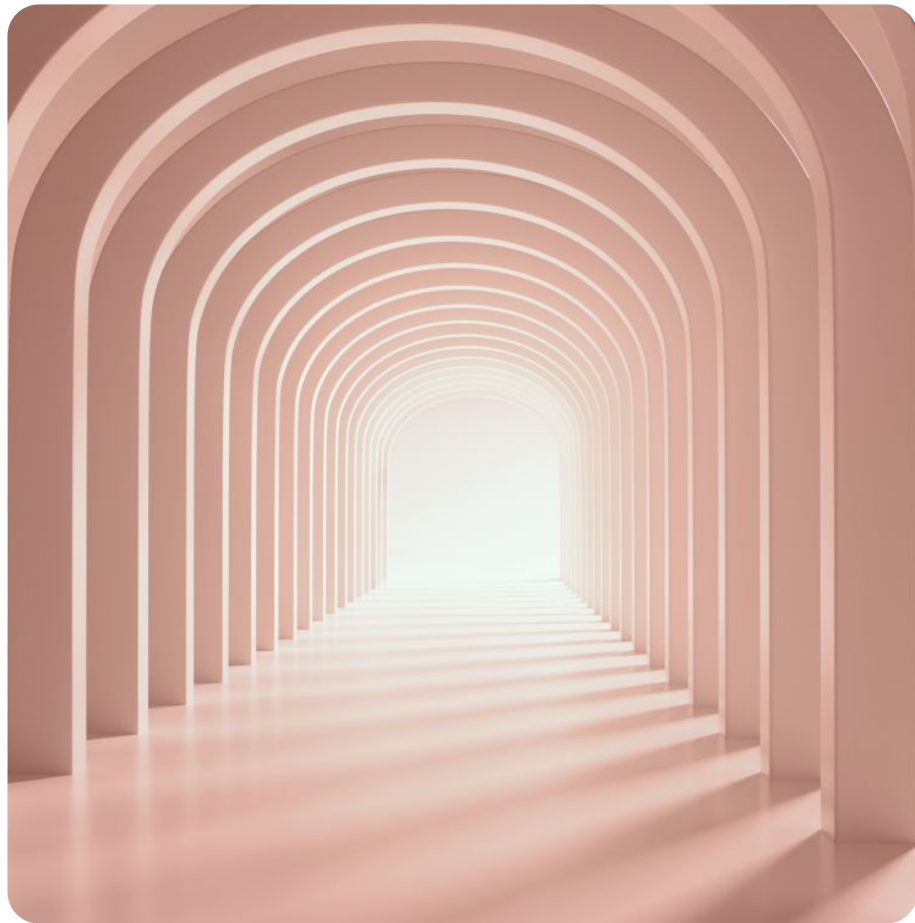# Breeze™ Intelligence

Product Overview

For Solutions Partners

✦ The Shift

Traditionally, customers took a **straight path to purchase**.
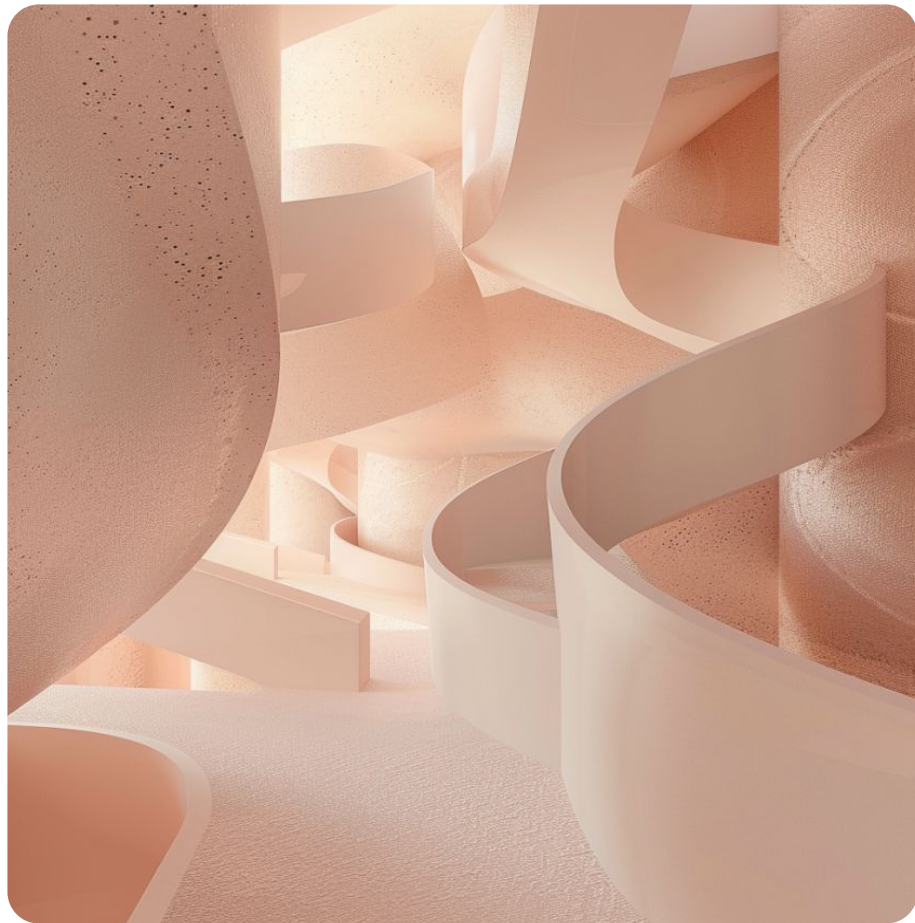
This made third party data easy to come by and, more often than not, meant your leads were predictable.

✦ Breeze

✦ The Shift

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

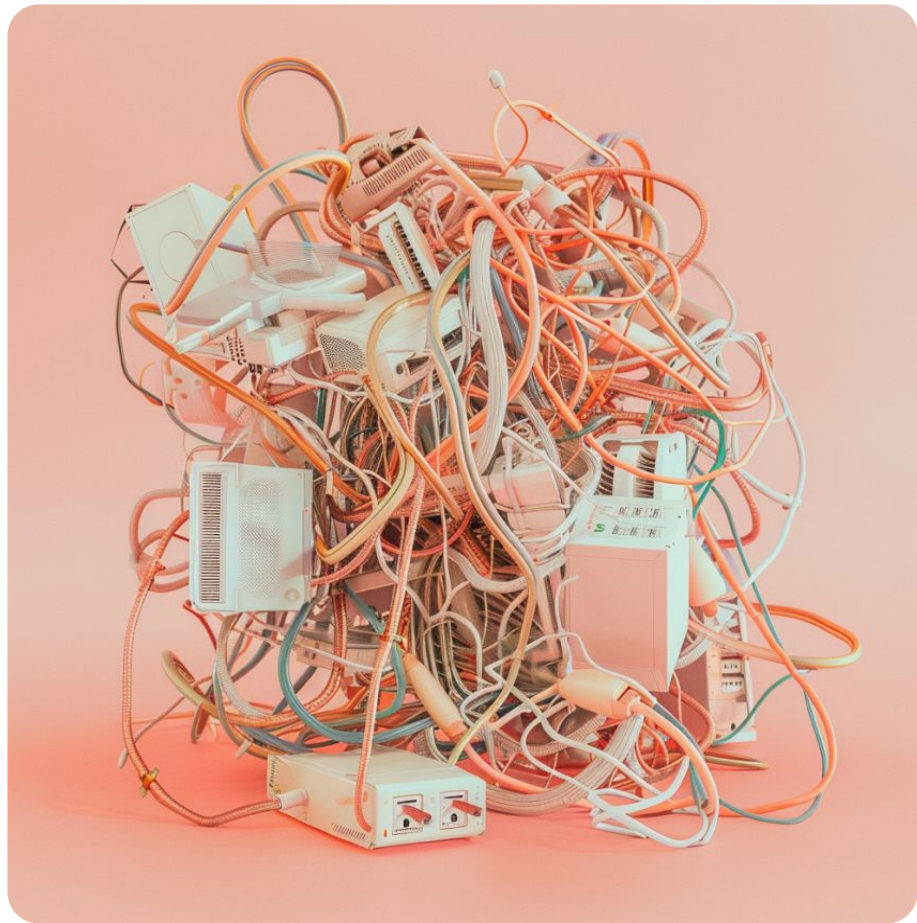This makes it a lot harder to access and compile data about your customers across the internet.

✦ Breeze

Simply Put
✦ **The Old Way**
No Longer Works.

✦ Breeze

✦ **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.

✦ Breeze

✦ The Challenge

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

✦ Breeze

✦ 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

The Solution

Breeze Intelligence uses LLMs and AI to **unify data** across the internet and give you the latest context on your contacts and companies right at your fingertips.

Breeze
Intelligence
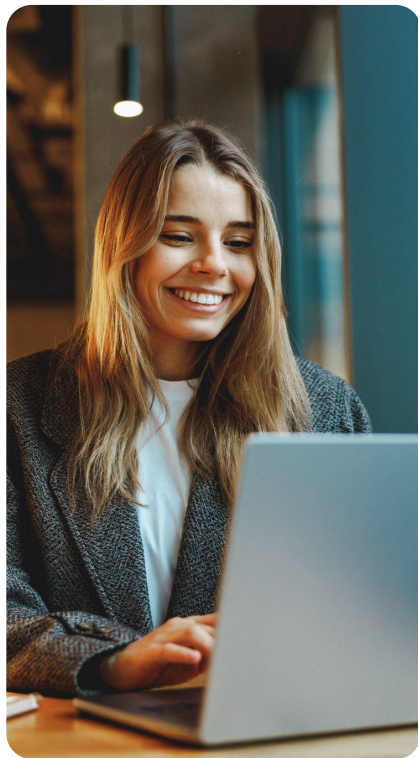
Identify your target market

Gauge intent of your website visitors

Enrich contact and company data

All within HubSpot

Breeze

✦ With Breeze Intelligence

...you get the confidence that **the entire customer platform is running on one of the most unified and powerful datasets in the market**.

The result is a more effective and efficient go-to-market that keeps your business growing.

✦ **Breeze**
Intelligence

✦ Breeze

✦ Why that's
Different

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

✦

Easy

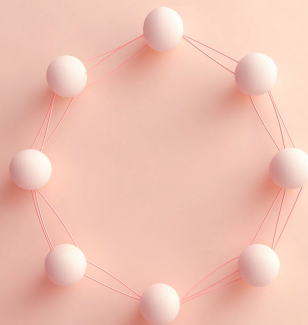Simple and intuitive, and available right within HubSpot.

✦

Fast

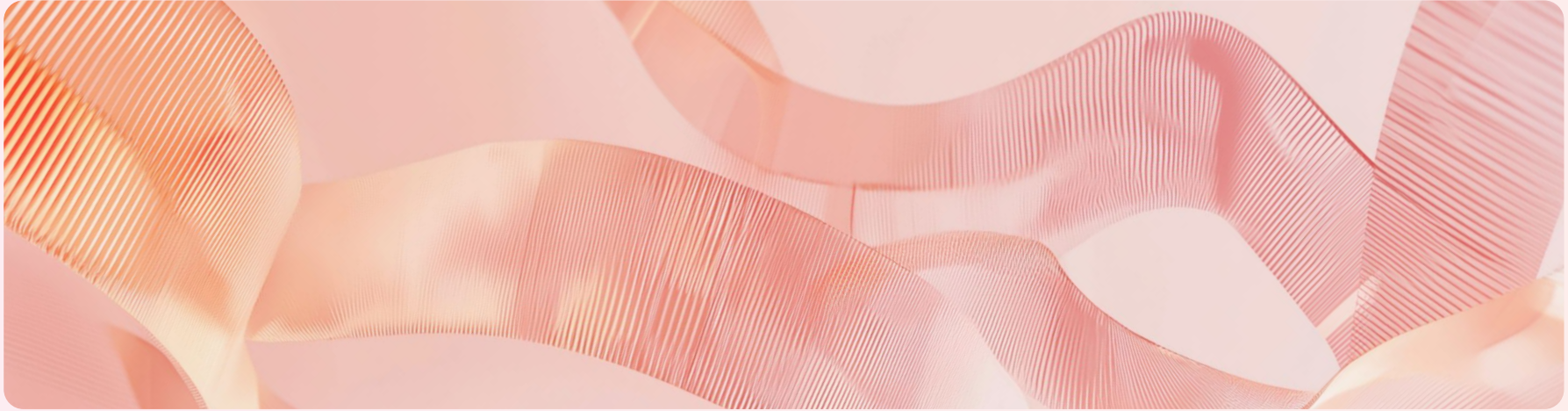With one-click data enrichment and quick time to value.

✦

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.**

✦ Breeze

Introducing

✦ Breeze™
Intelligence

✦ Breeze Intelligence

Get the latest context on your contacts and companies right at your fingertips.

A robust dataset consisting of **over 200 million buyer and company profiles,** Breeze Intelligence has everything you need to improve form conversions, identify buyer intent from companies visiting your website, and easily enrich contact and company data directly within HubSpot.

Plus, consistent data updates keep your data fresh.

✦ Breeze
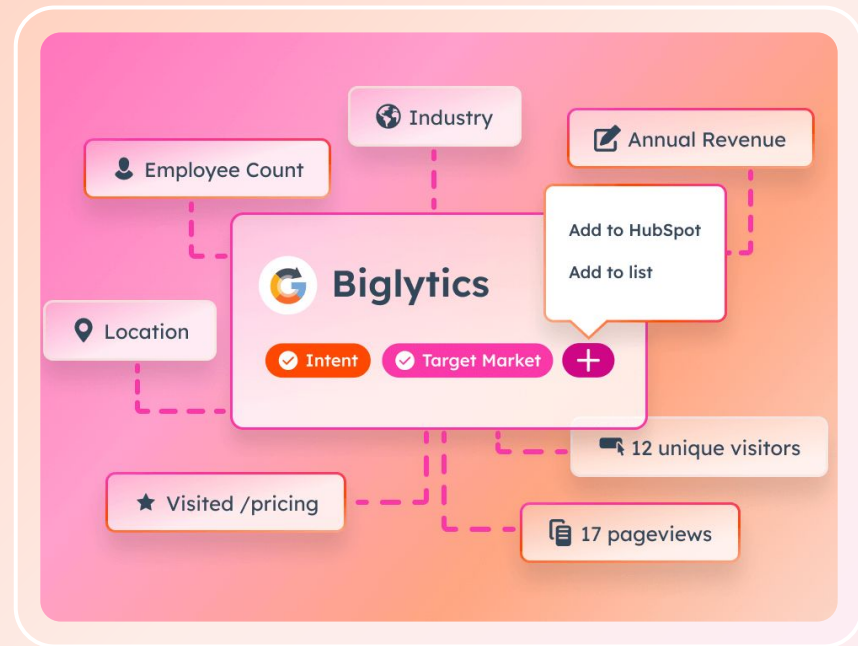
✦ **Feature** Functionality

✦ **Data Enrichment** ✦ ✦ **Buyer Intent** ✦ ✦ **Form Shortening**

✦ ✦ **Intelligence Tab** ✦ ✦ **Buyer Intent Overview** ✦

✦ Breeze

01

Data

✦ Enrichment

✦ Breeze

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.

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

Breeze
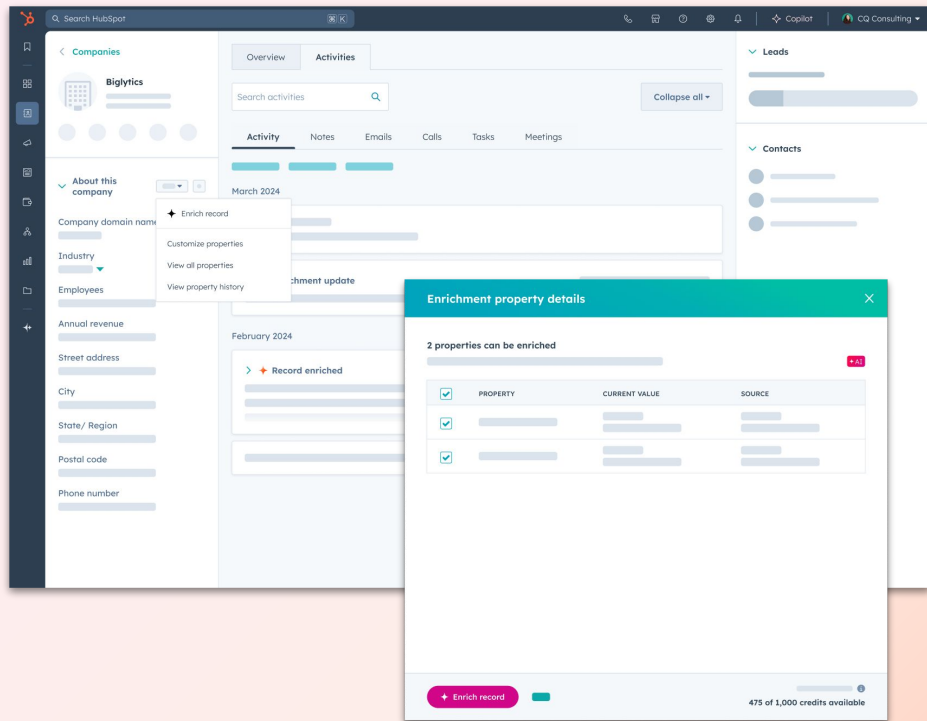
Supporting Features

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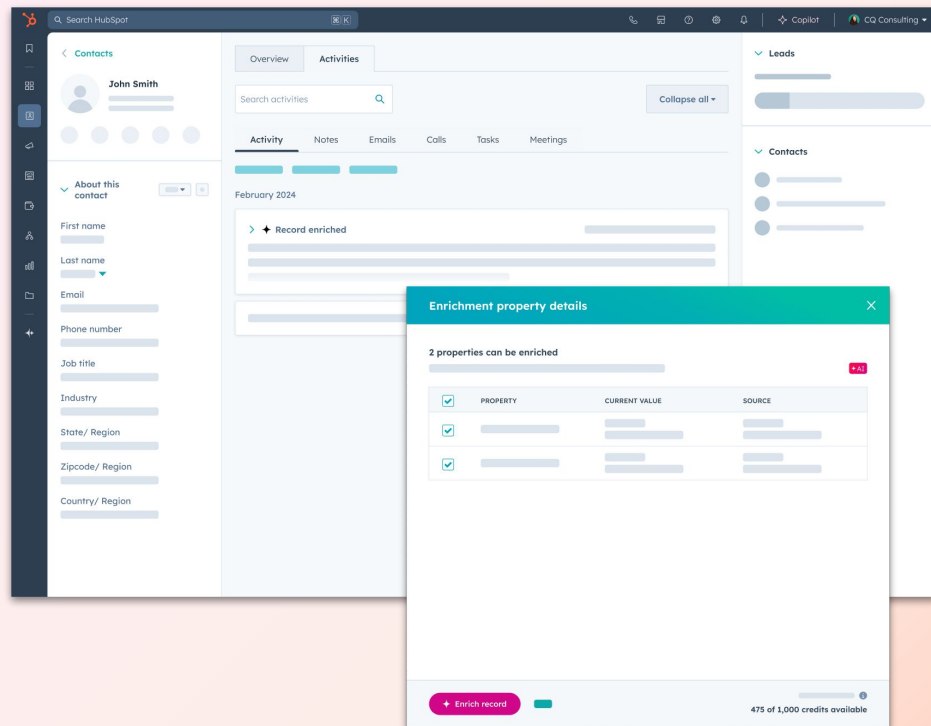
Note: This is only available for 1,000 and 10,000 credits SKUs, not the 100 credits SKU.

✦ Breeze

Contact Enrichment

Enrich contact records with key attributes like role, employer, location, social media links, and many more in a snap.

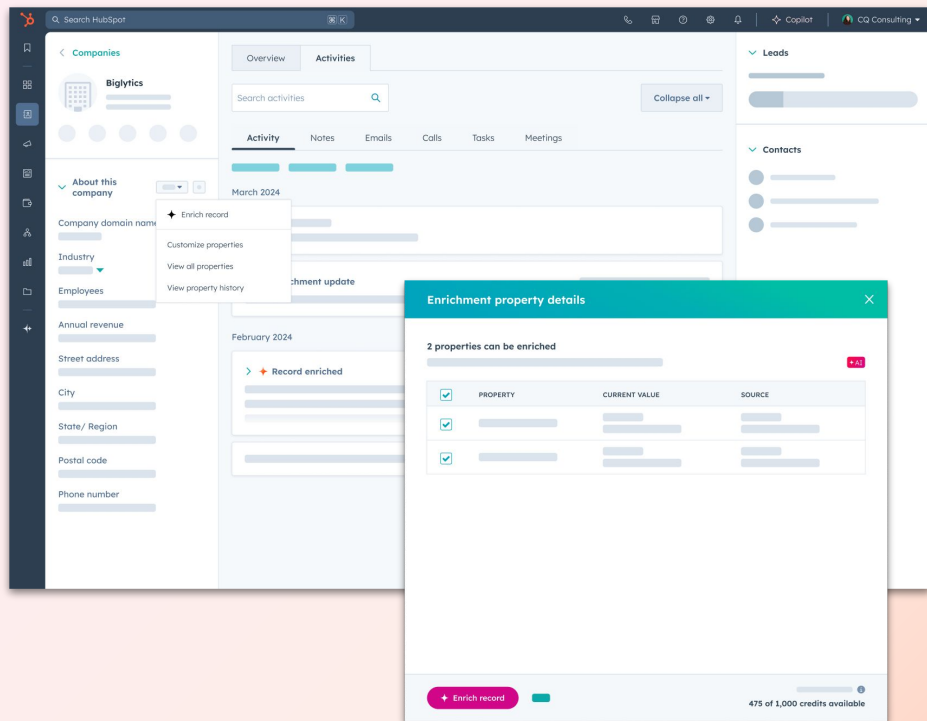Remove the headaches of manual data research and entry.

Note: HubSpot does not provide contact business emails or phone numbers.
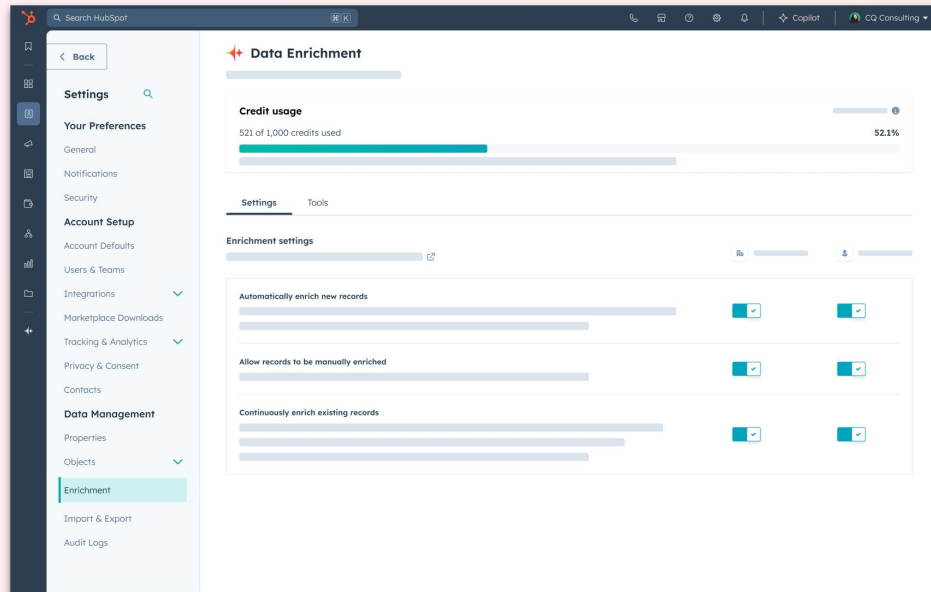

Breeze

Company Enrichment

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

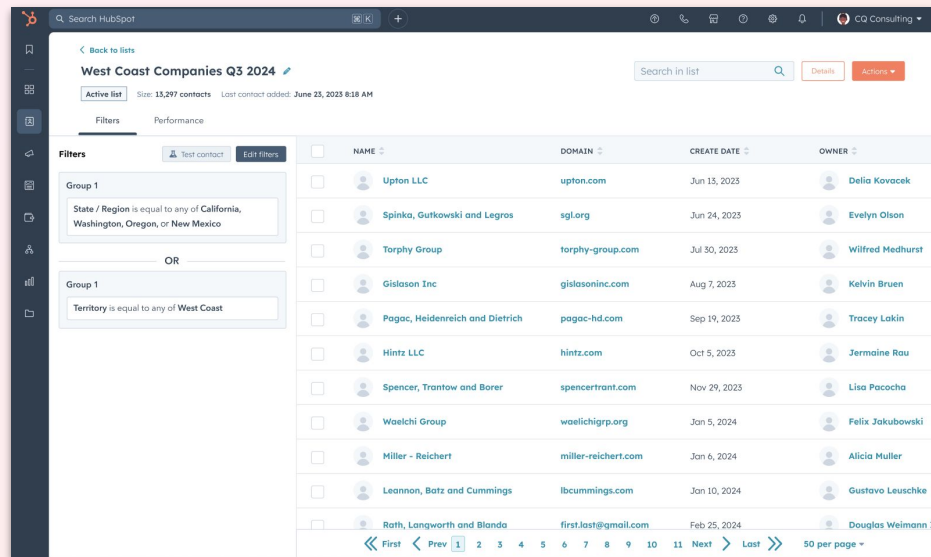Remove the headaches of manual data research and entry.

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Breeze

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✦ Breeze™

02

Buyer ✦ Intent

✦ Breeze
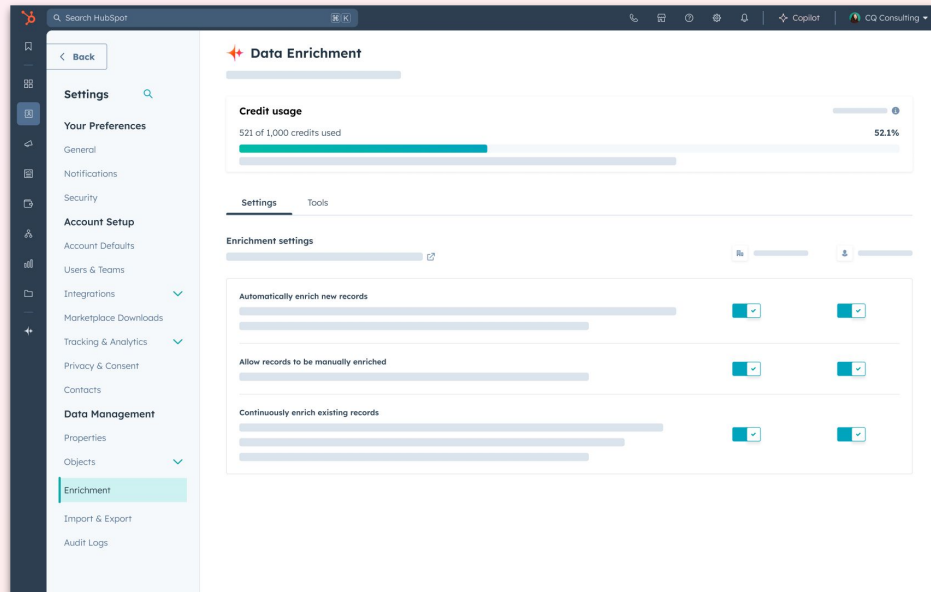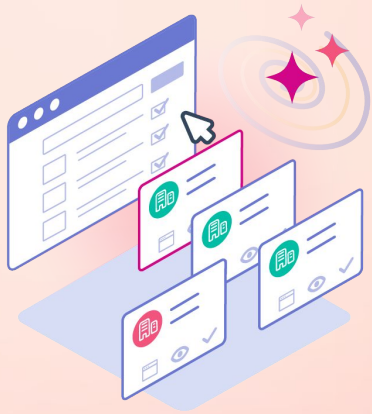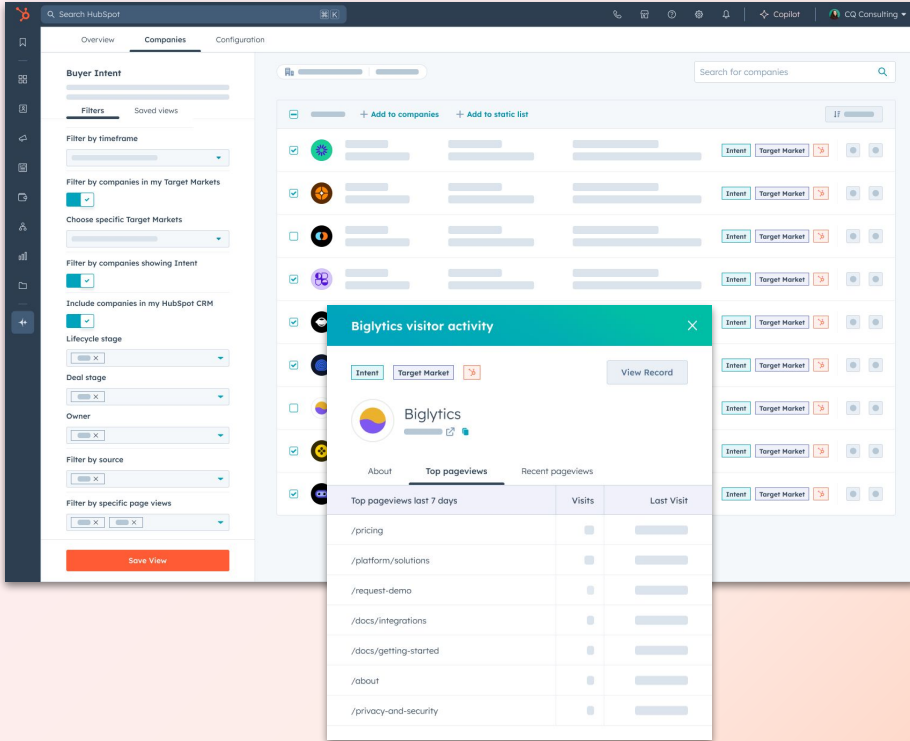
Intent data directly within HubSpot.

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

Supporting Features

✦ Set Target Markets

Identify your target markets using key company attributes like industry, company location, employee count, 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.

✦ Breeze

Set Target Markets

Identify your target markets using key company attributes like industry, company location, number of employees, technologies used by the company, and annual revenue. Get deeper with company keywords that bring further specificity to your search.

See how many companies are in your target market(s) and total addressable market, and your percentage of market penetration. Edit, clone, save, or delete target markets to adapt with evolving business strategies.

Breeze

Company Keywords

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

Company keywords can also be used on their own to identify companies that match a specific keyword or term. For example, "B2G", "3D Printing", "Zoos", etc.

Breeze™

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.

Complete your criteria by specifying the minimum required number of visits and visitors from accounts, as well as the recency of that visit activity.

✦ Breeze™

Intent Orchestration

See an interactive list of high-fit companies showing intent (or not) and take immediate action. Filter by companies in your target market(s), showing intent, and—depending on whether you're focused on net-new or existing accounts—either in or not in your HubSpot Smart CRM.

Then narrow in even further with filters for visit time frame, traffic source, specific pageviews, lifecycle stage, deal stage, and more. Quickly add new company records to your CRM, analyze pageview data, save your filtered views, and build workflows off of your results.
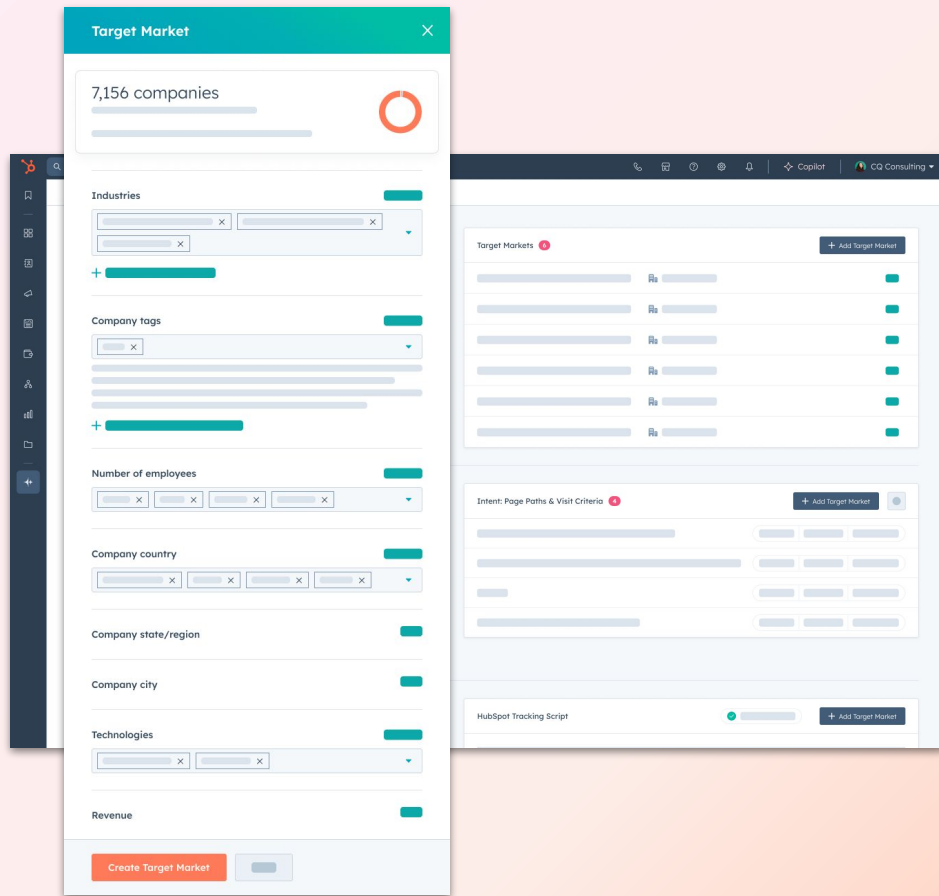

Breeze
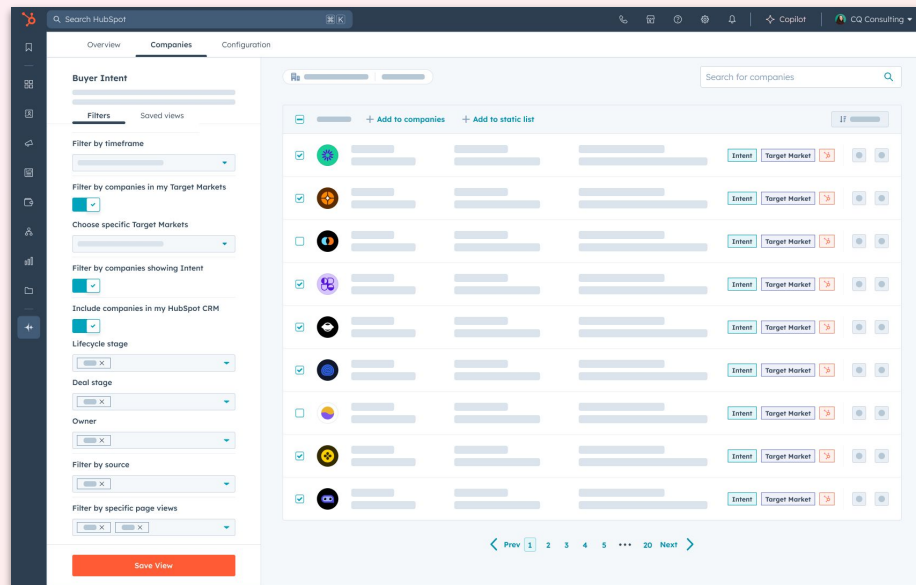
Automate Actions from Buyer Intent

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Breeze
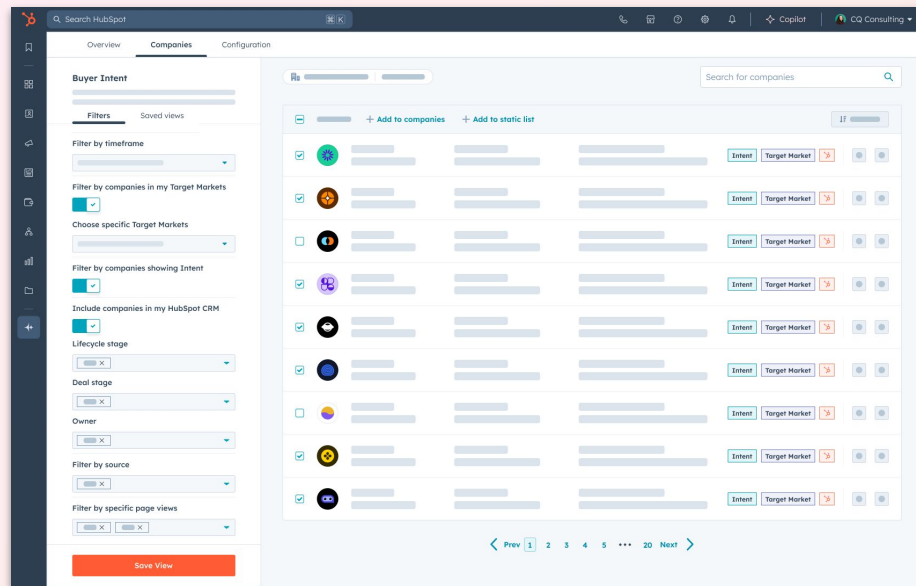
03

Form ✦ Shortening

✦ Breeze

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.

Breeze

Bonus
✦ Intelligence Views

Breeze

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.

✦ Breeze
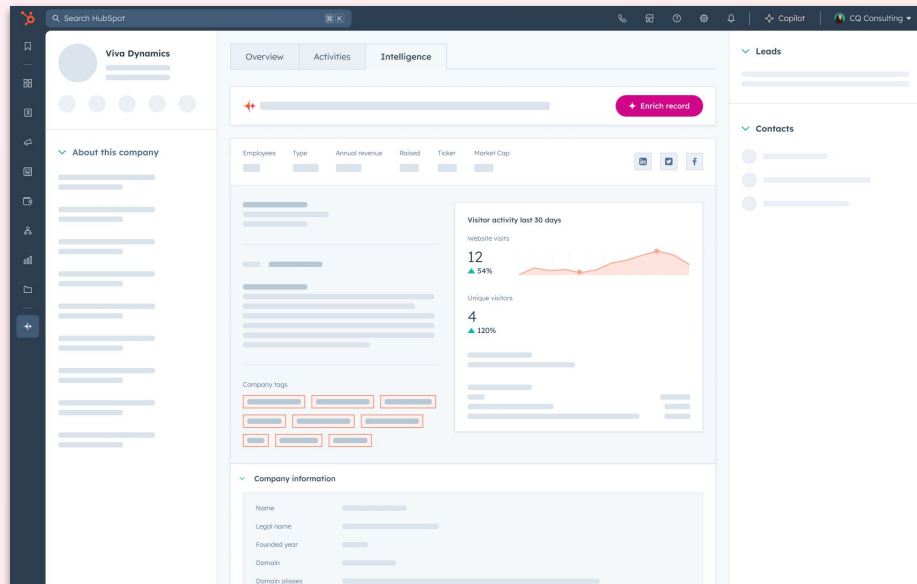
Buyer Intent Overview

The intent funnel shows you a visual look of your total addressable market (TAM), which companies from that TAM is showing intent, and which of those companies are currently engaged with your company and are in your HubSpot Smart CRM.

You can also see a list of top high-fit, high-intent companies with the ability to quick-add them to your CRM. Plus, break down your TAM even further with a market penetration view.

✦ Breeze

✦ Pricing

✦ Breeze

Pricing and Packaging

Pick one recurring SKU Type			Temporary SKU
100 Breeze Intelligence Credits	**1,000 Breeze Intelligence Credits**	**10,000 Breeze Intelligence Credits**	**Breeze Intelligence Backfill Enrichment**
Starts at $30/month $0.30 per credit	Starts at $150/month $0.15 per credit	Starts at $700/month $0.07 per credit	One time $5,000 payment
100 credits = $30 MRR 400 credits = $120 MRR	1000 credits = $150 MRR 4000 credits = $600 MRR	10000 credits = $700 MRR 40000 credits = $2800 MRR	One time $5,000 payment

✦ Breeze

Additional Details for Pricing and Packaging

Pick one recurring SKU Type			Temporary SKU
100 Breeze Intelligence Credits	**1,000 Breeze Intelligence Credits**	**10,000 Breeze Intelligence Credits**	**Breeze Intelligence Backfill Enrichment**
Starts at $30/month	Starts at $150/month	Starts at $700/month	One time $5,000 payment
Get started in a snap and grow as you go.	The top choice for growing companies looking for fast impact.	Maximize your team's efficiency with data at scale.	Set your foundation up for success swiftly and at a remarkable value.
• Recurring • Limit term is monthly • CTU mechanics for overages • No re-enrichment	• Recurring • Limit term is monthly • CTU mechanics for overages • Free re-enrichment	• Recurring • Limit term is monthly • CTU mechanics for overages • Free re-enrichment	• Backfills all contacts and companies, up to 1 million records • Executes immediately upon purchase • Assisted purchase only • One time only per portal

Additional Details for Pricing and Packaging

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100 Breeze Intelligence Credits	**1,000 Breeze Intelligence Credits**	**10,000 Breeze Intelligence Credits**	**Breeze Intelligence Backfill Enrichment**
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Get started in a snap and grow as you go	The top choice for growing companies looking for fast impact	Maximize your team's efficiency with data at scale	Set your foundation up for success swiftly and at a remarkable value.
Net new & upgrades are included in Partner & Sales comp	Net new & upgrades are included in Partner & Sales comp	Net new & upgrades are included in Partner & Sales comp	<u>Not</u> included in Partner and Sales comp
• Recurring • Limit term is monthly • CTU mechanics for overages • No discounting • No re-enrichment	• Recurring • Limit term is monthly • CTU mechanics for overages • Limited discounting • Free re-enrichment	• Recurring • Limit term is monthly • CTU mechanics for overages • Standard discounting • Free re-enrichment	• Backfills all contacts and companies, up to 1 million records • Executes immediately upon purchase • Assisted purchase only • One time only per portal

User and Buyer Personas

✦ Who Are We **Selling To?**

✦ Breeze

Primary User Personas ✦

Marketing

Brand ✦ ✦ Social
Email Marketers ✦ ✦

As a marketer I want to target good fit companies and identify the best possible contact leads with the most compelling, personalized, and timely content.

Operations

Sales ✦ ✦ Marketing
Revenue Ops & Admins ✦ ✦

As an operations manager, I want to automate and support GTM teams with complete, accurate data on their prospects and customers so they can drive better conversations.

Sales

BDRs ✦ ✦ Reps
Account Executives ✦ ✦

As a sales rep I want to connect with the most relevant buyer or decision maker, equipped with data that removes friction from the sales process.

✦ Breeze™

> Frankly, we don't have the luxury to slow down. That's why I need results yesterday. I'm here to create a real impact, not just keep busy.

Growth Gabby

Buyer Persona

Found in all Segments
Founder, CRO, or RevOps leader

Age: 35-55
Experience: 10+ years

✦ Goals

- Drive transformative growth, quickly
- Lead the industry with groundbreaking strategies
- Innovate, automate, & improve
- Obsess over customers - not competitors

✦ Challenges

- Inefficiency that hinders productivity and progress
- Unnecessary complexity and steep learning curves
- Incomplete or inaccurate understanding of her customer
- Organizational resistance to change and innovation

Growth Gabby's
enrichment pain points
today.

✕ Siloed data

Multiple data providers, used by multiple GTM teams, across multiple engagement tools = chaos.

✕ Clunky & slow integrations

Download your data, enrich it, sync back to CRM, keep it updated update, refresh. Repeat.

✕ Tool & budget bloat

Customers today rely on multiple vendors, each with their own interface, data model, and platform fee $$.

✦ Breeze
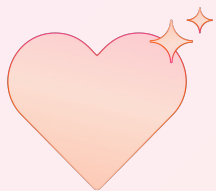
We'll enter this new space with **principles that reflect our values.**

Breeze

Drive Connection not SPAM

We are **not** selling contact phone numbers or email addresses. Data privacy and security features are critical to success.

Fully Integrated

By directly enriching data in the HubSpot Smart CRM, we can break silos and support front office teams from one place.

Accessible

Serve the SMB market needs at a price that aligns with their usage and costs.

Transparent

Give clear signals of enriched data, so it's distinct from first party data and clear when gaps need to be filled.

We will solve for Growth Gabby by making **Breeze Intelligence Easy, Fast and Unified**

- Gabby can **simplify** her tech stack and accelerate GTM processes with intelligence data in the smart CRM.

- Intelligence helps Gabby accelerate her team and growth goals by being **fast to implement and adopt.**

- Creating a **unified record** is easy with enrichment and intent available where Gabby's customer data is.

Easy to Use

Accurate and Insightful

Intuitive

Customer Growth

Unified Customer Data

Fast Time to Value

More Adoption

✦ Breeze
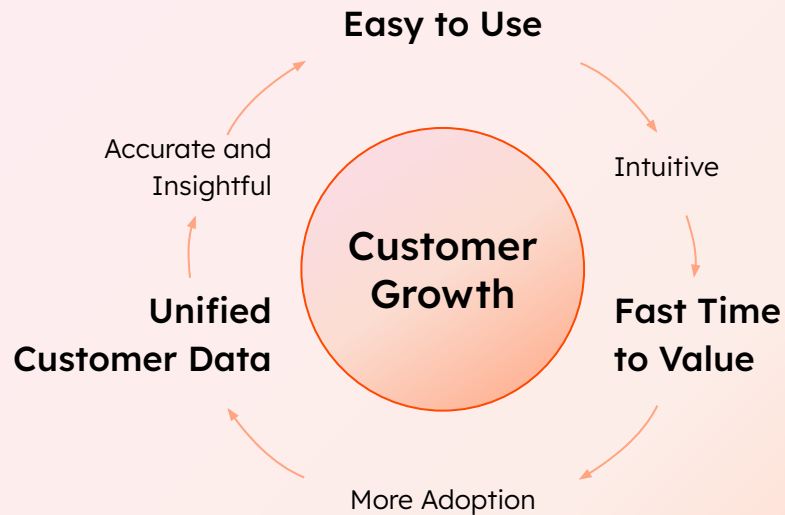
✦ Competitive

✦ Breeze

Today, competitive risk is high.

HubSpot customers rely on 3rd party data providers to target and enrich prospects.

Our competitors are looking to leverage their data advantage to **disintermediate HubSpot from the engagement layer.**

Breeze

But customers are rooting for HubSpot.

" I want HubSpot to be my source of truth.

" I choose data providers based on their integrations with HubSpot.

" I hope you can displace other tools.

60% of customers surveyed would adopt or consider a HubSpot solution, even without contact information.

Breeze

HubSpot
✦ **Opportunities**

✦ 27% - CSAT
HubSpot customers reported a 27% CSAT for their current enrichment solutions while HubSpot scores between 60%-70%.

✦ #1 Data Priority
Data enrichment is the #1 data-related budget priority for HubSpot customers.

✦ $15K - Average Spend
HubSpot customers spend ~$15k on average on data enrichment. $25k in Enterprise, $15k in Pro, $300 in Starter.

✦ Breeze

3 Major Paint Points Solvable HubSpot

Pain Point	Current State	Customer Quote	HubSpot's Ability to Address
Pricing	Alternatives use pricing to push adoption of their engagement layers by requiring customers to pay a SaaS platform fee *plus* data credit fees.	"I'm paying $15k+, but I'm only using 10% of my credits."	Because HubSpot customers are already using us for engagement, we can provide **disruptive, usage-based pricing**.
Ease of Use	Customers work out of HubSpot, but manage multiple data inputs -- leading to manual work to tie together systems.	"I'm uploading and downloading spreadsheets and the data systems don't talk to each other."	Having our own data asset embedded within the HubSpot framework enables us to **seamlessly integrate** data and use cases within the platform.
Data Quality	Folks give mixed reviews -- and it's painful when things go wrong.	"Other vendors tell me a museum has 100 locations."	**Short Term:** On-par data. **Long Term:** Explore differentiation by using x-portal 1st party data to improve quality and create unique signals.

Competitive Differentiators

Core HubSpot Competitors

- ✓ Salesforce
- ✓ Microsoft
- ✓ Marketo
- ✓ Zoho

Native HubSpot Product:

Most traditional HubSpot competitors require an integration with a point solution.

Seamless Integration:

HubSpot's data enrichment tool is seamlessly integrated within its CRM platform, making it easy for users to access and utilize enriched data directly within their existing workflows.

This integration helps streamline the process of enriching and leveraging customer data for personalized marketing and sales activities.

Feature Parity:

HubSpot's data enrichment features offer a large breadth compared to alternatives that focus is mainly on Contact & Company Enrichment.

Accuracy and Reliability:

HubSpot's data enrichment tool leverages a combination of third-party data sources and algorithms to ensure the accuracy and reliability of the enriched data. This can help businesses make more informed decisions based on reliable information about their customers and prospects.

✦ Breeze

Competitive Differentiators

Point Solutions Alternatives

- ✓ Apollo
- ✓ ZoomInfo
- ✓ 6Sense

Centralized Data:

HubSpot's data enrichment happens within the same platform where the data resides, promoting a single source of truth.

Seamless UX:

As a part of the HubSpot platform, data enrichment tools contribute to a consistent, streamlined user experience.

Cost and Time Efficiency:

With HubSpot, data enrichment is an inherent part of the offering, potentially saving costs and time related to additional tool purchase or development.

Support and Ongoing Development:

As a part of HubSpot's suite, the data enrichment tools benefit from HubSpot's robust support and ongoing product development.

✦ Breeze

Product	Breeze Intelligence	Apollo	ZoomInfo
Pricing Model	Per Credit	Per User + Additional Credit	Platform Price + Per User Fee + Additional Credits
Contact Phone & Email	✖	✅	✅
Freemium	No Freemium Option Today	Free	Free Limit to 10 contact downloads per month; max 3 users
Small Package	**100 Credits** Starts at $30/Month $0.30 Per Credit	**Basic** Starts at $59/User Per Month* *$49 if billed annually	**Pro+ (Sales)** Starts at $1,332/Month* + Users + Credit Fees After 5K Credits Additional 5K Credits = $0.60 Per Credit *$15,995 annually
Medium Package	**1,000 Credits** Starts at $150/Month $0.15 Per Credit	**Professional** Starts at $99/User Per Month* *$79 if billed annually	**Advanced+ (Sales)** Starts at $2,083/Month* + Users + Credit Fees After 10K Credits Additional 10K Credits = $0.55 Per Credit *$24,995 annually
Large Package	**10,000 Credits** Starts at $700/Month $0.07 Per Credit	**Organization** Starts at $447 Per Month* *$357 if billed annually with min 3 users	**Elite+ (Sales)** Starts at $2,916/Month* + Users + Credits Fees After 20K Credits Additional 20K Credits = $0.50 Per Credit *$34,995 annually
Price Range Per Credit	Tokens Start at $0.30 Per Credits Down to $0.07 Per Credit	**Mobile Credits:** Start at $0.20 Per Credit Down to $0.10 Per Credit **Export Credits:** Start at $0.05 Per Credit Down to $0.02 Per Credit	Credits Start at $0.60 Per Credit Down to $0.20 Per Credit With discounting, ZoomInfo lands at roughly $0.10 per credit (as per feedback from Clearbit sales managers).

Feature Comparison

	Breeze Intelligence	ZoomInfo	Apollo	6Sense	Cognism	Clay	Lusha	LeadFeeder
Data Enrichment	✅	✅	✅	✅	✅	✅	✅	✅
Buyer Intent	✅	✅	✅	✅	✅	✅	✅	✅
Form Shortening	✅	✅	✅	✅	❌	❌	❌	❌
Powered by Smart CRM?	✅	❌	❌	❌	❌	❌	❌	❌

Data Enrichment Landscape - Positioning

	BREEZE INTELLIGENCE	**ZOOMINFO** (Data Enrichment)	**APOLLO.IO** (Enrich & Cleanse)	**6SENSE** (B2B Data Enrichment)	**COGNISM** (Enrich)	**DEALFRONT** (Datacare)
Pricing	Token-based pricing	ZoomInfo credits packages **start at $14,995** a year with a minimum two-year agreement (**source**)	Basic @ $49/user/mo (**source**)	Custom Pricing, must reach out to sales (**customer quote**)	• **Diamond Plan** @ $25,000 Access Fee, $2,500/user • **Platinum Plan** @ $15,000 Access Fee, $1,500/user. (**source**)	Starting at $99/mo
Use Cases	• Enrich Lead Data Upon Form Submission • Automated Lead Scoring • Tailored Email Campaigns • Dynamic Landing Pages	• Automated data enrichment (Rule-based) • Database health scoring • Data Cleansing	• Automated data enrichment (real time or scheduled) • Data Health Center • Data Cleansing	• Reach & engage key decision makers • Grow revenue & build quality pipeline • Remove manual effort & scale data operations	• Automated data enrichment (real time or scheduled)	• Automated data enrichment • Data Quality Reporting • Duplicate Management
Positioning	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; and **unified** - seamlessly connecting first and third party data with the Smart CRM and engagement Hubs.	Access a real-time view of your customer in the systems where you work with B2B data enrichment.	Update stale, incomplete, and inaccurate data using the world's largest, most extensive B2B database.	**Cleanse and enrich** the data that powers your revenue team.	Double your pipeline's output with enriched data **Fresh, accurate B2B data**, delivered as new leads enter your CRM and kept up-to-date, powers: faster routing smarter scoring optimized lead-to-rep assignments	Maintain **accurate** company data Check, cleanse, enrich, and optimize company data and qualifiers from your sales databases and CRM systems.
Value Proposition	**Real-time** enrichment **gives you the context needed** on your existing contact and company records to **convert your best opportunities** with the right action at the right time.	Capture the **Complete View of Your Market**	**Fresh, accurate data anywhere** you need it	Better Data = Better Decisions	Enable each rep to **hit quota** with **data they trust** **Improve** segmentation, personalisation and relevance **Spend less time** fighting fires caused by bad data	Keep your data clean, complete and fresh

Buyer Intent Landscape - Positioning

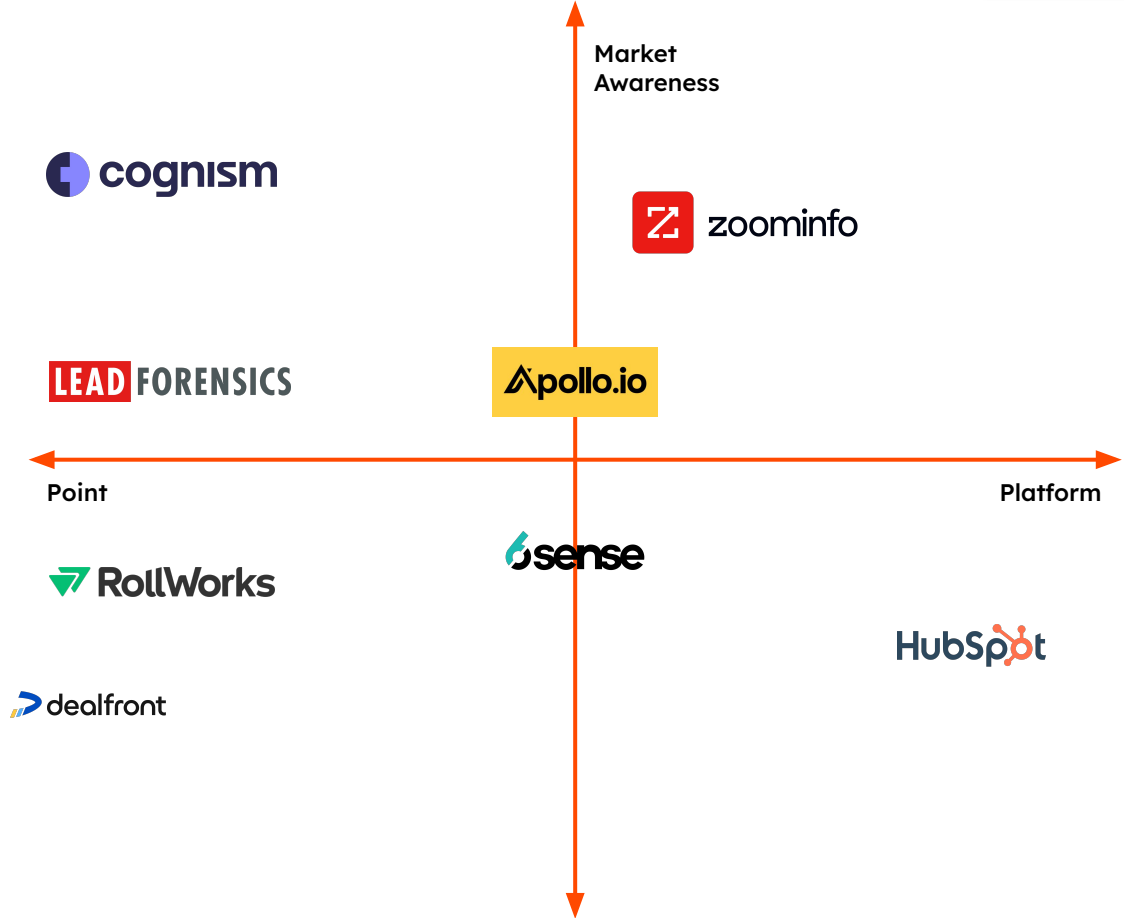|	BREEZE INTELLIGENCE	ZOOMINFO (Intent Data)	APOLLO.IO (Buying Intent Data)	6SENSE (B2B Intent Data Provider)	CLAY
Pricing	Credit-based pricing	ZoomInfo credits packages **start at $14,995** a year with a minimum two-year agreement (**source**)	Platform Price + User Fee + Additional Credits (**source**)	Custom Pricing, must reach out to sales (**customer quote**)	Starting @ $0/mo for 100 credits/mo
Use Cases	• Monitor Visits to High-Value Pages • Enrich Anonymous Visitor Data • Prioritize Lead Follow-Up • Tailor Outreach Emails • Customize Retargeting Ads	• Map your ideal customer profile • Identify the entire buying team • Build data-rich workflows across tech stack	• Find ideal companies • Find out when your companies are in buying mode	• Uncover hidden opportunities • Accelerate campaigns for marketing growth • Deliver personalization that feels personal	• List Building • Research • Data Formatting
Positioning	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; and unified - seamlessly connecting first and third party data with the Smart CRM and engagement Hubs.	**Capture Your Most Valuable, Active Buyers.** Identify and engage buyers right when they begin researching solutions like yours.	Find your **highest-potential** prospects Engage when buyers are actively looking for solutions like yours.	Visibility into buyer intent data **enables sellers to know which accounts are ready to buy,** and how best to cater to their unique needs.	**Build the best lead lists using any data source** you can imagine
Value Proposition	Powered by reverse-IP and enrichment data sources and your own HubSpot Smart CRM data, buyer intent **tells you what companies in your target market(s) are ready to buy** - regardless if they're already in your HubSpot Smart CRM or not.	Turn buyer research into revenue.	**Sell smarter** with Buying Intent	**Boost your revenue** performance by empowering your rev teams with the leading B2B buyer intent data software from 6sense.	**Help your RevOps & growth teams implement any outreach idea.** First, maximize data coverage with 75+ enrichment tools & our AI agent. Then, use AI to craft relevant outreach at scale.

Form Shortening Landscape - Positioning

	BREEZE INTELLIGENCE	ZOOMINFO (Data Enrichment)	APOLLO.IO (Enrich & Cleanse)	6SENSE (B2B Data Enrichment)
Pricing	Token-based pricing	ZoomInfo credits packages start at $14,995 a year with a minimum two-year agreement (**source**)	Basic @ $49/user/mo (**source**)	Custom Pricing, must reach out to sales (**customer quote**)
Use Cases	• Automated Lead Routing • Dynamic Form Field Display • Seamless Form Integration • Pre-Filled Form Fields • Automated Data Enrichment	• Gather actionable data • Collect prospect information from abandoned forms • Validate emails at any point of entry	• Form Conversion • Fill Data Gaps in Your Systems of Record • Supply Sales with High Quality Leads	• Form Conversion • Lead Qualification • Lead Routing & Scheduling
Positioning	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; and unified - seamlessly connecting first and third party data with the Smart CRM and engagement Hubs.	Ditch Clunky Web Forms to Capture the Best Leads. **Maximize website conversions and improve lead quality** with single-field, data-enriched web forms — courtesy of Form Complete.	Improved Form Conversion & Optimization with Smart Form Fill	**Fill your reps' calendar with the perfect leads** Don't waste a second with your hottest leads. Instantly add Apollo data and accurate routing to every inbound activity and demo request.
Value Proposition	Get the best of both worlds by dynamically shortening your forms with Breeze Intelligence's global enrichment database while still collecting the data you need to understand, score, and **route your leads with speed and precision.**	**Get more leads** with lead capture software.	Dramatically **improve form conversion rates** and gather more accurate data with automated, real-time form enrichment.	**Turn more inbound leads into customers**

Data Enrichment Landscape

HS **lower** in Market awareness due to buyers unaware of new functionality

Breeze

Market Awareness

Point

Platform

cognism

zoominfo

LEAD FORENSICS

Apollo.io

RollWorks

6sense

HubSpot

dealfront

Buyer Intent Landscape

HS **lower** in Market awareness due to buyers unaware of new functionality

Market Awareness

Point

Platform

clay

Apollo.io

zoominfo

6sense

HubSpot
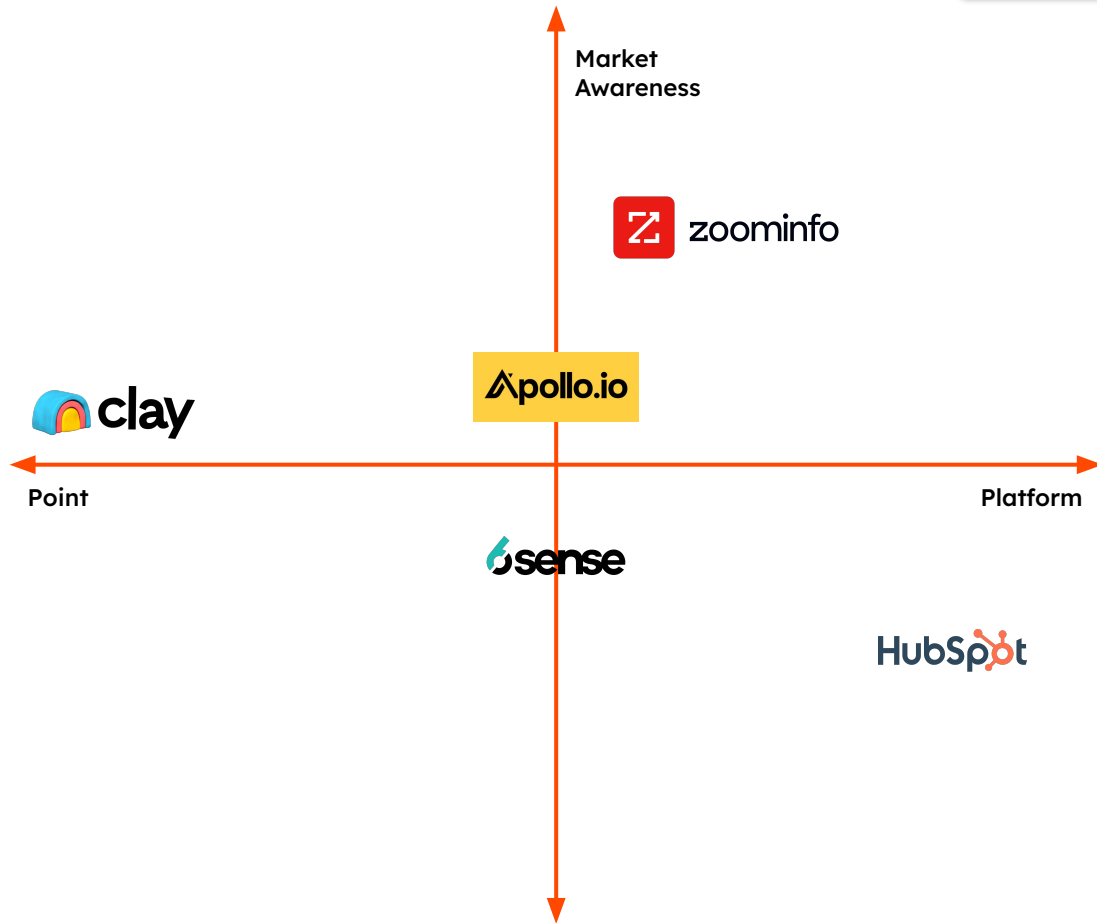
Breeze

Form Shortening Landscape

HS **lower** in Market awareness due to buyers unaware of new functionality
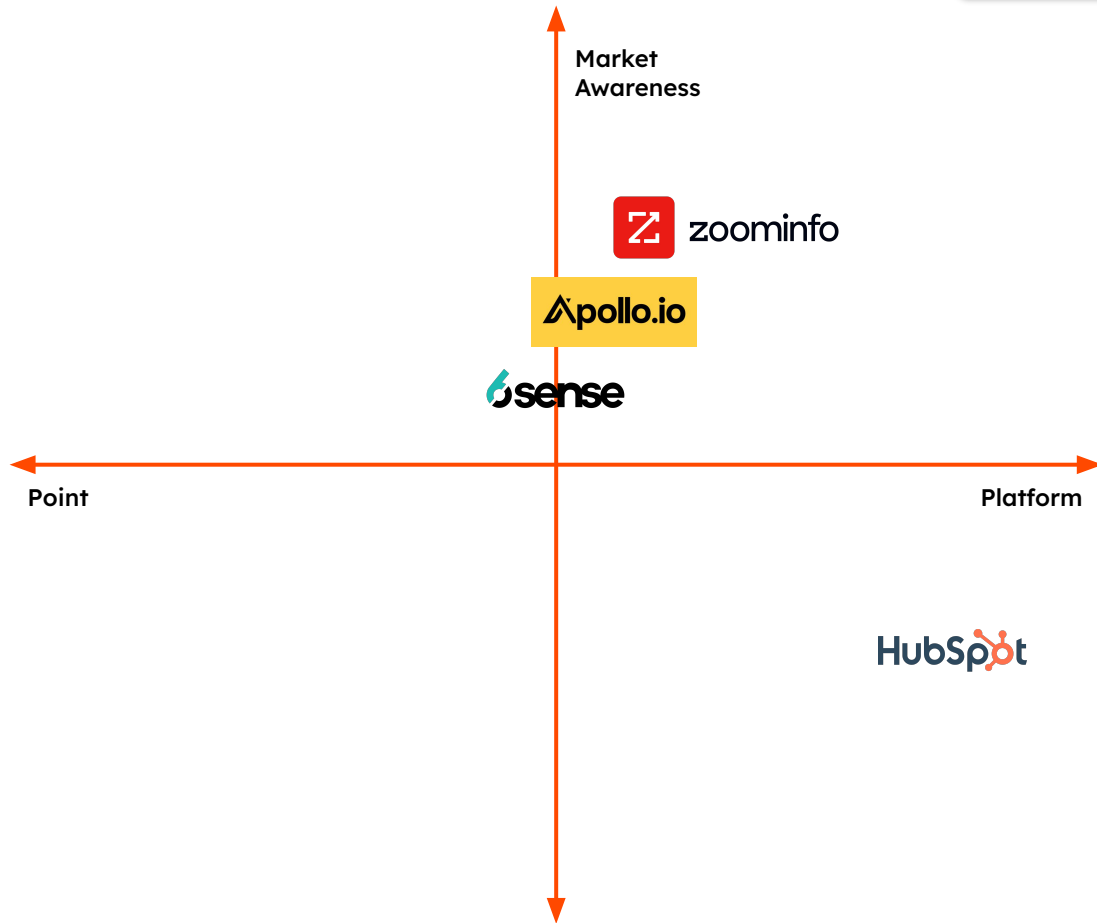
Breeze

✦ Appendix
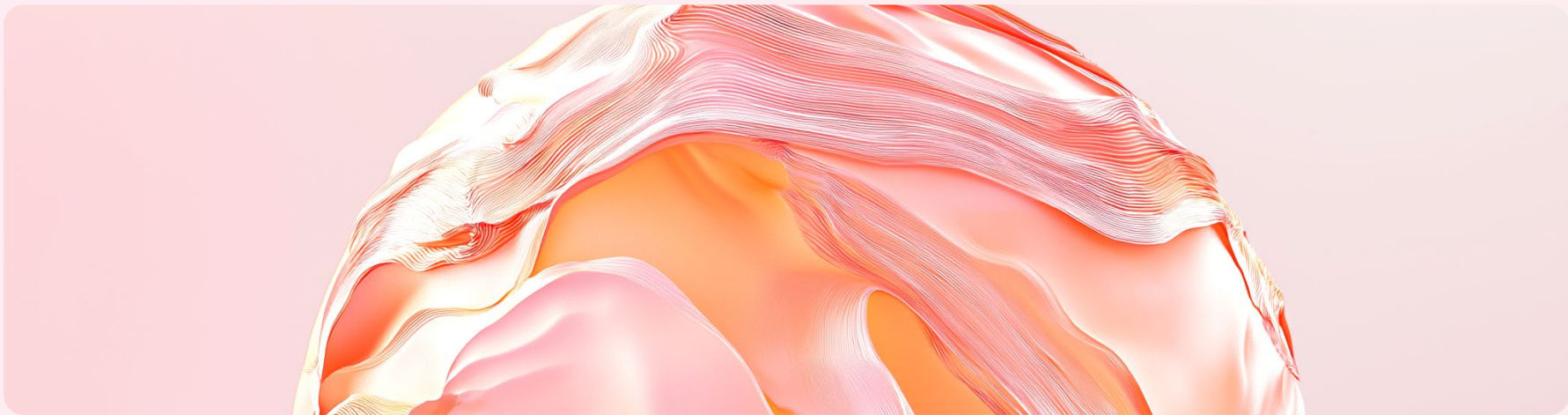
Global Considerations

Pricing and Packaging

Pick one recurring SKU Type			Temporary sku
100 Breeze Intelligence Credits	**1,000 Breeze Intelligence Credits**	**10,000 Breeze Intelligence Credits**	**Breeze Intelligence Backfill Enrichment**
Starts at $30/month $0.30 per credit	Starts at $150/month $0.15 per credit	Starts at $700/month $0.07 per credit	One time $5,000 payment
100 credits = $30 MRR 400 credits = $120 MRR	1,000 credits = $150 MRR 4,000 credits = $600 MRR	10,000 credits = $700 MRR 40,000 credits = $2,800 MRR	One time $5,000 payment

✦ Breeze

Pricing and Packaging

Pick one recurring SKU Type			Temporary sku
100 Breeze Intelligence Credits	**1,000 Breeze Intelligence Credits**	**10,000 Breeze Intelligence Credits**	**Breeze Intelligence Backfill Enrichment**
Starts at €30/month €0.30 per credit	Starts at €150/month €0.15 per credit	Starts at €690/month ≈€0.07 per credit	One time €4,900 payment
100 credits = €30 MRR 400 credits = €120 MRR	1,000 credits = €150 MRR 4,000 credits = €600 MRR	10,000 credits = €690 MRR 40,000 credits = €2,760 MRR	One time €4,900 payment

✦ Breeze

Pricing and Packaging

Pick one recurring SKU Type			Temporary sku
100 Breeze Intelligence Credits	**1,000 Breeze Intelligence Credits**	**10,000 Breeze Intelligence Credits**	**Breeze Intelligence Backfill Enrichment**
Starts at £27/month £0.27 per credit	Starts at £135/month ≈£0.14 per credit	Starts at £610/month ≈£0.06 per credit	One time £4,350 payment
100 credits = £27 MRR 400 credits = £108 MRR	1,000 credits = £135 MRR 4,000 credits = £540 MRR	10,000 credits = £610 MRR 40,000 credits = £2,440 MRR	One time £4,350 payment

✦ Breeze

Pricing and Packaging

Pick one recurring SKU Type			Temporary sku
100 Breeze Intelligence Credits	**1,000 Breeze Intelligence Credits**	**10,000 Breeze Intelligence Credits**	**Breeze Intelligence Backfill Enrichment**
Starts at $44/month $0.44 per credit	Starts at $220/month $0.22 per credit	Starts at $1010/month ≈$0.10 per credit	One time $7,200 payment
100 credits = $44 MRR 400 credits = $176 MRR	1,000 credits = $220 MRR 4,000 credits = $880 MRR	10,000 credits = $1,010 MRR 40,000 credits = $4,040 MRR	One time $7,200 payment

✦ Breeze

Pricing and Packaging

¥JPY

100 Breeze Intelligence Credits	1,000 Breeze Intelligence Credits	10,000 Breeze Intelligence Credits	Breeze Intelligence Backfill Enrichment
Starts at ¥3,600/month ¥36 per credit	Starts at ¥18,000/month ¥18 per credit	Starts at ¥84,000/month ≈¥9 per credit	One time ¥600,000 payment
100 credits = ¥3,600 MRR 400 credits = ¥14,400 MRR	1,000 credits = ¥18,000 MRR 4,000 credits = ¥72,000 MRR	10,000 credits = ¥84,000 MRR 40,000 credits = ¥336,000 MRR	One time ¥600,000 payment

✦ Breeze

Pricing and Packaging

Pick one recurring SKU Type			Temporary sku
100 Breeze Intelligence Credits	**1,000 Breeze Intelligence Credits**	**10,000 Breeze Intelligence Credits**	**Breeze Intelligence Backfill Enrichment**
Starts at $42/month $0.42 per credit	Starts at $210/month $0.21 per credit	Starts at $980/month ≈$0.10 per credit	One time $7,000 payment
100 credits = $42 MRR 400 credits = $168 MRR	1,000 credits = $210 MRR 4,000 credits = $840 MRR	10,000 credits = $980 MRR 40,000 credits = $3,920 MRR	One time $7,000 payment

Breeze

Pricing and Packaging

Pick one recurring SKU Type			Temporary sku
100 Breeze Intelligence Credits	**1,000 Breeze Intelligence Credits**	**10,000 Breeze Intelligence Credits**	**Breeze Intelligence Backfill Enrichment**
Starts at $39/month $0.39 per credit	Starts at $195/month ≈$0.20 per credit	Starts at $910/month ≈$0.09 per credit	One time $6,500 payment
100 credits = $39 MRR 400 credits = $156 MRR	1,000 credits = $195 MRR 4,000 credits = $780 MRR	10,000 credits = $910 MRR 40,000 credits = $3,640 MRR	One time $6,500 payment

Breeze

Pricing and Packaging

$COP

Pick one recurring SKU Type			Temporary sku
100 Breeze Intelligence Credits	**1,000 Breeze Intelligence Credits**	**10,000 Breeze Intelligence Credits**	**Breeze Intelligence Backfill Enrichment**
Starts at $90,000/month $900 per credit	Starts at $450,000/month $450 per credit	Starts at $2,100,000/month $210 per credit	One time $15,000,000 payment
100 credits = $90,000 MRR 400 credits = $360,000 MRR	1,000 credits = $450,000 MRR 4,000 credits = $1,800,000 MRR	10,000 credits = $2,100,000 MRR 40,000 credits = $8,400,000 MRR	One time $15,000,000 payment

✦ Breeze

Pricing and Packaging

Pick one recurring SKU Type			Temporary sku
100 Breeze Intelligence Credits	**1,000 Breeze Intelligence Credits**	**10,000 Breeze Intelligence Credits**	**Breeze Intelligence Backfill Enrichment**
Starts at ₹2,500/month ₹25 per credit	Starts at ₹12,500/month ₹12.50 per credit	Starts at ₹58,400/month ₹5.84 per credit	One time ₹417,000 payment
100 credits = ₹2,500 MRR 400 credits = ₹10,000 MRR	1,000 credits = ₹12,500 MRR 4,000 credits = ₹50,000 MRR	10,000 credits = ₹58,400 MRR 40,000 credits = ₹233,600 MRR	One time ₹417,000 payment

✦ Breeze