

Pricing Guide

Key Information

- ✓ One credit = one enriched record (company or contact)
- ✓ Credits can be purchased in packs as part of three different plans
- ✓ Credits reset every month on the subscription date. This is the usage period.
- ✓ Credits do not roll over between usage periods.
- ✓ If purchased mid-usage period, access to the credits will be immediate and there will be a prorated charge the following day
- ✓ Credits are used to re-enrich records in subsequent usage periods
- ✓ Bulk enrichment available for new and current customers to backfill their companies and records one time only, and executes upon purchase

Plan Details

The best resource to learn about the pricing for Breeze Intelligence is the [HubSpot Pricing Page](#) and the [HubSpot Product and Services Catalog](#). Please use that as your primary reference.

Plan	Credit Bands	Plan starts at	Per Credit Price
100 Breeze Intelligence Credits	100 credit increments (100, 200, 300...)	\$30/month	\$0.30
1000 Breeze Intelligence Credits	1,000 credit increments (1k, 2k, 3k...)	\$150/month	\$0.15
10,000 Breeze Intelligence Credits	10,000 credit increments (10k, 20k, 30k...)	\$700/month	\$0.07

One-time bulk enrichment
for up to 1 million contacts/company records:
\$5,000

Example scenario 1

Blake predicts he will need to enrich around 100 records each month, so he subscribes to the smallest plan at \$30 per month. He purchases one pack from this plan (1 100 credit pack) and has 100 credits to use every month. Halfway through a given month, Blake wants to enrich 150 records and exceeds his 100 credit allowance, which automatically upgrades him to the 200 credit band.

Blake has immediate access to an additional 100 credits that month, and the cost is prorated (costing \$15 for the remaining half of the month). Thus, Blake's total cost for the first month is \$45.

Moving forward, Blake's monthly cost will be \$60 (\$30 x 2 100 credit packs) for enriching up to 200 records each month.

1 Initial Purchase:

- Blake predicts adding ~100 records/month.
- Purchases the "small" plan for 100 credits at \$30/month (100 credits * \$0.30/credit).

2 Mid-Month Upgrade:

- Halfway through the month, Blake wants to enrich 150 records and exceeds his 100 credit allowance
- Automatically upgraded to the next band (200 credits)
- Additional 100 credits cost \$30 but prorated for half the month, so Blake pays \$15
- Total cost for the first month: \$30 (initial 100 credits) + \$15 (100 credits prorated) = \$45

3 Ongoing Cost:

- Moving forward, Blake will be in the 200 credit tier, unless he uses more than this amount and is automatically upgraded to higher tiers
- Monthly cost for 200 credits: \$60 (200 credits x \$0.30/credit).

Example scenario 2

Bella's company began with the 1,000 Breeze Intelligence Credits plan at \$150/month. As business boomed, their credit needs grew to 11,000 per month. Bella now faces two options:

- 1 Stay within the current plan and add ten additional 1,000 credit packs to reach 11,000 credits, costing \$1,650/month. (\$150 + 10*\$150 = \$1,650)
- 2 Upgrade to the 10,000 Credit Plan (\$700) and add one additional 10,000 pack (\$700), totaling \$1,400/month for 20,000 credits.

By choosing option 2, Bella's company saves \$250 monthly while gaining 9,000 extra credits for future growth or re-enrichment.

This scenario demonstrates how upgrading to a higher-volume plan can offer significant savings and additional value, even when the extra credits aren't immediately needed.