Breeze Intelligence Copy Bank
for Solutions Partners

Breeze Intelligence

Intelligence that puts the latest context on your contacts and companies right at your fingertips. Identify your target market, gauge intent of your website visitors, and easily enrich contact and company data directly within HubSpot.

Say Goodbye to Incomplete Records
Enrich your contact and company records with precise, standardized data that your team needs to successfully go-to-market.

With over 40+ firmographic, demographic, and technographic attributes across contacts and companies that are continually refreshed, the breadth and depth of the data offered through Breeze Intelligence has what you need to keep your CRM fresh.

For a comprehensive view of your business relationships, records are enriched with more than 40 valuable attributes across companies and contacts. Company details include employee range, location, annual revenue, technologies used, and more. For individual contacts, information ranges from role and seniority level to social media links, with numerous additional fields available. Better yet, you can choose to have Breeze Intelligence continuously refresh this data -- keeping your extensive records up to date.

Best-In-Class B2B Dataset
Breeze Intelligence is built on public data, data from third-party vendors, and from across the internet. HubSpot's LLMs and AI extract, normalize and categorize data we collect to create up-to-date company and buyer profiles. The Breeze Intelligence B2B dataset has:

- Over 200 million buyer and company profiles
- Continuously refreshed data

Breeze Intelligence is made up of three key features:

- Data enrichment
- Buyer intent

Breeze™
Intelligence

- Form shortening

Jobs to Be Done

At a high-level, the jobs to be done with this product can be summarized as:

- Identify your total addressable market
- Find the next best fit companies
- Identify target accounts showing buying intent
- Boost the conversion rate of landing pages
- Enrich your Smart CRM with rich and complete company data

Data Enrichment

Enrich company and contact records directly within HubSpot.

Say goodbye to incomplete records and stale contact information. 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.

Add 40+ B2B data points across contacts and companies in your target market – including technologies installed, roles, employee range, revenue, location, and much more.

Common Use Cases:
Segmentation, ABM, form shortening, lead scoring, lead routing, lead qualification, email targeting, website customization, and personalized campaigns.

1. **Enrich lead data upon form submission and automate lead scoring.**
   Effectively qualify inbound leads and increase the conversion rate.
2. **Tailor email campaigns and customize dynamic landing pages.** Finely target and personalize outreach to prospects and improve the response rate to marketing and sales outreach.

Make your go-to-market more efficient and effective with verified data at your fingertips. Remove the headaches of manual data research and entry -- instead, get it instantly with data enrichment and spend your time on creating meaningful customer connections.

Quality data enrichment is a powerful feature for companies of all sizes.

- **Small Businesses:** Breeze Intelligence will add all the context you need about your customers and prospects to your CRM in a snap preventing your team from spending valuable time researching leads all while keeping things up to date with monthly data refreshes.
- **Medium & Enterprise Businesses:** Take confidence knowing your team and workflows are being fed by precise and up-to-date B2B data.

Functionality:

- **Enrich company and contact records automatically.** When you create a new company or contact record in HubSpot, use Breeze Intelligence to jump right from creating a record to enriching over 40+ attributes such as a company phone number, annual revenue, website, address, social media links or a contact role, employer, and many more. No more manually hunting down data -- Breeze Intelligence will handle it for you in a snap.
- **Manually enrich or re-enrich a company or contact from an existing record.** Check out a company and contact record and see what properties have updated data available. Re-enrich with a quick click of a button for more visibility or continuously refresh this data automatically based on what works best for your business. See a history of which properties are updated on the activity timeline.
- **Bulk enrich company or contact records.** After you import a CSV of contacts or companies to HubSpot, go to the index page and choose what properties for which records you'd like to enrich.
- **Enrichment settings that meet your needs.** Set Breeze Intelligence to work the way that aligns with your business. Automatically enrich new records, continuously re-enrich existing records, or allow records to be manually enriched (or not).

Buyer Intent

Identify buyer intent signals directly within HubSpot.

Every day online visitors are reading your homepage or reviewing your pricing page, but unless they fill out your form you have no way of engaging with them. You might try a website visitor solution, but traditional tools face challenges with poor data quality, lack of page view data, and limited filtering abilities. As a result, you're losing out on potential signups and pipeline -- and ultimately growth.

Enter Breeze Intelligence's buyer intent features to scale your intent-based prospecting.

Powered by HubSpot's reverse-IP and enrichment data and your own HubSpot Smart CRM data, buyer intent tells you which companies in your target market(s) are ready to buy -- whether they're already in your HubSpot Smart CRM or not.

Common Use Cases:

1. **Easily identify** high-fit and high-intent accounts, complete with webpage visit activity.
2. **Quickly add** net new companies showing intent on your website to your HubSpot Smart CRM -- and enrich them along the way.

Feature Functionality:

- **Define and Edit Your Target Markets.** Choose from a number of properties such as the 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 your percentage of market penetration. Edit, clone, save, or delete target markets to adapt with evolving business strategies.
- **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.
- **Define and Edit Your Intent Criteria.** Choose which web pages are most important to you for signaling intent. For example, your pricing page, use case library, or demo request page. Specify the minimum number of visits, minimum

number of visitors from that domain, and visit recency you'd like to see from those visits.

- **Identify Intent in the Companies Tab.** Now that your target market and intent signals are set, see the list of companies showing intent (or not) and take immediate action. Filter by companies that are in your target market, showing intent, and *not* already in your HubSpot Smart CRM -- or, filter by time frame of website visits, traffic source, specific page views, lifecycle stages, deal stages, and more. Quickly add new company records to your CRM, save your filtered or sorted views, and build workflows off of your results.
- **Automate Actions from Buyer Intent.** Create workflows based on target market and buyer intent behavior data. For example, round-robin net new company leads that are a target market fit and showing intent to sales. Plus, set up notifications and alerts to stay in-the-know of new promising opportunities.

With Breeze Intelligence, you can focus your resources on the right leads at the right time.

Form Shortening

Capture more leads without sacrificing data.

Forms are the gateways to leads -- and every decision you make in your forms has a profound impact on the conversion rate and qualification of those leads.

Too many form fields feel like irrelevant questions to your website visitors and they won't fill them out. Not enough questions and your sales reps will reject leads because they don't know enough information about them. Or, it could make your lead routing and reporting tricky.

That's why HubSpot built form shortening with Breeze Intelligence. Get the best of both worlds by dynamically shortening your forms with Breeze Intelligence's enrichment database while still collecting the data you need to understand, score, and route your leads with speed and precision.

When you enable enrichment within HubSpot, you'll see a new option in the settings tab to enable form shortening. When it's toggled "on", forms are auto-enriched by Breeze

Intelligence and auto-shortened to help you as a marketer create the smoothest forms possible for leads and prospects.

It's a better visitor experience, boosts the conversion rate for forms, and ultimately results in more leads being generated for your teams.

Say hello to beautiful, high-converting, and intelligent forms.

Bonus: Intelligence Views

Buyer Intent Overview Screen
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.

Company Record Intelligence Tab
The company record is your source of truth for your customers and prospects alike. It's the place you go to assess fit and intent to inform key qualification, routing, prospecting, and outreach (whether it be marketing or sales) decisions.

But, it's not always easy to quickly parse key data points and insights needed to inform those decisions. You may have experienced…

- **Poor data hygiene** such as incomplete or inaccurate property data, which in turn affects your **decision confidence.**
- **Data that are in multiple places** on the record (properties, timeline, cards) which affects **decision velocity.**
- **Manual, subjective work** to translate properties and activity into fit and intent which affects **decision consistency**.

Blockers to achieving decision **confidence, velocity, and consistency** make it difficult for you to jump in, extract what you need to know from the company record, and jump out to **focus on the real tasks at hand.**

New to the company record timeline next to the "Overview" and "Activities" tab is the "Intelligence" tab. The intelligence tab gives you both **enrichment *and* intent-based data insights** for every company record. Use the intelligence tab to quickly and conveniently understand the fit, intent, and data hygiene of any company in your CRM directly within the company record.

Go to the intelligence tab to **immediately see** if there is a fit or intent for a specific company. See...

- If a company fits your buyer intent or target market criteria.
- Firmographic data from the HubSpot dataset enrichment
- Website visitor activity pulled from the buyer intent feature
- Available updates for data enrichment
- ***...all in one place.***

Simplified Feature Descriptions List

Breeze Intelligence

Breeze Intelligence
Enrich your CRM with Breeze Intelligence, enhanced with advanced LLMs and AI data and consists of over 200 million profiles across buyers and companies, while improving form conversions and identifying buyer intent from companies visiting your website. Plus, consistent updates keep your data fresh.

Data Enrichment

Data Enrichment
Enrich contact and company records with key attributes like role, employer, location, social media links -- or, annual revenue, industry, employee range, address, social

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

[Data Enrichment] 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 -- instead, spend your time on creating meaningful customer connections.

[Data Enrichment] Company Enrichment
Enrich company records with key attributes like annual revenue, industry, employee range, address, social media links, and more. Remove the headaches of manual data research and entry -- instead, spend your time on creating meaningful customer connections.

[Data Enrichment] Automatic Enrichment
Automatically enrich companies and contacts when you add them to your CRM with key attributes like location, role, seniority, employee range and revenue.

[Data Enrichment] Bulk Enrichment
Enrich entire lists or single records in your CRM with key attributes like location, roles, and social links using simple controls to ensure you get the right data at the right time.

[Data Enrichment] 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.

Buyer Intent

Buyer Intent
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.

[Buyer Intent] 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.

[Buyer Intent] 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.

[Buyer Intent] 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.

[Buyer Intent] 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 page views, 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.

[Buyer Intent] Automate Actions from Buyer Intent.

Trigger workflows by adding companies identified in buyer intent to HubSpot lists. Prime examples include automatically assigning high-fit, high-intent accounts you discover to your reps to take next actions, and creating notifications to stay in-the-know of new promising opportunities.

Form Shortening

Form Shortening
Dynamically shorten your forms with Breeze Intelligence while still collecting the data you need to understand, score, and route your leads with speed and precision.

Bonus: Ways to View Intelligence Data

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 conveniently understand the visit activity and data hygiene of any company in your CRM directly within the company record.

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.