Breeze AI FAQs
for Solutions Partners
Partner Use Only

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Breeze Copilot

Is ChatSpot the same as Breeze Copilot? What happened to ChatSpot?

Yes! Breeze Copilot is the rebranded and relaunched version of ChatSpot inside the main HubSpot product. We have carried over much of the functionality from the ChatSpot app into Copilot and added many new capabilities.
The legacy ChatSpot app at ChatSpot.ai will be sunset at INBOUND 2024.

Does Copilot work with Content Hub's Brand Voice?

Yes, it's only applied to Copilot if you have Content Hub Pro+
Any content generated with Brand Voice is marked as such.

Any data that's currently not included in Copilot?

Yes, for example, it doesn't have data for invoices yet, but we're exploring this option for the future. Also, no custom object data can be referenced at this time with Copilot.

Is Copilot available in other languages?

At launch, Copilot will be optimized for English language queries.
Some queries and features of Copilot, such as Copilot Collaborate Mode for content editors, will support the ability to specify an output language.
Full language support for all HubSpot product languages coming later this year.

Does this mean that Breeze Copilot will have a SKU and be an add-on charge?

For now, we are giving Breeze Copilot to all customers at all tiers/hubs for free.

Are there any performance issues, query limits to be mindful of with Copilot, e.g. if 500 users utilizing it to build reports etc/summarize data?

No, there are no single-portals limits at this time.

Social Agent:

Does it build a social strategy for you?

No, though it's social posts will help improve your strategy

Is it autonomous?

No, it's semi-autonomous. It'll generate social posts for your review and approval.

Many social media channels now ask you to identify if you have used AI in the post creation and display this. Will this be managed automatically by HubSpot/The social agent?

This will not be managed by HubSpot as there isn't a way to label AI generated content via the api based on the advanced settings available on the social apps

How would the permissions of the social agent be handled?

We will make some updates to our permissions in future but currently it will be one agent per portal and different users can access the post generated by the agent. Users of that portal can also update the settings inputs that inform the post generated. The agent generates posts at the network level not specific to a social media account so when a user goes to schedule a post, they will then have the option to select what social media account they want the post to be published to.

For social agents: Is this something that Hootsuite and Sprout Social can do? Or is this a differentiator?

Breeze Social Media Agent is a differentiator from these competitors. Hootsuite and Sprout Social have one off AI features that are similar to using Chat GPT for post creation however they do not have agents that auto generate social media posts considering various variables of your business.

Content Agent

Does Content Agent analyze past performance to generate content, like the social agent does?

Not exactly. However, we use your existing content in a few different ways.

- For the Landing Pages flow, we are working on finding high-performing LPs in your portal, and passing those as examples to the LLM that's generating the new page. It's not 100% guaranteed it will be in place for INBOUND, but even if it's not, should be a fast follow.
- For the Blog flow, we analyze your existing content to ensure we don't give you title suggestions that are very similar to the titles of blog posts you've already published.
- Also for Blog, we are working on automatically incorporating internal links in the newly generated post to other blog posts in your portal.
- For Blog and Podcast flows, we are working on topic suggestions based on what you've already created content about.

Case studies uses notes, resources uploaded + any relevant CRM data - do the others?

- Yep. So the ability to upload files or select existing content will be available in Podcasts and Case Studies at INBOUND, and then in Blog and Landing Pages afterward as well.

Does it generate unique content?

Content agent aims to generate content that is contextually relevant and responsive to the specific prompts provided by users. While it almost always produces unique responses tailored to each input, there is no absolute guarantee that every piece of content will be entirely unique, especially if prompts are similar.

To minimize these risks, users should:
- Use content agent outputs as a starting point or inspiration, rather than final content.
- Verify and rephrase information where needed.
- Combine it with additional sources and personal insights to create original content.

Will Google penalize my content in rankings for being AI-generated?
[Google's search guidelines](#) state that they will reward high quality content, however it is generated. In other words, if your AI content is high-quality, Google will not penalize it just for being AI-assisted.

Create Landing Pages

Does this work with my theme?
At this time, the Content Agent: Create Landing Page job leverages HubSpot's new Elevate Theme landing page templates. You can modify the theme settings to better match the branding of your other pages.

What is AI being used to generate?
- Landing page copy   - Images   - Page title   - Meta description

What else is being generated in parallel to the landing page?
- Depending on the template, we are creating: - Default form   - Default meeting module   - Thank you page (with the downloadable asset connected)   - URL slug for the page

Can I modify the page before publishing?

Yes, the page is customizable.

Is the flow available in other languages?

Yes! The flow is available in all languages supported by Content Hub.

Can I use the flow with a custom or Marketplace theme?

Not at this time. The goal is to open the flow up to work with custom templates in the future. This will require developer support.

Can I use the flow multiple times?

Yes! The flow is reusable.

How is the call-to-action button different from HubSpot CTA? Does this mean that it will create a "Button" using the Button Module and thus not trackable in the CTA tool?

We are currently creating standard "buttons" within the landing page, as opposed to HubSpot CTAs. These buttons can of course be swapped out by the user with a HubSpot CTA.

Create Blog Posts

Does this work with my theme?

Yes, the blog post generator will generate the blog post in your selected blog's default theme

Is my post SEO-optimized?

We do several things to help optimize our generated posts for SEO.
- We allow you to enter in your own SEO keyword to include if you are targeting one
- We pull in SEO keyword data for monthly search volume, keyword difficulty, ad keyword intent to help you choose the best possible post titles and SEO keywords to target.
- When suggesting SEO keywords, we look at a range of keywords and choose to recommend the ones with the optimal balance of searh volume and attainable difficulty to rak
- We generate all posts in an SEO-friendly format, with a single H1 and subsection H2s

Is the flow available in other languages?

Yes! The flow is available in all languages supported by Content Hub. We choose the language we generate the blog post in based on the default language of the blog selected from the blog dropdown picker

Does the AI blog tool train on my existing blog or content?

As of now, we will consider your existing posts when recommending blog titles and keywords to you. This is to prevent suggesting the same thin g you have already written about. We do not currently train the underlying model based on your existing blog posts. However, we will generate posts in your brand voice if you have one set up.

Create Case Studies

How does the case study generator connect with my CRM?

On the first step of the ase study generator, there is a company picker that allows you to select the company record of the client you are writing the study about. We only look at the company CRM properties when generating the study, not any logged engagements on the timeline.

We use this record to populate the client logo, case study title, "About this company" section of the case study, client domain, and client industry.

Does this work with my theme?

As of right now, the case studies content type only supports one default theme: Elevate. So this is the only template we will generate AI case studies in.

Will the AI make up quotes or metrics for the case study?

We have done everything in our power to instruct the AI not to do this. That being said, it is a possibility. As a precautionary measure, always double check testimonials, metrics, and other facts we add to your generated study from your files before publishing.

Create Podcasts

Does it operate autonomously?

The Podcast tool doesn't create podcasts automatically. Instead, it guides you through each step of the creation process, asking for your input along the way. This ensures that the final podcast is tailored to your specific needs and goals.

Do I have to use AI to generate audio or can I record my own audio?

You can download the script we generate and use it to record your own audio. Then, simply upload your recording into our podcast editor to complete your podcast.

What languages are supported for generated podcasts?

For the generated audio, the languages listed below achieve a word error rate (WER) of less than 50%, which is considered a benchmark for accuracy in speech-to-text models. While the model can provide results for languages not included in the list, the accuracy may be lower for those languages.

Supported languages:
Afrikaans, Arabic, Armenian, Azerbaijani, Belarusian, Bosnian, Bulgarian, Catalan, Chinese, Croatian, Czech, Danish, Dutch, English, Estonian, Finnish, French, Galician, German, Greek, Hebrew, Hindi, Hungarian, Icelandic, Indonesian, Italian, Japanese, Kannada, Kazakh, Korean, Latvian, Lithuanian, Macedonian, Malay, Marathi, Maori, Nepali, Norwegian, Persian, Polish, Portuguese, Romanian, Russian, Serbian, Slovak, Slovenian, Spanish, Swahili, Swedish, Tagalog, Tamil, Thai, Turkish, Ukrainian, Urdu, Vietnamese, and Welsh.

Can I bring an existing podcast into HubSpot?

Currently, the product does not have an import tool, though this enhancement is in the current roadmap. You can use these instructions as a workaround:
- Import or recreate the show in the new hosting provider
- 301 redirect the RSS feed URL from the old provider's. RSS feed URL to their show's new RSS feed URL.
- Wait a few weeks before deleting the old account.

What audio directories do you currently support?

All major audio directories that support RSS feeds such as Apple Podcasts, Spotify, Google Podcasts, iHeartRadio, and many more.

Prospecting Agent

How do I get access to the prospecting agent?

Prospecting Agent is currently in private beta to a limited number of customers.

There are 4 prerequisites to accessing the agent at this time:
- Your hub must have Sales Hub Pro or Enterprise.
- Your portal must be granted access to the private beta. You can request access in Product Updates, and the product team will review your request.
- Your Admin must grant you access by toggling on "Access Prospecting Agent" in your Sales Hub permission. Super Admins automatically have access.
- Your Admin must toggle on "Generative AI" settings, including the sub-toggles for Standard CRM Properties and Customer Conversation Data.

How is the agent configured?

There are currently 4 components to agent configuration.
- User selection
  - Inbox selection: the inbox the agent uses to send emails. At this time, only one inbox can be connected per portal.
  - Meeting link selection: select the meeting link that the agent should include in its emails. You must have meeting links set up in your HubSpot account. If you prefer the agent not to use meeting links, select "no meeting link"
  - Selling
- Selling information
  - Enter your company's domain. The agent will scrape the information from the homepage to infer your company's selling information, including the industries and personas you sell to. Any of these fields may be edited and updated.

- Industries and target personas are generated on the spot for the prospecting agent's purposes only. At this time, they are not integrated to other data sources, such as HubSpot company data, your CRM properties, or 3rd party data sources.
- Outreach guidance
  - Select the tone that the agent should use in its emails. Currently, only one tone can be selected at a time.
  - Select the sentence length the agent should use.
- Autonomous mode
  - Semi-autonomous requires you to review written emails, edit as needed, and start the outreach process manually.
  - Fully autonomous mode will write and send emails without human review. However, written emails can be viewed at any time.

What prompts is the prospecting agent using? Can I edit the prompts?

- Prompts are managed by the product team. They are structured so that the agent writes emails per standard sales email formatting.
- At this time, prompts are intentionally read-only for customers. After careful monitoring of initial usage during beta, we may eventually allow customers to edit the prompts.

How many times does the agent send outreach to a contact?

At this time, it emails contacts up to 3 times.

Why should I use this agent over other AI sales agents?

Breeze integrates your CRM data to craft the most personalized outreach in an all-in-one solution. It also integrates data across your teams, so if your Marketing team uses other HubSpot products, like forms and landing pages, Breeze prospecting agent can leverage engagement data to send contextually relevant emails.

How does it decide on best-fit prospects?

When you manually enroll contacts, the agent helpfully labels contacts that match your target personas (which are configured in Agent set up).

How does the prospecting agent differ from sequences?

Unlike sequences, the prospecting agent performs a series of tasks that a BDR might perform. It automatically researches the contact and company, and drafts the best email content based on its best judgment and the instructions and guardrails you set for it in Agent settings. The agent does use sequences, but it is behind the scenes, removing your burden of creating and managing it.

What languages are supported by the prospecting agent?

At this time, the product user interface is localized in EN, ES, FR, JP, DE, PT. However the prompts, and the email outputs, are in English only. More languages to come in 2025.

Why am I seeing errors? What does each error type mean?

The agent performs many tasks in a row using a variety of tools, which also means there are multiple potential points of failure.

First, it summarizes the contact and company CRM record with the help of GPT. Then, it scrapes the company's domain, and uses GPT to organize the scraped results and summarize the research into helpful takeaways. Then, it fetches the latest news headlines from Owler. Finally, it uses all of the research collected to craft an email.

Potential types of errors:
- Web research failure
- Sequence enrollment failure

- AI email writing failure
- Unknown error

Does the agent clean or update your CRM records?

No, not at this time.

Does the agent prospect source new companies or contacts?

No, companies and contacts must already be in your CRM. This is a long-term decision made by HubSpot that will persist beyond 2024+

Customer Agent

Does the customer agent respond with hallucinations?

The Customer Agent relies on your approved content and cites its sources to build trust with your customers. If it encounters an issue it can't resolve, it will seamlessly transfer the conversation to a service representative. However, due to the inherent complexities of AI, we cannot guarantee that it will never produce an inaccurate or "hallucinated" response. Rest assured, we are continuously refining the technology to minimize such instances.

Can I keep track of its interactions?

You can keep track of customer agent interactions in real-time through HelpDesk & Inbox workspaces. Yes, you have full control over customer agent interactions. You can test the agent thoroughly before publishing it. Once live, you can monitor interactions in real-time through the help desk and inbox workspaces in HubSpot.. This will ensure your team is always in control and can jump-in to take over conversations if needed.

What data is HubSpot sharing with OpenAI?

When you use HubSpot's AI tools, your prompts, generated content, and usage metrics will be logged and stored by HubSpot for product improvements. HubSpot shares your prompts with OpenAI in order to enable your use of this tool. Your prompts, generated content, and usage metrics will be attributable to you and may be shared with OpenAI for content moderation purposes, but it won't be shared with OpenAI to train its models or improve its service offerings. For more information on OpenAI's data sharing and retention policies, please review OpenAI's API Data Usage Policies.

Do I need technical expertise to create and use Customer Agent?

Setting up a Customer Agent is a breeze! No technical expertise is required; it's simpler to configure than traditional rule-based Chatflows. All you need is high-quality information to train the Customer Agent effectively.

Can I keep track of Customer Agent interactions?

Yes, you have full control over Customer Agent interactions. You can test the agent thoroughly before publishing it. Once live, you can monitor interactions in real-time through the HelpDesk and Inbox workspaces in HubSpot.

How do I improve the quality of Customer Agent responses?

The quality of Customer Agent responses improves with the amount of high-quality content available. Without sufficient content, the agent cannot effectively respond to common questions. If the Customer Agent cannot respond, we recommend creating additional data sources for the agent to leverage and address those specific questions.

What is the difference between Customer Agent and Chatflows?

Customer Agent is our new AI-powered experience capable of human-like conversations. Chatflows is our older rule-based product that follows predefined paths and responses. While Chatflows can handle simple, predictable queries to deflect customer inquiries, they lack the flexibility and human-like understanding needed to truly resolve customer issues.

What channels are supported today?

The Customer Agent is currently available on Live Chat only, but we plan to expand to other voice and messaging channels in the future.

Can the agent continue a conversation if I want to build on my first question?

Yes! The customer agent has contextual memory, so the history of the conversation

Will customers be made aware when talking to an agent that it is AI and not a real human?

Yes! Anytime a customer is using customer agent, they will be told the agent is powered by AI (this is a requirement of OpenAI).

Will there be any reporting to differentiate AI vs Human agent resolved chats?

In the performance tab of the Customer Agent app, users will be able to see a number of metrics specific to the Customer Agent (resolutions, handoffs, workload, etc.). In

addition to this users can also set up their own AI and human agent reporting views within reports/dashboards.

To use a service agent, would you have to pay for a service seat for the agent?

A service seat is not required for the agent itself but Service Pro+ (so at least 1 service seat) is required to unlock the agent.

Trust & Safety

How are HubSpot's AI products moderated?

HubSpot's AI products that leverage OpenAI are moderated against harmful content such as hate speech, harassment, self-harm, sexual content, and violence using open sourced moderation solutions. We identify and eliminate harmful content to create a safe and positive environment for our users. The categorization of content into various harmful categories enables us to take swift and targeted actions to ensure the well-being and safety of our community. Please refer to behindhubspotai.com for more information on what AI products leverage OpenAI.

How does HubSpot work to ensure AI fairness & prevent bias?

At HubSpot, We make efforts to minimize bias and ensure fairness in the development and use of AI. We work to identify and address biases that may emerge, striving to create AI tools that treat everyone fairly, irrespective of their race, gender, ethnicity, age, or any other protected characteristic. We educate Product and Engineering teams on fairness principles so that training data used in our models is diverse, representative, and inclusive of different demographics, backgrounds, and perspectives.

Is the customer's data used separately or shared with other customers?

Our AI-generated outputs are specific to each customer; in other words, the customer's data will not be exposed to other customers when using our AI products. The HubSpot product infrastructure enforces multiple layers of filtering and inspection of all connections throughout the platform. Network-level access control lists are implemented to prevent unauthorized network access to our internal product infrastructure. Firewalls are configured to deny network connections that are not explicitly authorized by default and traffic monitoring is in place for detection of anomalous activity. Changes to our network security are actively monitored and controlled by standard change control processes. Please note that we may use customer data to train our own AI models, for more information on how to opt-out please see section IV.

How does HubSpot ensure that AI usage complies with relevant laws, regulations, and industry standards?

HubSpot implements appropriate technical and organizational measures to protect and secure personal data used in its products and services, including AI products. Dedicated product, engineering, and legal teams work to ensure compliance with relevant laws and regulations.

We develop AI products with a focus on preventing unauthorized access to customer data. As part of our general security program embedded within our product and engineering teams, we implement security measures to safeguard against potential vulnerabilities, attacks, or undesirable consequences. HubSpot is dedicated to implementing industry-standard cybersecurity practices. The scope of HubSpot's SOC 2 Type II covering the security, availability, and confidentiality of HubSpot's products & features (available on HubSpot's Trust Center) includes controls over systems and subprocessors supporting functionality (including AI-powered products and functionality) within the covered services that have publicly launched in general availability (GA). Currently, alpha and beta offerings are excluded from the scope of this report, however, they are supported by HubSpot's core infrastructure.

Does HubSpot use third parties to support HubSpot AI products?

Yes. For example, OpenAI provides the underlying technology for some AI products. When you use our AI products and submit prompts, the information you input as a prompt may be shared with OpenAI. OpenAI will not use your prompts to train or improve their models. OpenAI is a sub-processor listed on the HubSpot sub-processors page.

Will sensitive data be used in HubSpot's AI products?

If you enable HubSpot's sensitive data features, the sensitive properties that you create will not be used to train HubSpot's AI models. However, other Customer Data within your portal may be used to train HubSpot's AI models. For information on HubSpot's AI product offerings and their functionalities, please visit behindhubspotai.com.

Should customers cite the use of AI when using HubSpot AI products?

Any required notices are your responsibility to determine and provide to your impacted users as necessary. Like other services we provide, your use of HubSpot's AI products is required to comply with applicable laws by the HubSpot Customer Terms of Service and the HubSpot Beta Terms relating to the AI products designed as "Beta."

Do HubSpot's AI products automatically prevent copyright infringement by its users?

Some of HubSpot's AI products include built-in mechanisms to avoid certain outputs, but your uses are ultimately your responsibility. You must ensure any content you input, generate, and distribute is consistent with applicable intellectual property laws. See our Product Specific Terms and HubSpot Terms of Service for more information.

Can I use HubSpot AI outputs for commercials?

Yes. As long as you abide by the applicable restrictions in HubSpot Terms of Service, which includes our Acceptable Use Policy and Product Specific Terms applicable to AI products.

How does HubSpot use my data when I engage with HubSpot's AI products?

When you use some of our AI products, your prompts, generated content, and usage metrics are logged and stored by HubSpot for product improvements. Prompt data is stored in approved HubSpot data storage locations. Access to prompt data is restricted to engineering and product teams on an as-needed basis. Access to prompt data is also subject to review and approval. Your data may also be shared with trusted third parties, e.g., OpenAI, to enable your use of these tools. Please note: your data is not shared with OpenAI to train its models or improve its services. HubSpot may use Customer Data to build AI models that power some of our AI products. To build models that help our customers grow better, we may need to use Customer Data that includes personal data. For more information on data sharing and our AI products, please see https://behindhubspotai.com/.

Can customers opt out of adding their portal data and inputs into our training datasets?

Users may opt out of having their Customer Data used to build and train our AI models by having a super admin on the user's account email privacy@hubspot.com. Once the customer has opted out, their data will not be used to train our internally built models, however, they can still use our AI products.

Where can I learn about the HubSpot AI product offerings and their functionalities?

For information on HubSpot's AI product offerings and their functionalities, please visit behindhubspotai.com. The model cards provide transparency and detail around HubSpot's AI products. For example, you can learn about inputs, outputs, how your data moves through our systems, and when your data may reach our trusted third-party AI service providers.