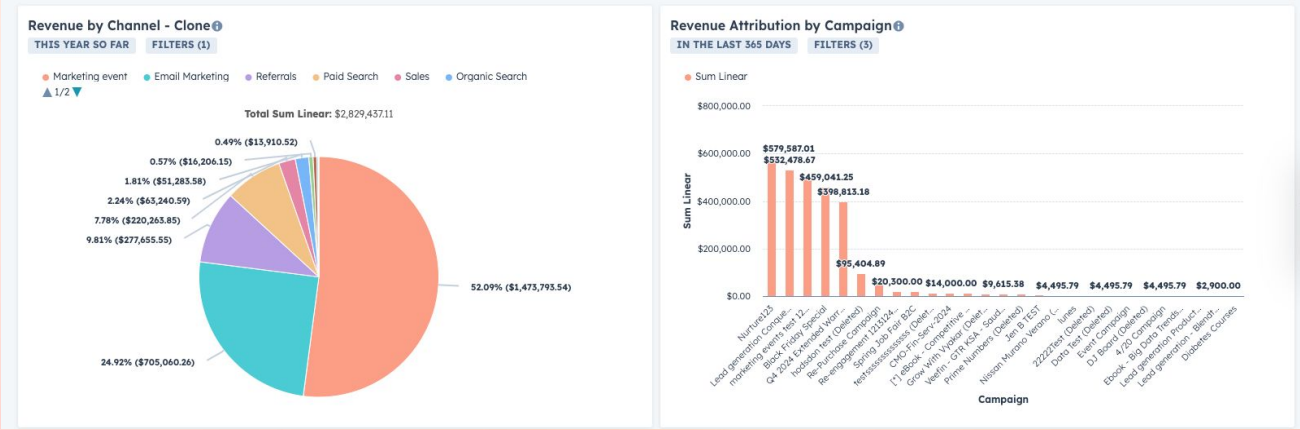
Attribution
See what interactions or activities drove conversions and revenue.

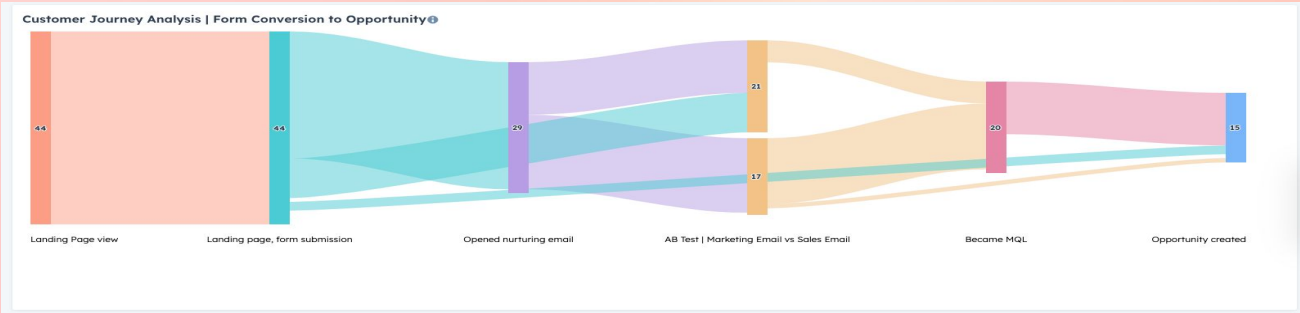
Funnels
Show progress through contact or deal stages that you define.

BETA

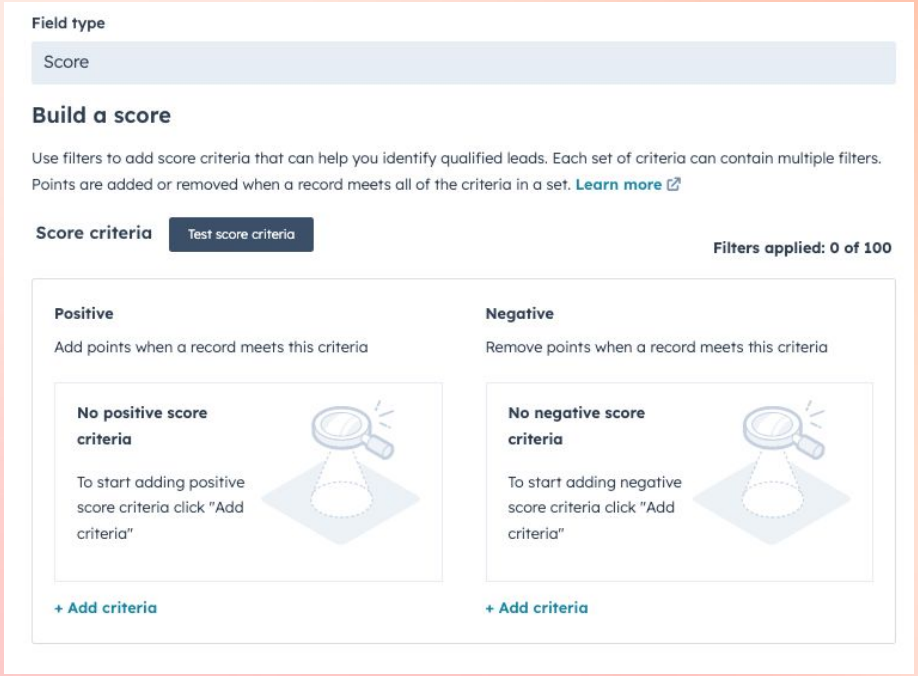
AI Report Generator
Generate a single object report fast with Breeze AI

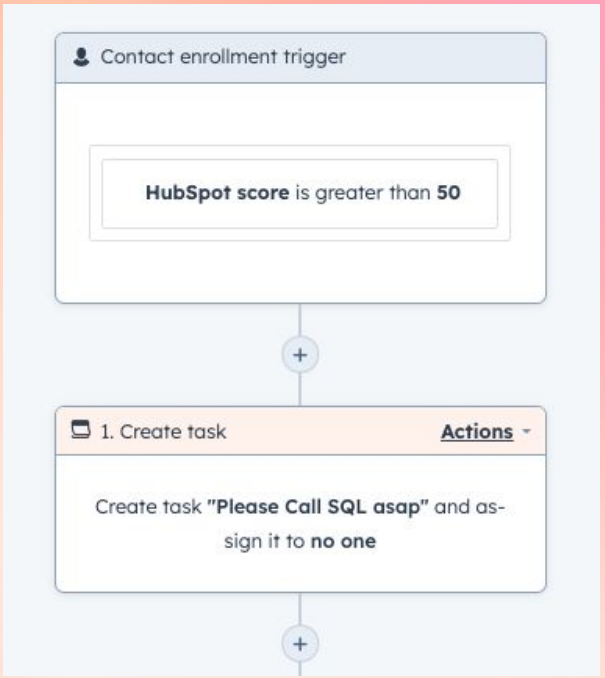
Breeze - Best-In-Class Reporting



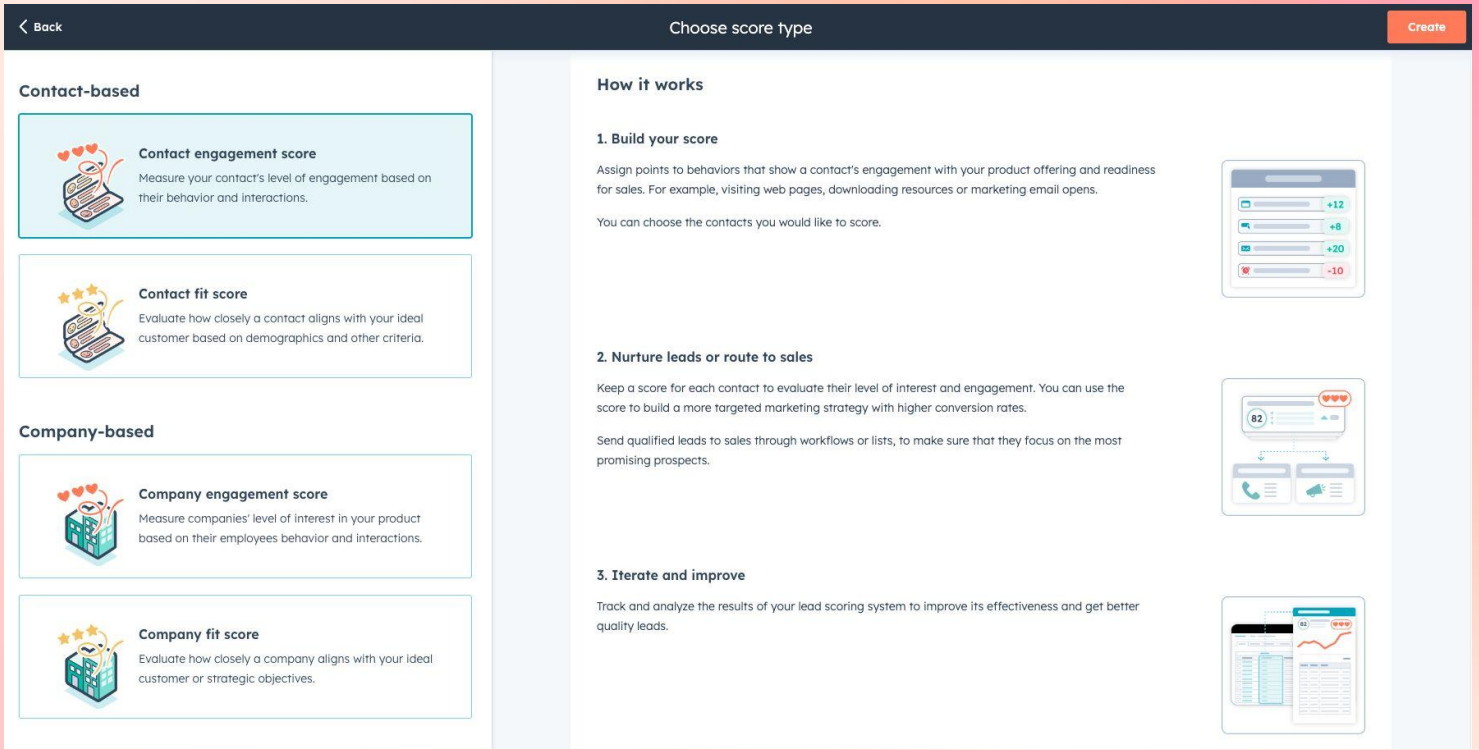


Breeze Co-Pilot - Lead Scoring (Before)



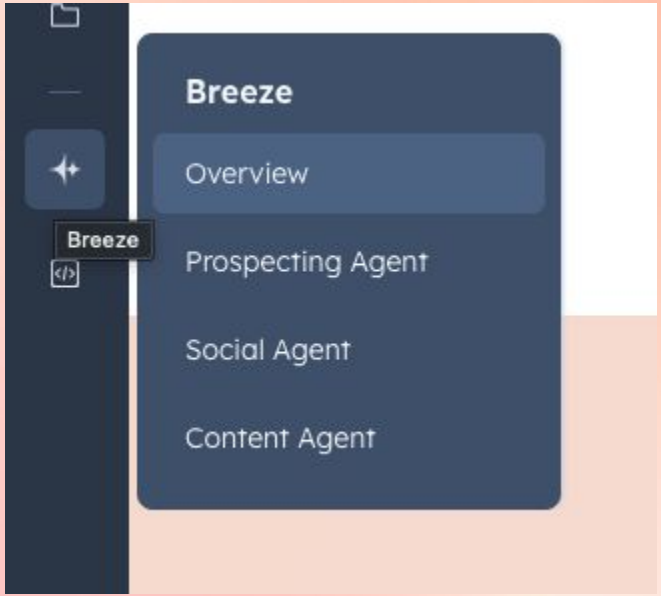


Breeze Co-Pilot - Lead Scoring (Now)

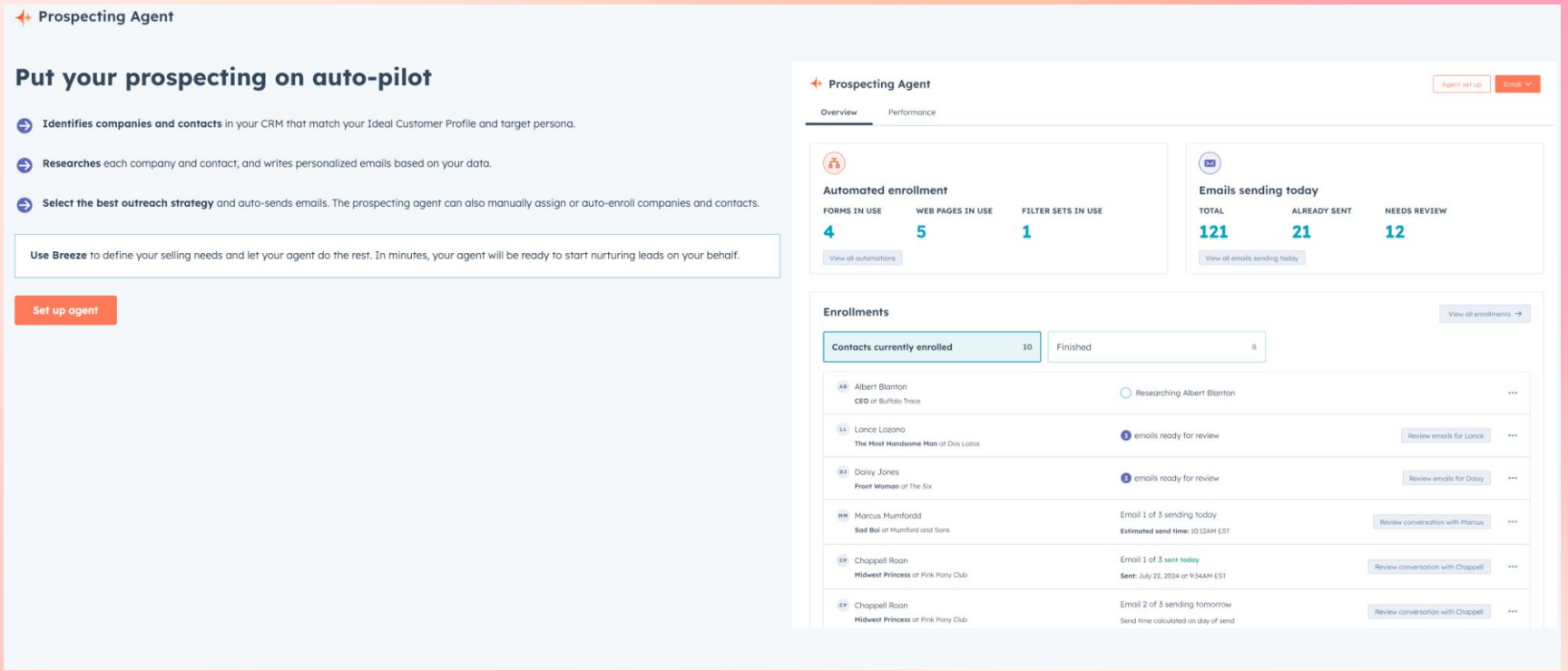


Breeze Co-Pilot - Lead Scoring (Now)

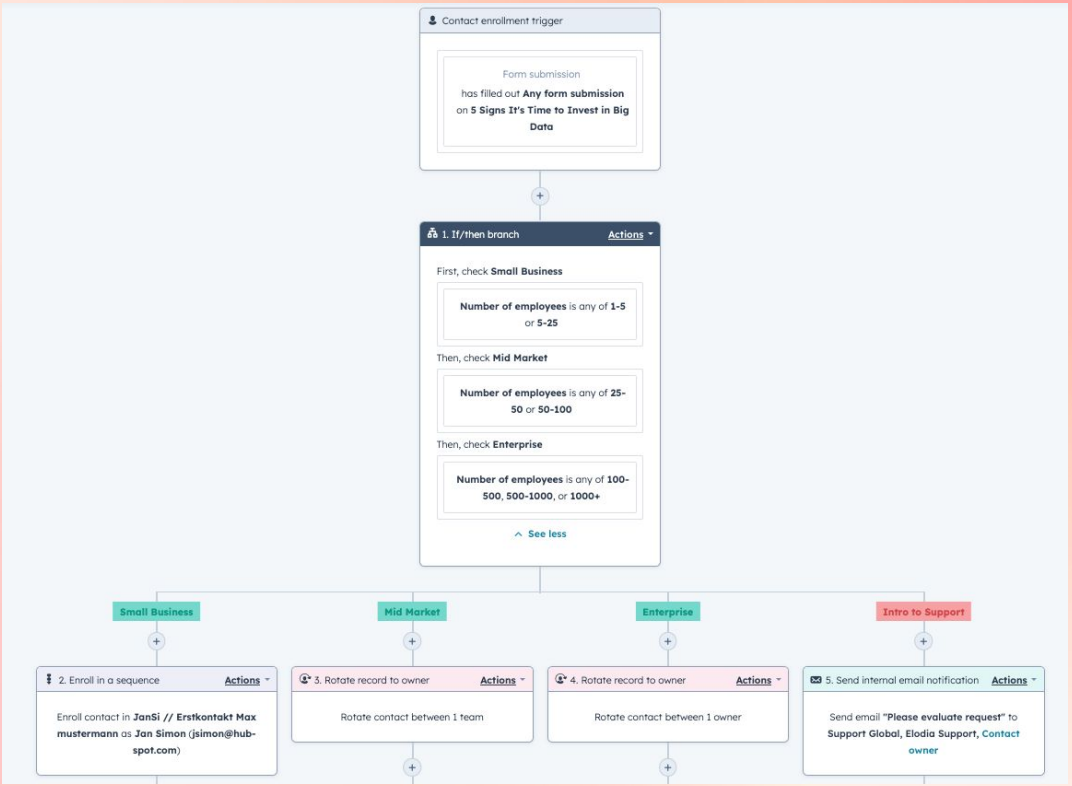
Breeze - Agents Example



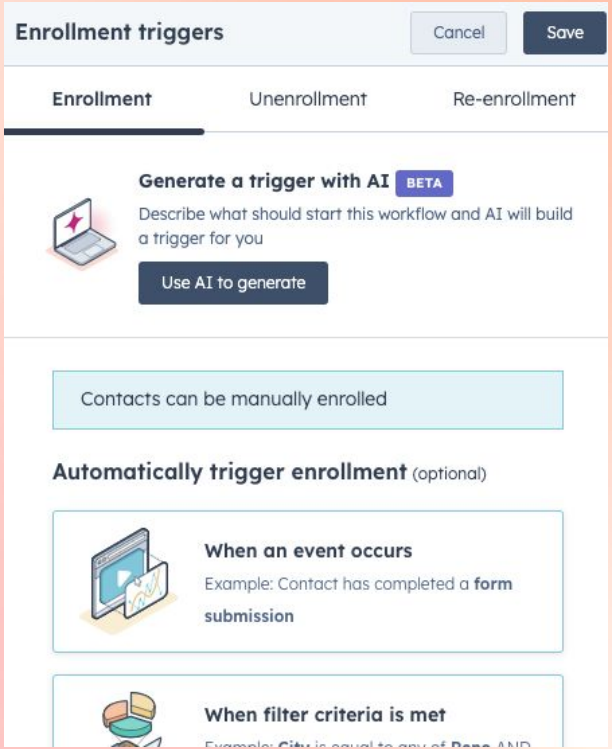
Breeze - Agents Example



Breeze Co-Pilot - Leadmanagement (Before)



Breeze Co-Pilot - Smart Automation



Breeze Co-Pilot - Example

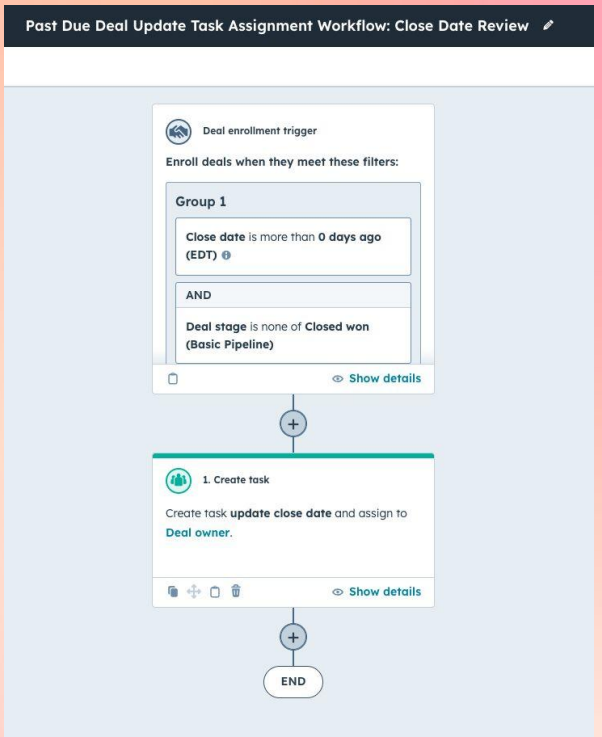
Create a workflow. When a deal's close date is in the past and its deal stage is not "closed won" assign a task called "update close date" to the deal owner

Copilot

Sure! I've created a workflow called "**Past Due Deal Update Task Assignment Workflow: Close Date Review**" to automate the process you described.

To learn more about building workflows with AI, read this **Knowledge Base article**.

View workflow

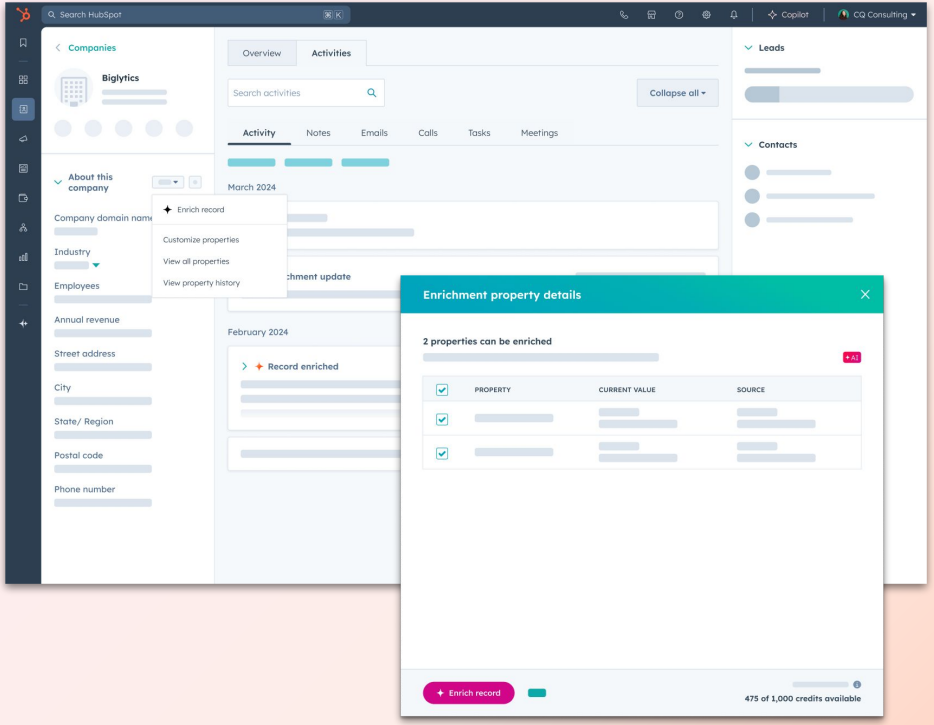


Data Enrichment

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 count, address, and many more.

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



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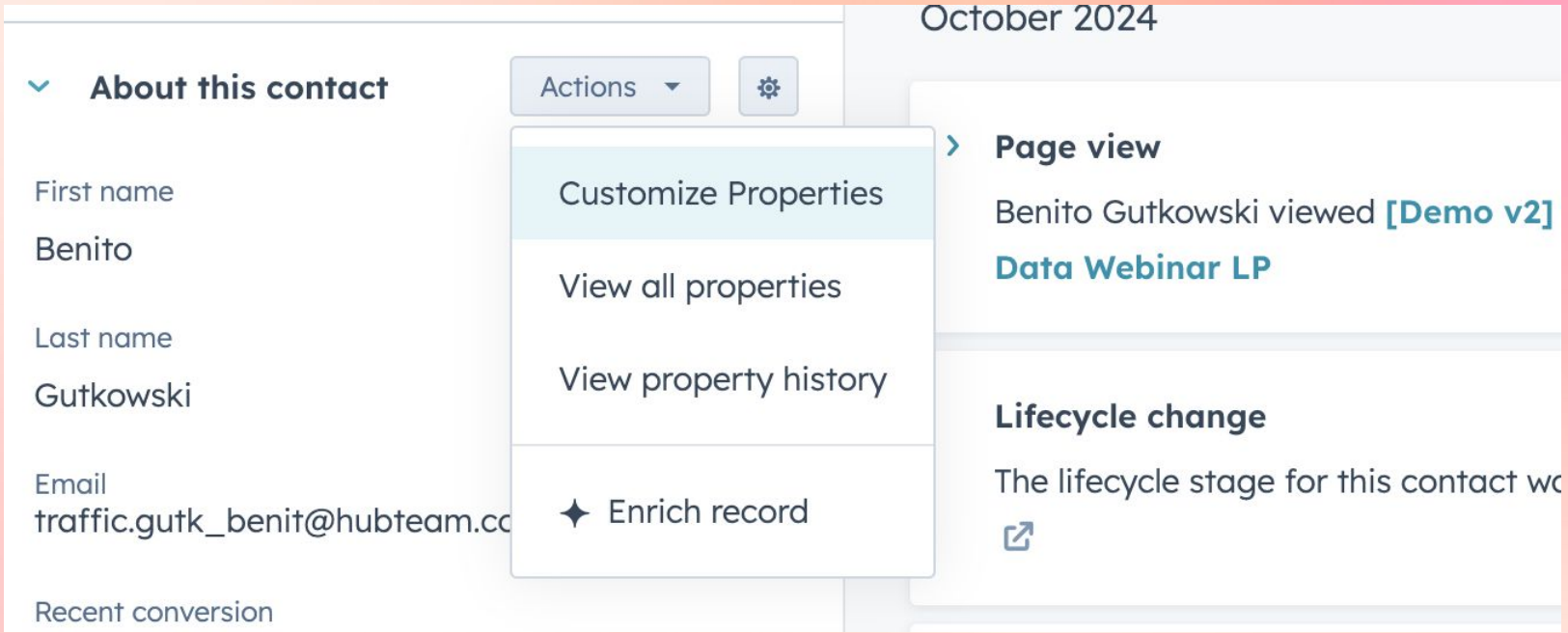
Data Enrichment - Example

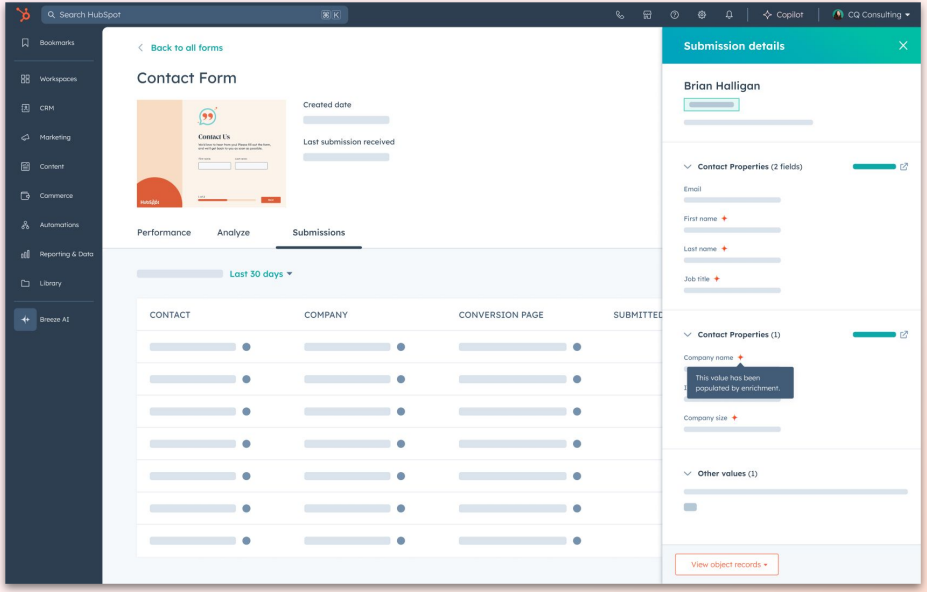


Form Shortening

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.



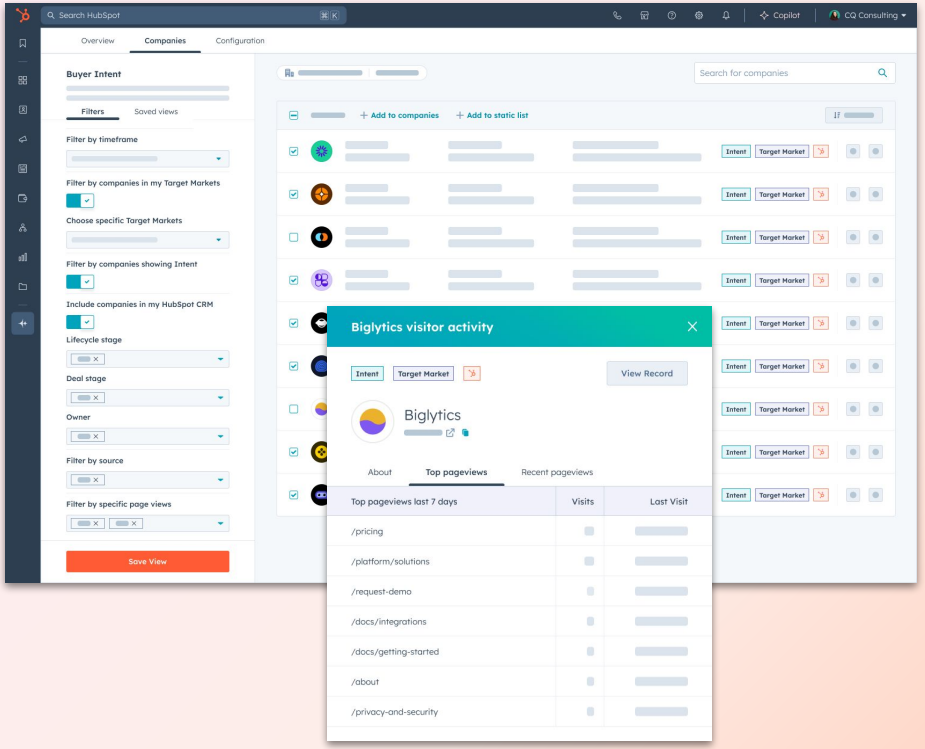
Breeze

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.



Breeze

Businesses that consider their **CRMs the heart** of their business create **better outcomes** for both their customers and their businesses:

Better customer **satisfaction**

Better customer **retention rates**

Faster company **growth**

Greater intent to **continue scaling**

Source: These insights come from a HubSpot-sponsored survey of 1,841 CRM users at companies with 51-5000 employees in the US, Canada, Germany, UK, Australia, France, and Japan.

What's next?

Dharmesh Shah in • Following
Founder and CTO at HubSpot. Helping millions grow better.
View my newsletter
16h •

BREAKING NEWS: Anthropic announces the ability for Claude to *use a computer*.

Yes, you read that right. A.I. will now have the ability to *use* computer software, just like humans can.

This dramatically increases the potential use cases for AI Agents because no longer is it necessary for an API to exist for the specific functionality you need to access.

Instead, agents will be able to get to the same features/functions that a human can get to.

This is a development that we knew was coming, we just didn't know when and from who.

Can't wait to build an agent on **Agent.ai** that automates a personal workflow for me (just to see how this works). It's going to be another long/fun night.

What would you automate, if you had an AI agent that could use software on your computer?

2,065 273 comments · 88 reposts

Thank you for your attention!
:)