



BREEZE HUBSPOT USER GROUP INTELLIGENCE

Presented by Brian Loesch
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PART ONE

HubSpot Insights

- Overview
- What remains
- Cost of inaction

PART TWO

Breeze Intelligence

- Overview
- Key differences
- Cost, Benefits, Impact

PART THREE

Live Demo, Q&A

- Live Demo
- Q&A
- Thanks for coming!



HUBSPOT INSIGHTS

Sunset date: March 17, 2025





HubSpot Insights Overview

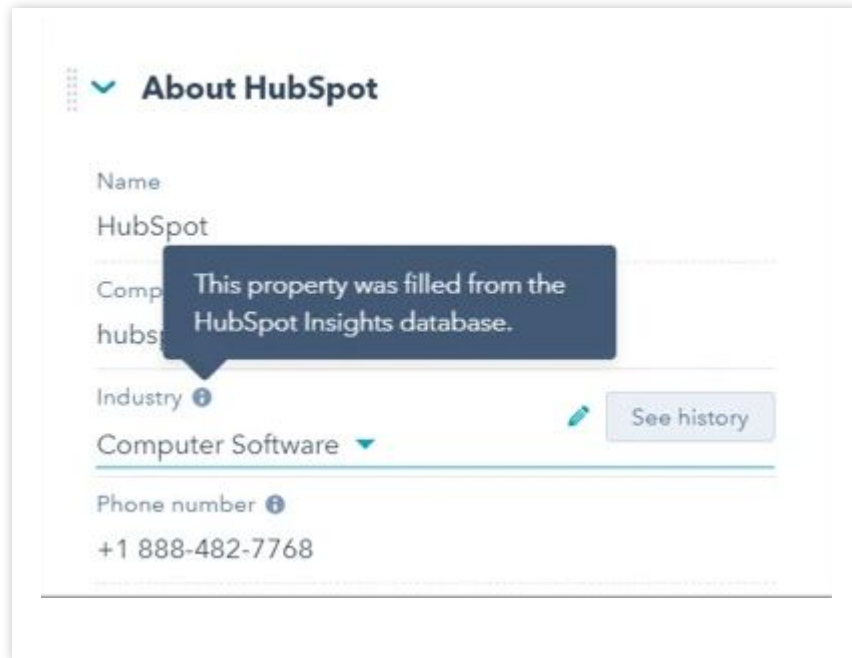
- HubSpot Insights was HubSpot's built-in company data enrichment tool
- Pulled data from third-party sources, web crawling, and crowdsourcing
- Automatically populated company records with key details

HubSpot Insights Has Been Sunset

- Sunset date: **March 17, 2025**
- No new data updates after this date
- Accounts created after **September 18, 2024**, do not have access to HubSpot Insights
- HubSpot shifting towards AI-powered enrichment with **Breeze Intelligence**

Properties Populated in the Past (All Company Properties)

- Annual revenue
- City
- Country
- Description
- Facebook company page
- Industry
- Is public
- LinkedIn bio
- LinkedIn company page
- Name
- Number of employees
- Phone number
- Postal code
- State/Region
- Street address
- Street address 2
- Time zone
- Total money raised
- X account handle
- Web Technologies
- Website URL
- Year founded



The screenshot displays the 'About HubSpot' profile page. A tooltip is shown over the 'Company' field, stating: 'This property was filled from the HubSpot Insights database.' The profile information includes:

- Name:** HubSpot
- Company:** HubSpot
- Industry:** Computer Software (with a 'See history' button)
- Phone number:** +1 888-482-7768



What Will Happen to Existing HubSpot Insights Data?

- Existing Insights data will **remain** in company records
- **Company name auto-population** based on email domain will still function
- However, **no further updates** or new data will be added

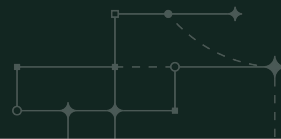
What This Means for Your HubSpot Account

- Workflows, reports, and lists relying on HubSpot Insights **may need adjustments**
- Any workflows, lead scoring, or reports using Insights data may **stop working correctly**
- Without action, you **won't get automatic company data enrichment**
- If you rely on auto-enrichment, **Breeze Intelligence is the new solution**



BREEZE INTELLIGENCE

Data Enrichment Overview



What is Breeze Intelligence?

- HubSpot's AI-powered replacement for HubSpot Insights
- Uses Large Language Models (LLMs) and advanced data sources
- Provides more accurate, real-time company and contact enrichment
- Supports buyer intent data and form shortening



Key Differences Between HubSpot Insights & Breeze Intelligence

FEATURE	BREEZE INTELLIGENCE	HUBSPOT INSIGHTS
Data Source & Scope	AI-driven, LLM-powered, real-time enrichment for Contacts & Companies	Static database, Companies only
Enriched Attributes	40+	25
Buyer Intent & Automation	Includes buyer intent data & form shortening	No intent data, no form automation
Pricing Model	Paid, credit-based system	Free, built-in feature
Credit Cost	100 credits = \$30/month 1,000 = \$150 10,000 = \$700	None
Updates & Maintenance	Continuously updated with new AI-driven data	No updates after March 17, 2025



Company Properties Enriched

- Annual revenue
- City
- Company domain name
- Company keywords
- Company name
- Country/Region
- Country/Region Code
- Description
- Employee range
- Facebook company page
- Industry
- Industry group
- Is public
- LinkedIn company page
- LinkedIn handle
- Number of employees
- Phone number
- Postal code
- Revenue range
- State/Region
- Street Address
- Total Money Raised
- Web Technologies
- Website URL
- X account handle
- Year founded

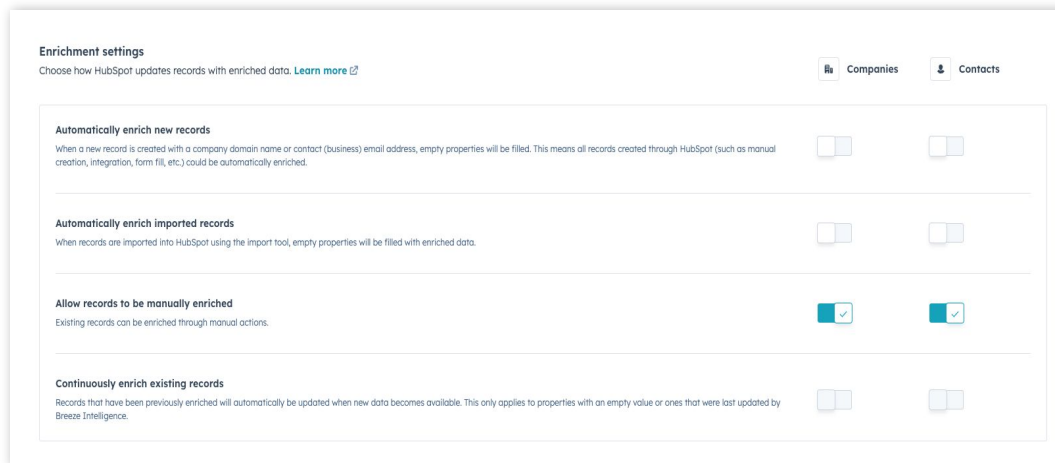
Contact Properties Enriched

- Bounce Detected
- City
- Country
- Country Code
- Employment Role
- Employment Seniority
- Employment Sub Role
- Enrichment opt-out
- Enrichment opt-out timestamp
- First Name
- Last Name
- LinkedIn URL
- State/Region
- State/Region Code



Automated Enrichment

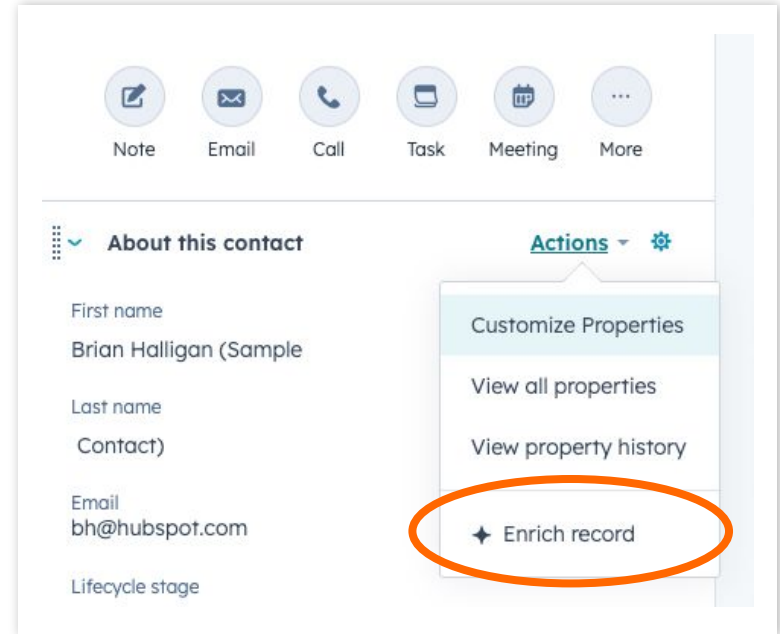
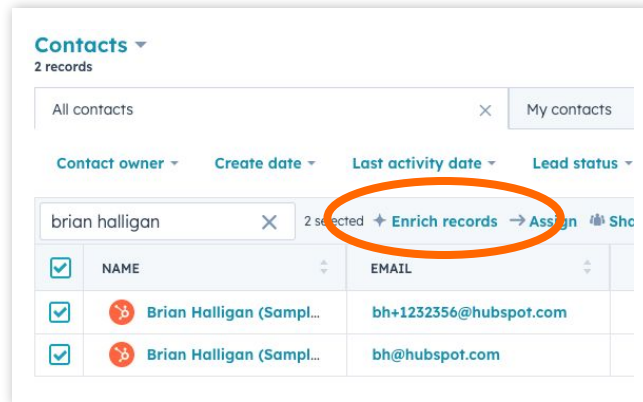
- Automatically enrich new and existing records in bulk
 - Go to Settings → "Data Management" → "Data Enrichment"
 - Enable auto-enrichment for contacts and/or companies
 - Set rules for which records to enrich
- Best for: Keeping CRM data fresh without manual effort





Manual Enrichment (One-Click Updates)

- Enrich individual contacts or companies as needed
 - Open a Contact or Company record in HubSpot
 - Click "Actions" → "Enrich with Breeze Intelligence"
 - New data instantly appears in enriched properties
- Best for: High-value leads, quick data checks, cost





Manual Enrichment

- Confirmation before enrichment
 - This screen appears after clicking enrich
- Evaluate if enrichment is necessary based on the properties that can be enriched
- Credits only used if you agree

Enrichment property details ✕

8 properties can be enriched

Any properties selected below will be updated with enrichment data. Updating the record with all selected properties will use one credit.

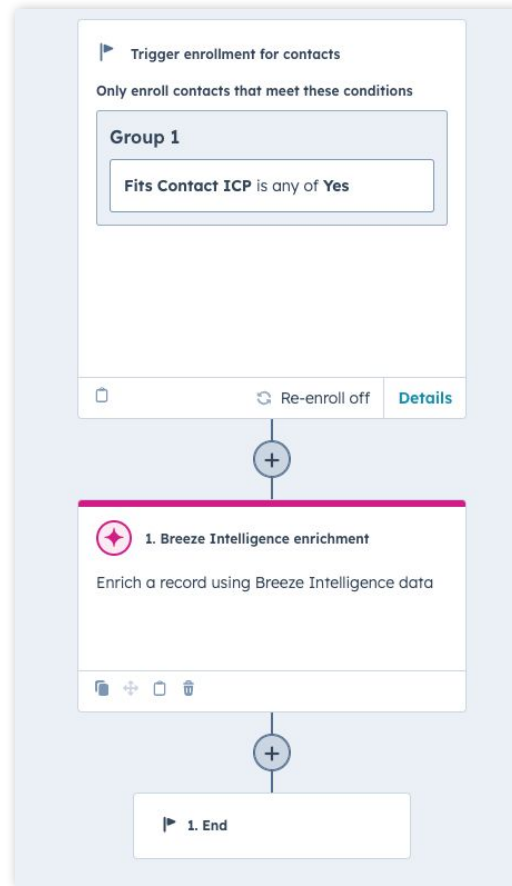
<input checked="" type="checkbox"/>	PROPERTY	CURRENT VALUE	SOURCE
<input checked="" type="checkbox"/>	Employee range	—	—
<input checked="" type="checkbox"/>	Country/Region Code	—	—
<input checked="" type="checkbox"/>	Company Keywords	—	—
<input checked="" type="checkbox"/>	Industry	PROFESSIONAL_TRAININ... Fri, Oct 4, 2024	HubSpot Company Insights
<input checked="" type="checkbox"/>	Number of Employees	50 Fri, Oct 4, 2024	HubSpot Company Insights
<input checked="" type="checkbox"/>	Industry group	—	—
<input checked="" type="checkbox"/>	Linkedin handle	—	—
<input checked="" type="checkbox"/>	Revenue range	—	—

[+ Enrich record](#) **79 credits available.** If you exceed the number of available credits, your account will automatically upgrade to the next tier.



Using Breeze Intelligence in Workflows

- Automate Data Enrichment
 - Auto-enrich contacts and companies when they enter a workflow
 - Trigger enrichment based on specific actions, like form submissions or lifecycle stage changes
 - Uses 1 credit per enriched record





Buyer Intent Tool

- Identifies interested companies by analyzing website visitor data
- Matches anonymous visitors to known companies using IP addresses
- Uses 1 credit per company added to your CRM
- Helps prioritize high-intent leads for sales outreach

Form Shortening

- Reduces form fields while still capturing full lead data
- How it works: when a visitor begins filling out a form, HubSpot will check the enrichment dataset for existing data. Only fields that can't be enriched are displayed to the visitor, so the visitor only completes the shortened form.
- Uses 1 credit per form submission enriched
- Improves conversion rates by lowering friction for visitors



Cost & Credit System

- Uses credits for enrichment, intent data, and form shortening
- Credit packs available:
 - 100 credits → \$30/month
 - 1,000 credits → \$150/month
 - 10,000 credits → \$700/month
- One-time Backfill Enrichment:
\$5,000 for up to 1M records
- Unused credits do not roll over

The screenshot shows the Breeze Intelligence pricing page. At the top, the Breeze Intelligence logo is displayed with a 'BETA' badge. Below the logo, a tagline reads: 'Enrich your records with precise, standardized data that your team needs to successfully go-to-market. One credit enriches one CRM record.' The page features three pricing cards:

Packs of 100 credits	Packs of 1,000 credits	Packs of 10,000 credits
Starts at \$30/mo \$0.30 per credit. One credit enriches one CRM record. Credits reset monthly.	Includes automatic data refresh ⓘ Starts at \$150/mo \$0.15 per credit. One credit enriches one CRM record. Credits reset monthly.	Includes automatic data refresh ⓘ Starts at \$700/mo \$0.07 per credit. One credit enriches one CRM record. Credits reset monthly.
Buy now	Buy now	Buy now



BREEZE INTELLIGENCE

Assessing Your Needs





Impact on Your HubSpot CRM

- Audit current workflows, lead scoring, and lists that used Insights
- Determine how many records you need to enrich to estimate costs
- Decide if buyer intent data & form shortening are valuable for your use case
- Update automation settings to leverage enriched data effectively
- Monitor your usage so any tier increases are predictable
- If needed, a one time backfill enrichment of up to 1 million objects is \$5,000

Number of Employees is used in 1 place

Contact fill rate for this property

59.9% 499 out of 833

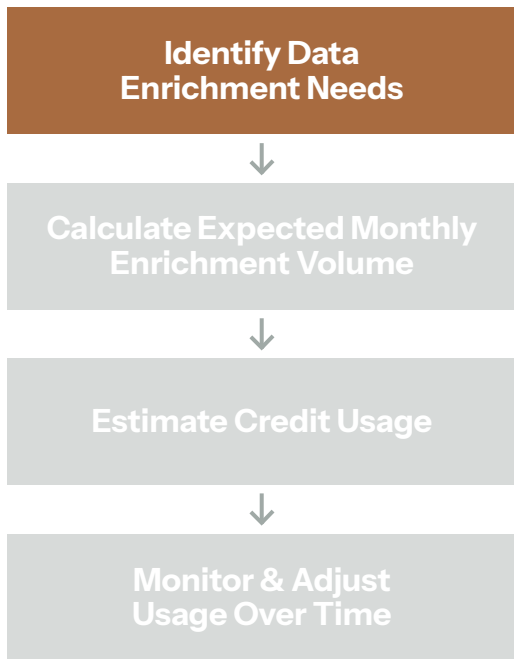
[Review Contacts](#)

Form (1)

NAME	LAST UPDATED
[Demo] Consultation Form	Jul 29, 2021 2:20 PM by --



Steps to Determine Your Credit Needs



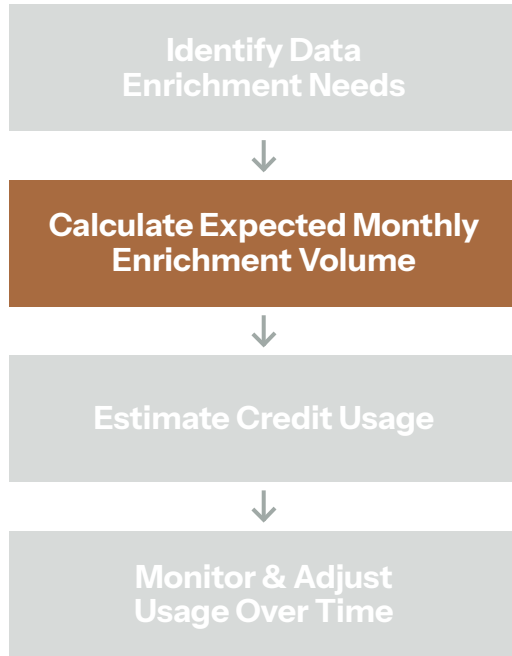
STEP 1

Identify Data Enrichment Needs

- Determine if you need to enrich contacts, companies, or both
- Consider if buyer intent data and form shortening will be used
- Audit existing HubSpot workflows that rely on enriched data



Steps to Determine Your Credit Needs



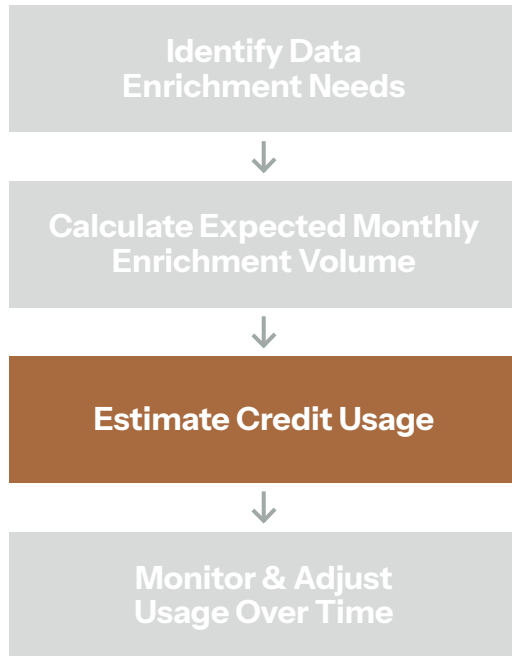
STEP 2

Calculate Expected Monthly Enrichment Volume

- New contacts & companies created per month
- Form submissions per month (if using form shortening, each submission uses credits)
- Buyer intent signals (how many new companies do you plan to add based on intent?)



Steps to Determine Your Credit Needs



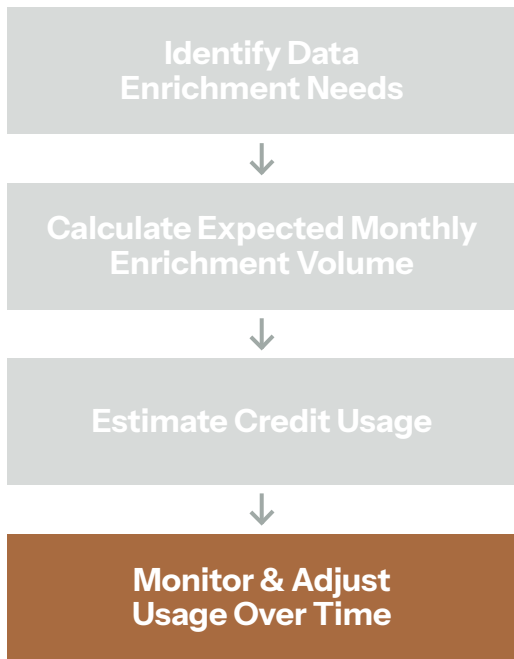
STEP 3

Estimate Credit Usage

- 1 credit = 1 enriched record (contact or company)
- Example: 500 new contacts + 300 new companies + 200 form submissions = 1,000 credits/month



Steps to Determine Your Credit Needs



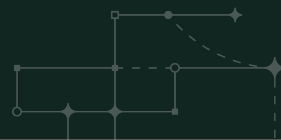
STEP 4

Monitor & Adjust Usage

- Use the Breeze Intelligence dashboard to track credit consumption
- Start with a lower-tier credit pack and scale up as needed
- Optimize automations & workflows to minimize unnecessary enrichments



LIVE DEMO





Record

- [Company](#) (BrainLab - A lot of Insights data - Enrich with Breeze)
- [Contact](#) (Employee at BrainLab - Prob do not use this one)
- [Property](#) (Demo Portal)
- [Brian Halligan](#) (Enrich Contact)
- [Truist \(Enriched Company\)](#)
- [Quizlet \(Insights but no Breeze\)](#) (Another Enrichable)
- [Visa](#) (Insights no Breeze)
- [Breeze Dashboard](#)



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Maximize your HubSpot investment
with our implementation,
optimization, & training services

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Q&A





Wisconsin's Premier
Marketing and Sales Conference

MAY 19

LAMBEAU FIELD
GREEN BAY

MAY 20

HARLEY-DAVIDSON MUSEUM
MILWAUKEE

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WITH KEYNOTES

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Sam Mallikarjunan
Jenni Li Fowler



THANK YOU!

