Breeze™
Intelligence

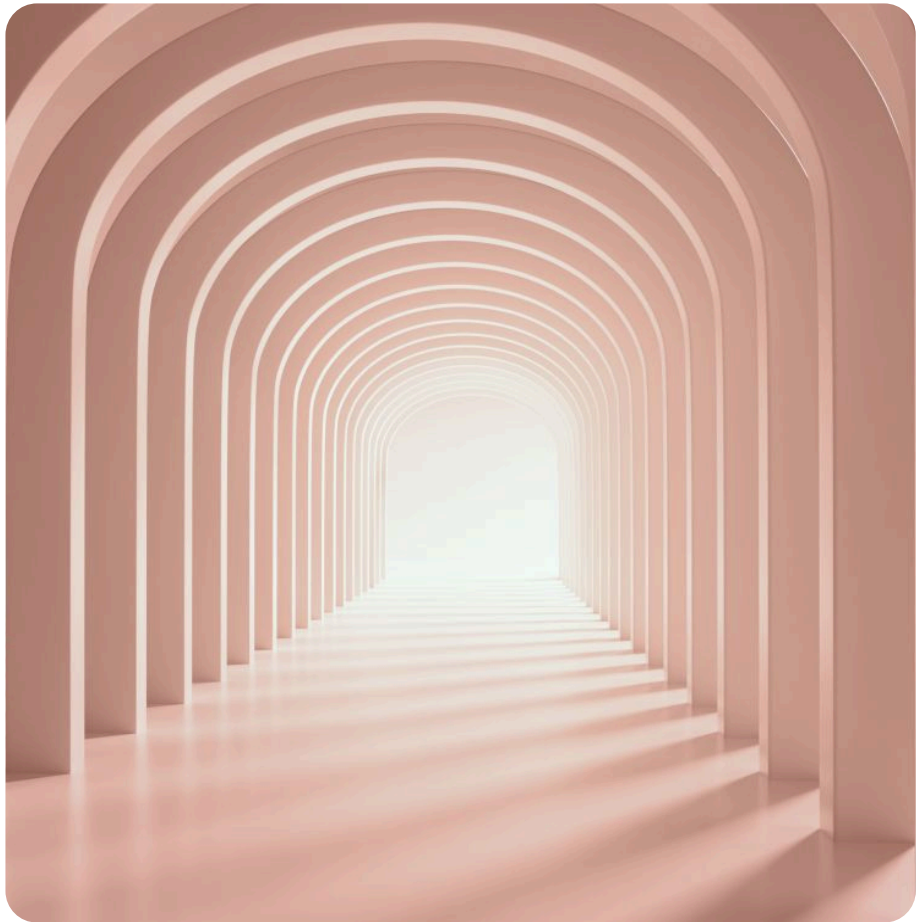
Everything You Need To Know

SaaSSolutions

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.



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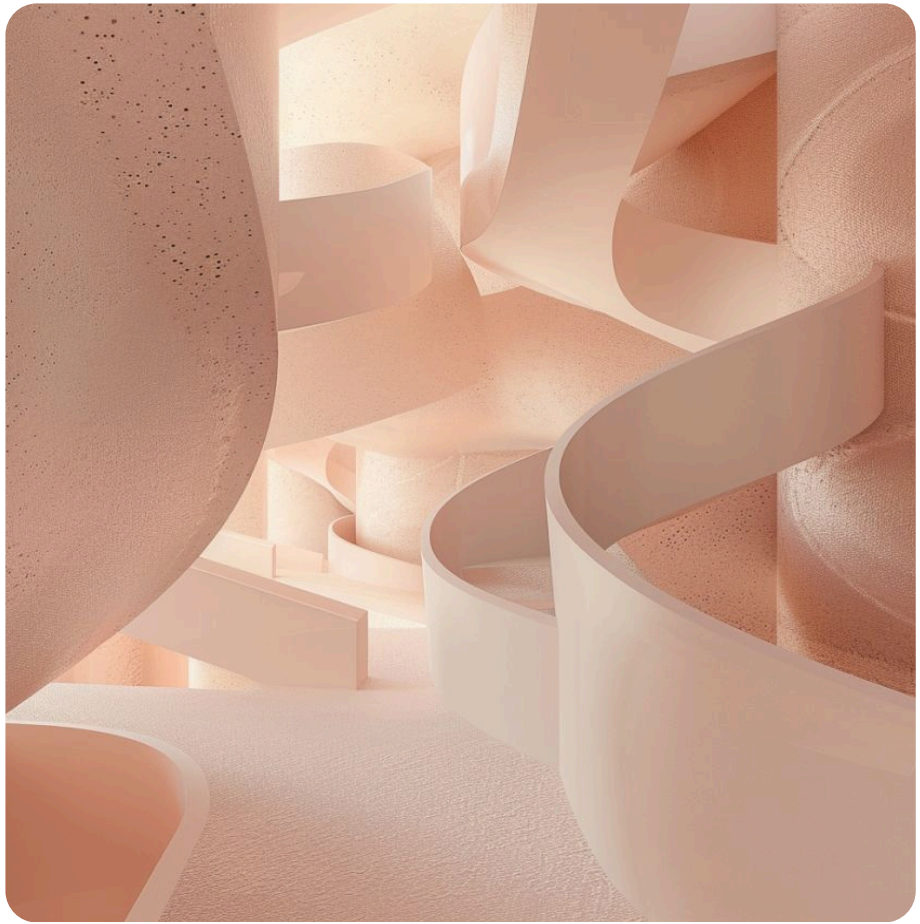
The Shift

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.



Simply Put
The Old Way
No Longer Works.

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.

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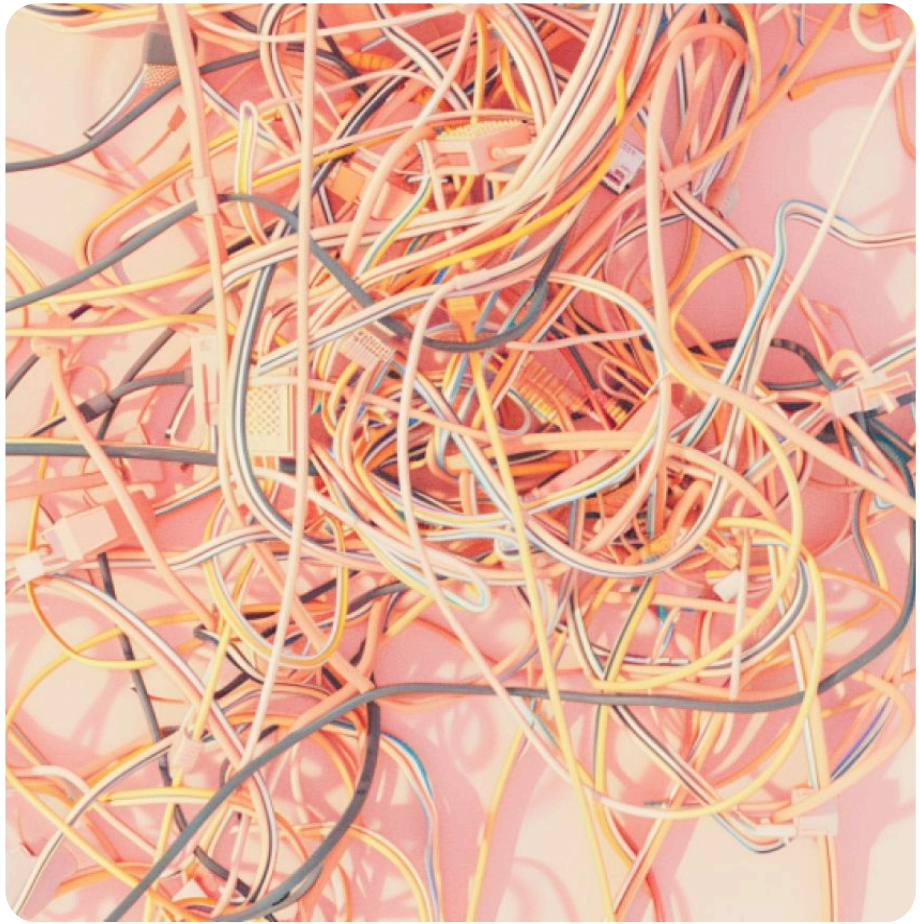
The Challenge

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



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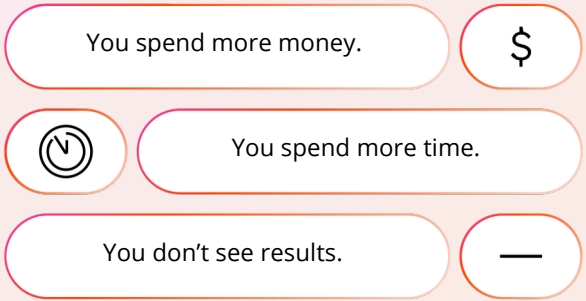
The Impact



You seemingly have more of everything, yet less of the thing you sought to get.

Even worse, your **customer experience crashes**.

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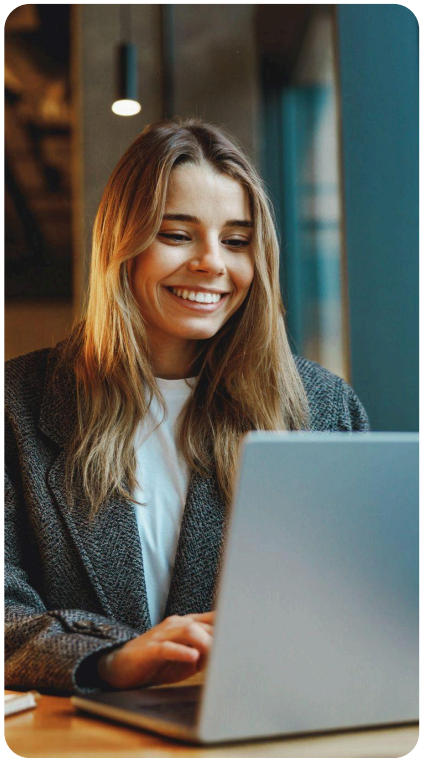
The Solution

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 SaaSSolutions

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

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.

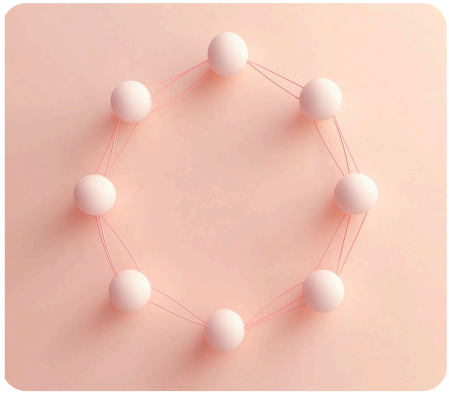
Fast

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 SaaSSolutions

Introducing

Breeze™ Intelligence

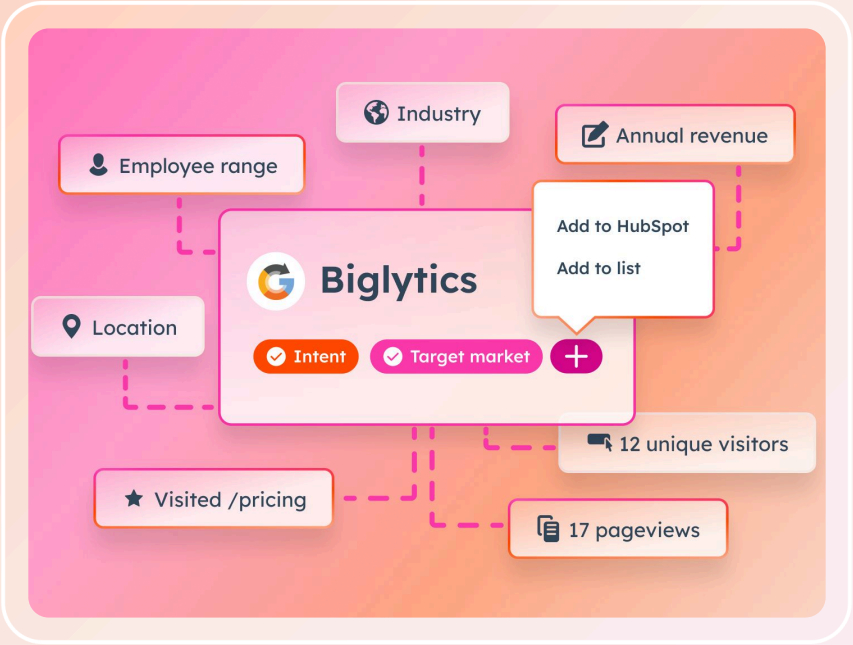
SaaSSolutions

Breeze Intelligence

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

A robust dataset consisting of **over 200 million B2B 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 SaaSSolutions

Feature Functionality

- Data Enrichment
- Buyer Intent
- Form Shortening
- Intelligence Tab
- Buyer Intent Overview

Breeze SaaSSolutions

01

Data ✨Enrichment

Breeze SaaSSolutions

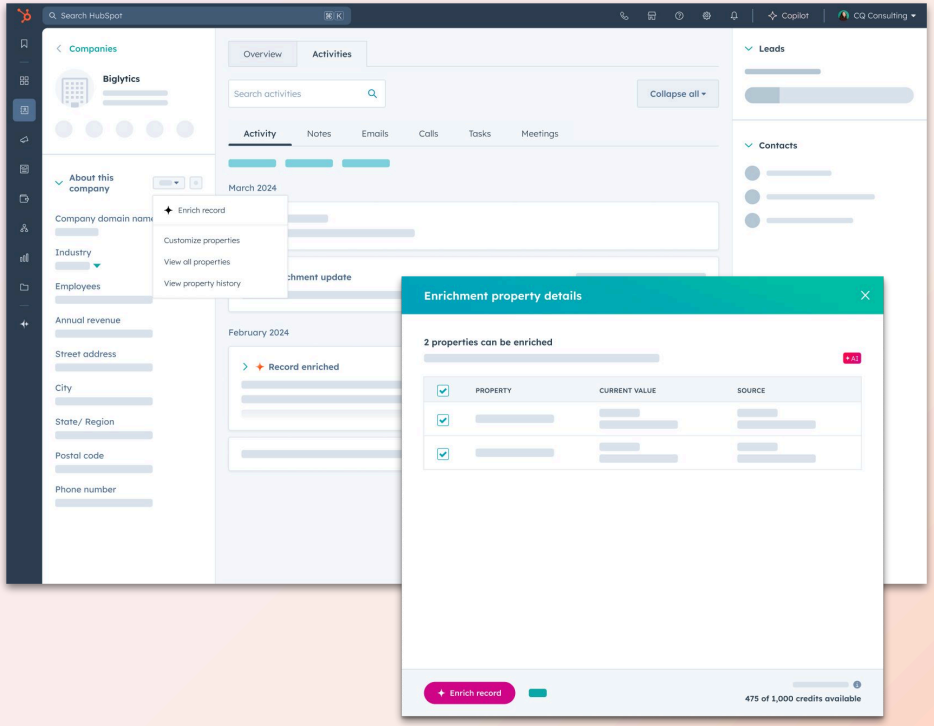
Data Enrichment

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 range, 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 SaaSSolutions

Data Enrichment

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 range, 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 range 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 SaaSSolutions

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.

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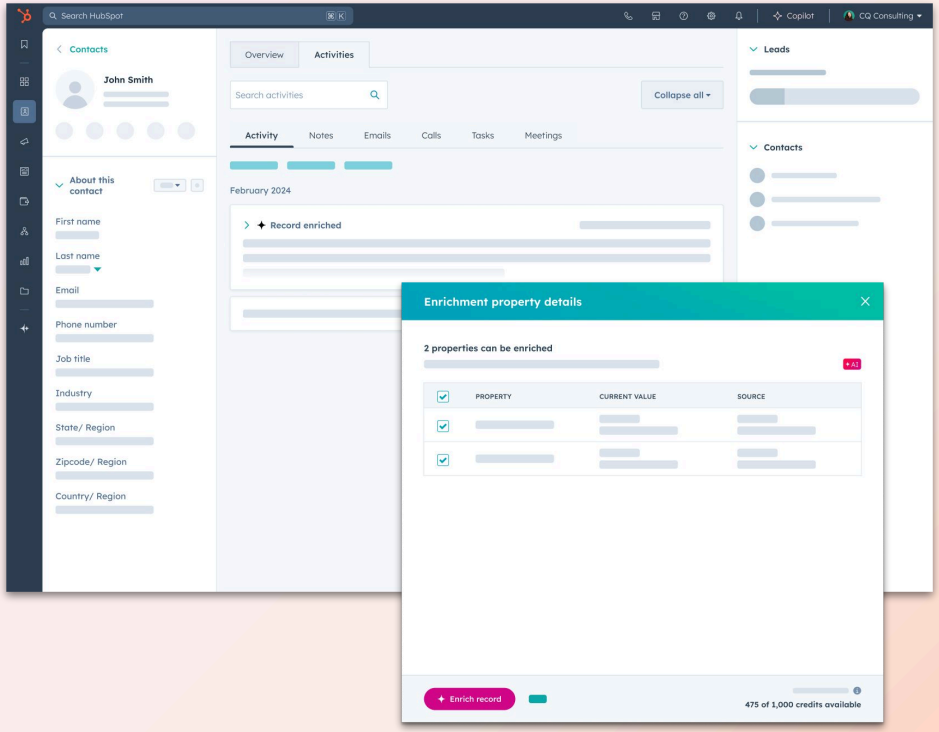

Breeze SaaSSolutions

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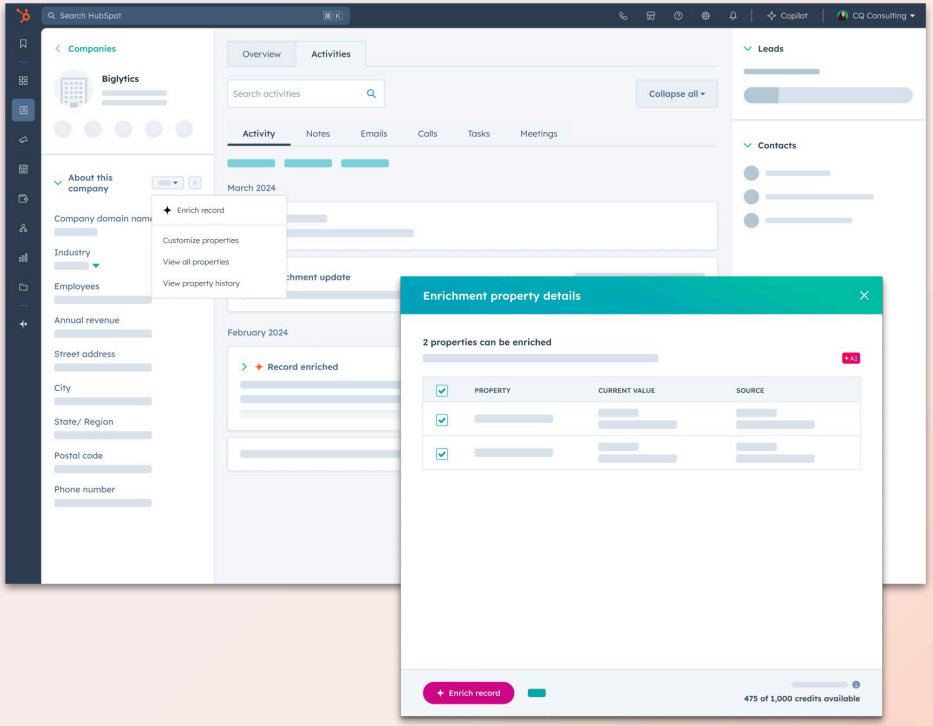

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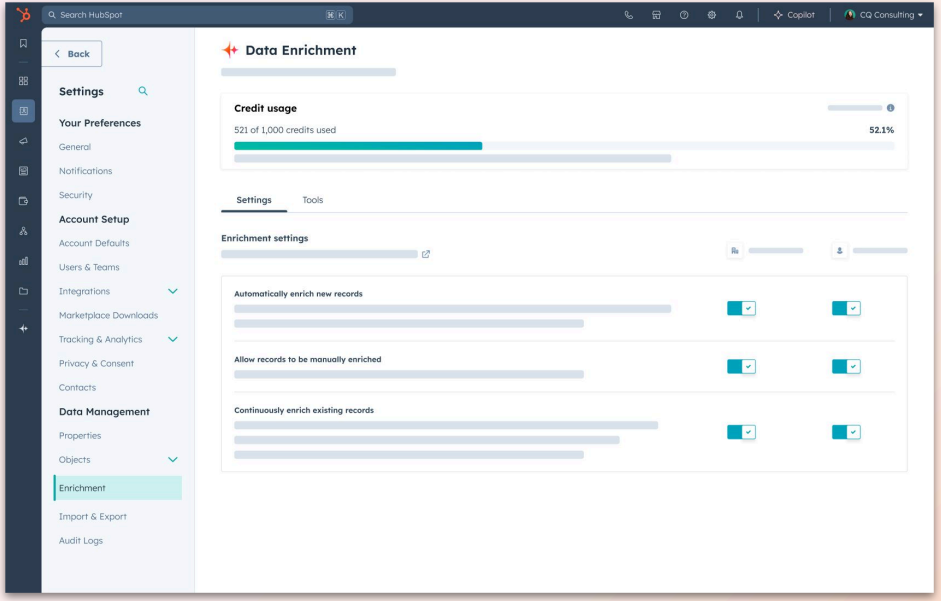

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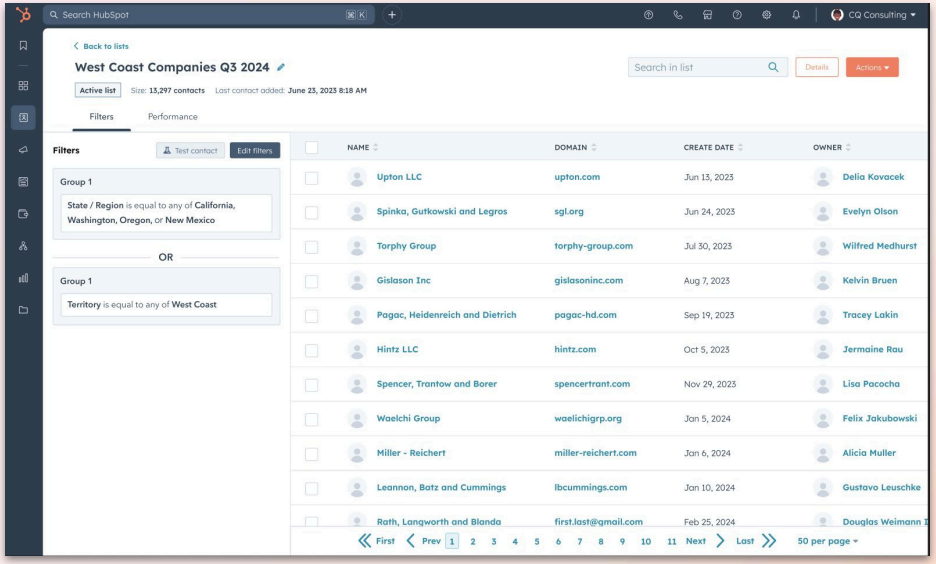

Breeze SaaSSolutions

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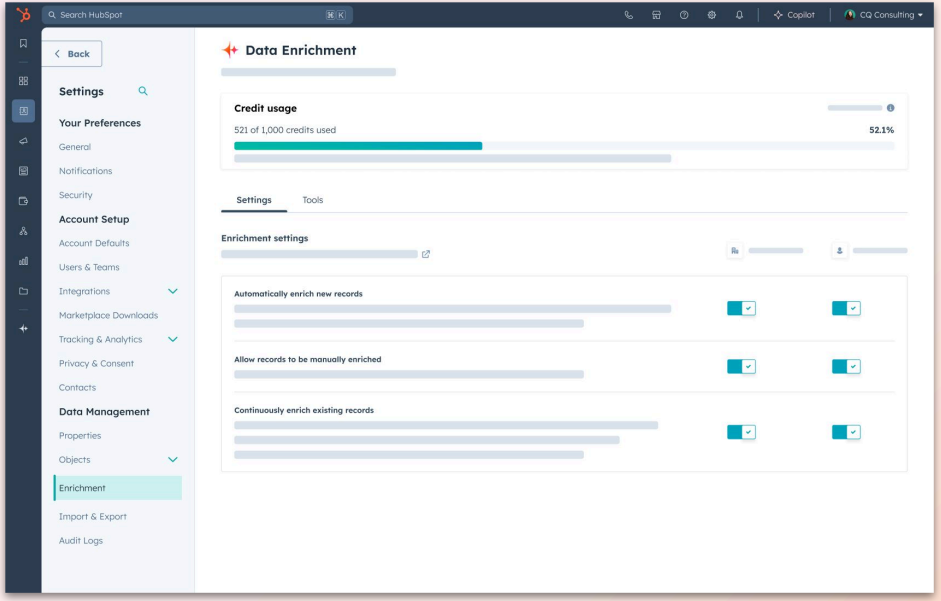

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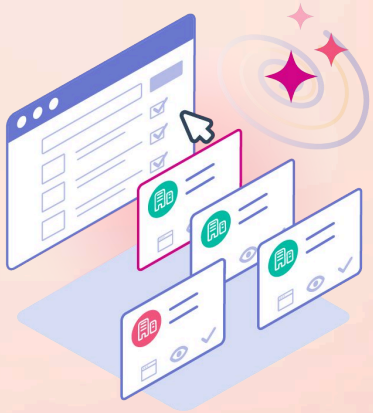


02

Buyer Intent

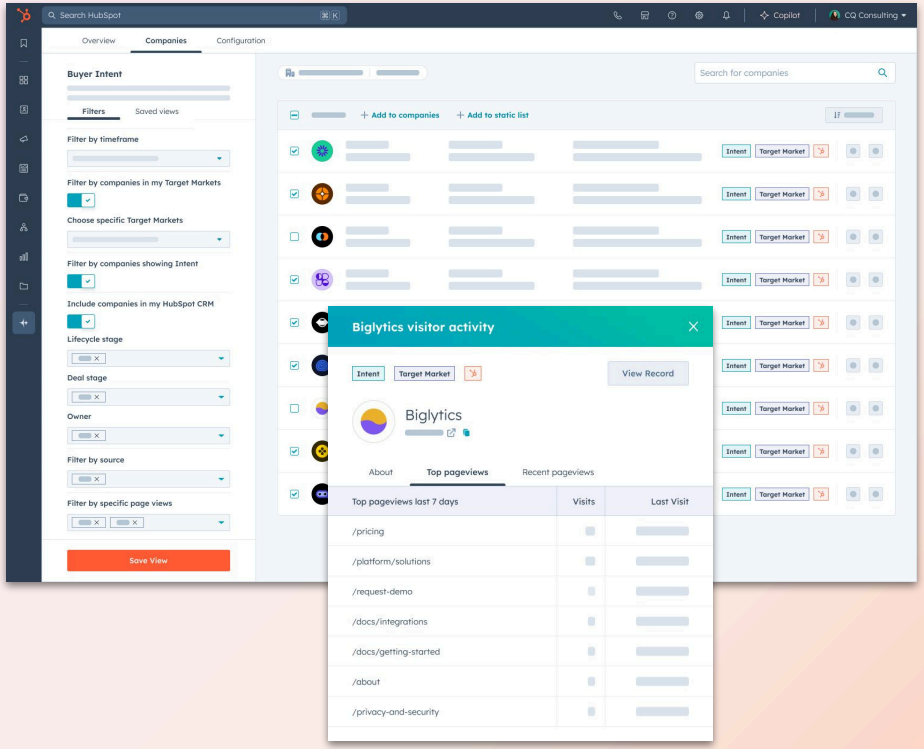
Breeze

Buyer Intent

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 SaaSSolutions

Buyer Intent

Supporting Features

Set Target Markets

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

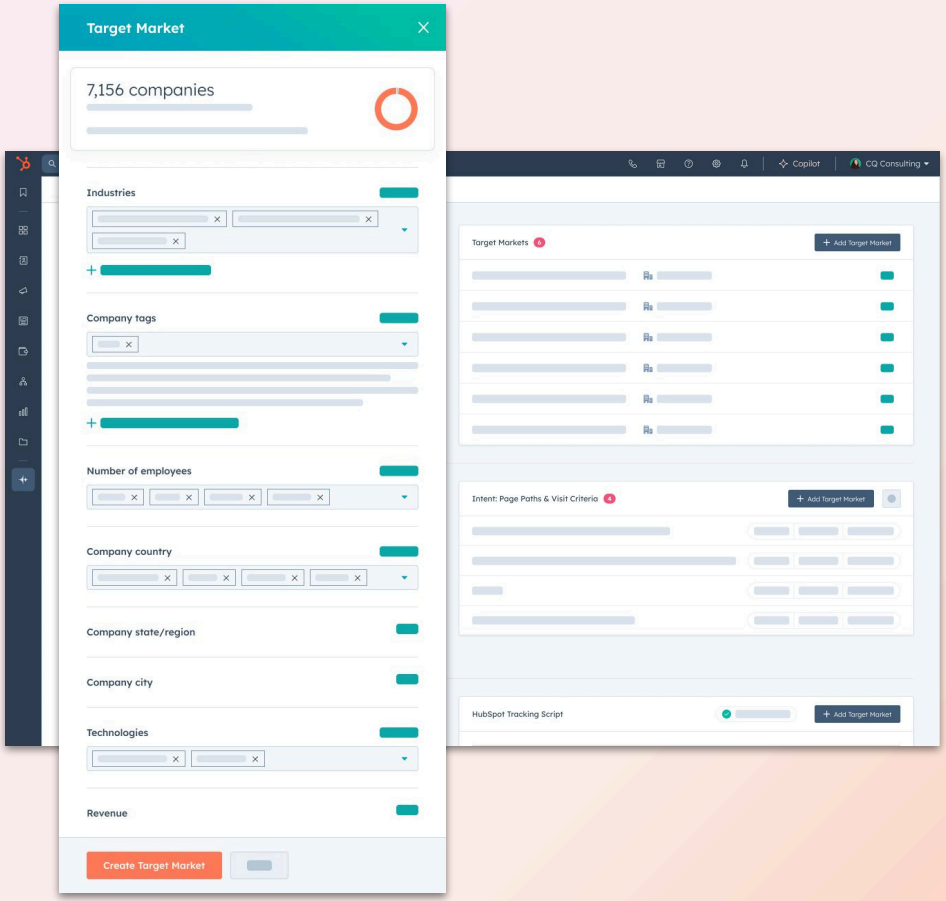
Trigger workflows by adding companies identified in buyer intent to HubSpot lists. For example, automatically assign high-fit, high-intent accounts you discover to your reps to take next actions, and create notifications to stay in-the-know of new promising opportunities.

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.



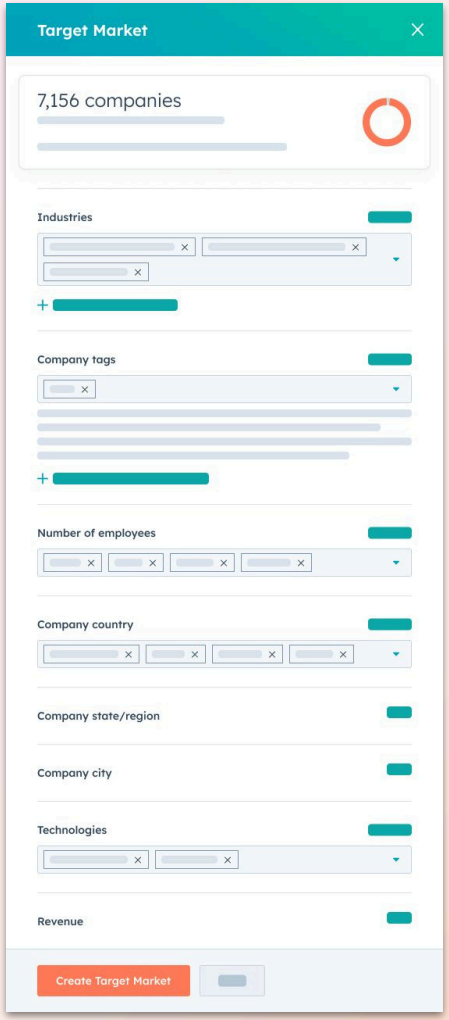
Breeze SaaSSolutions

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.



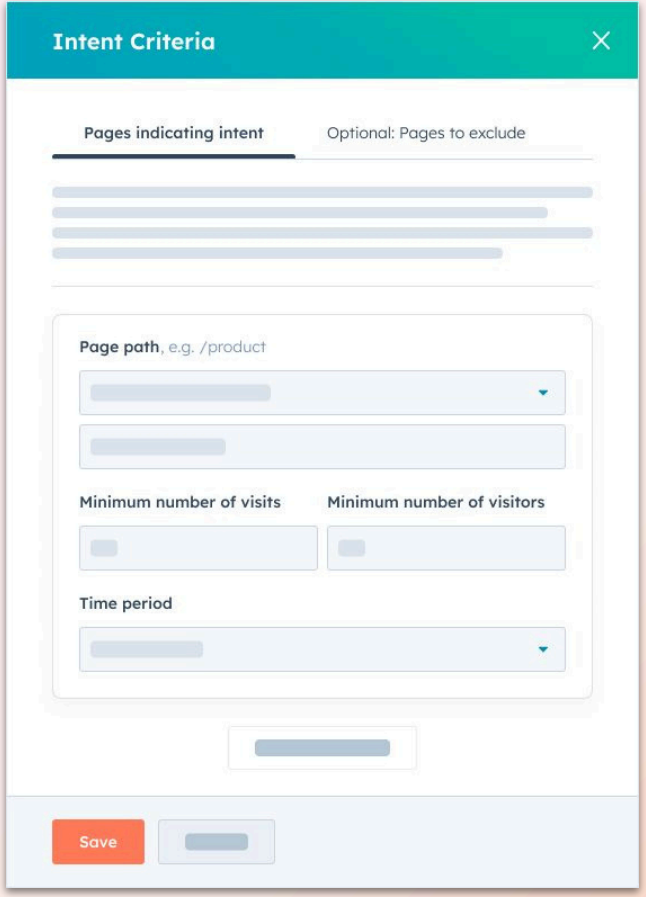
Breeze SaaSSolutions

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.



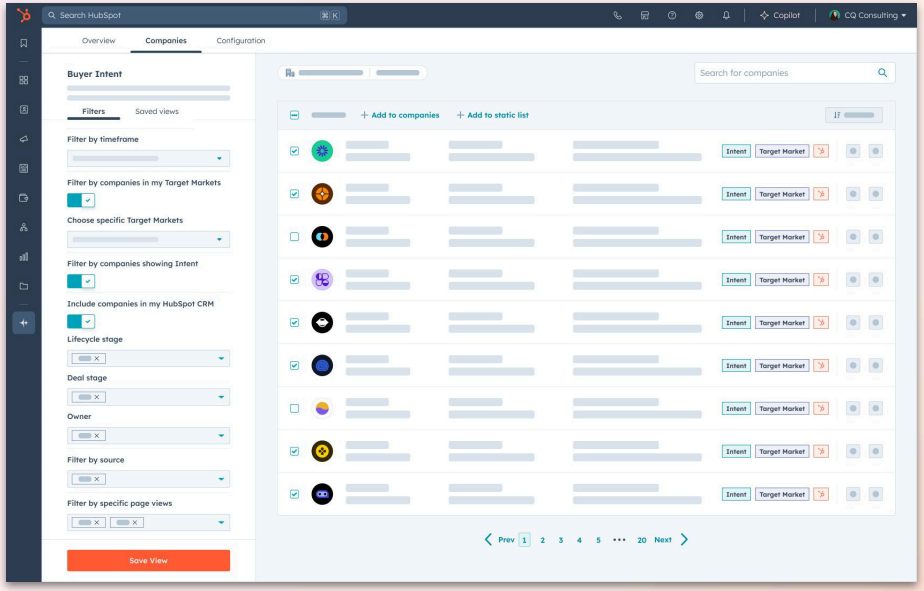
Breeze SaaSSolutions

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 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 SaaSSolutions

Buyer Intent

Automate Actions from Buyer Intent

Trigger workflows by adding companies identified in buyer intent to HubSpot lists.

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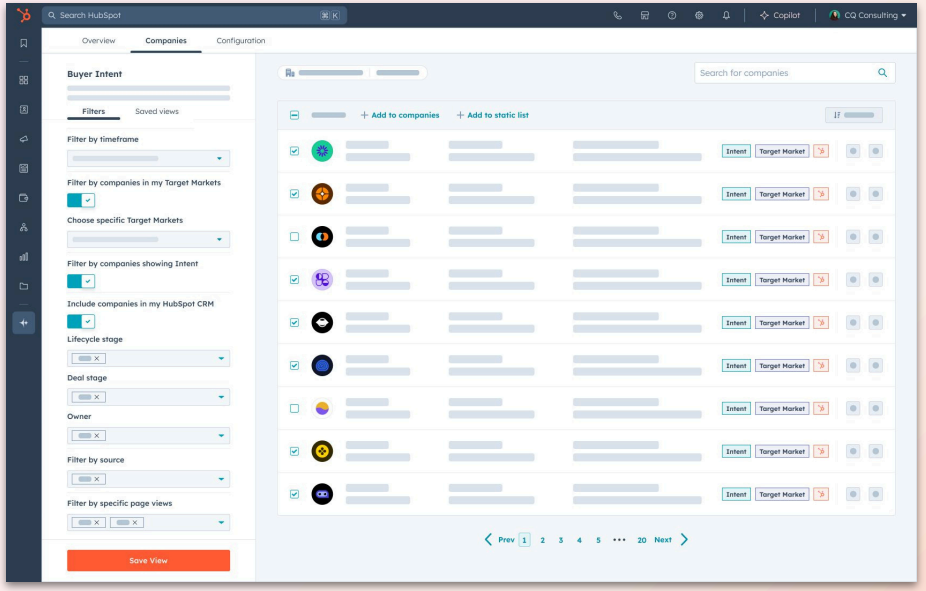


Breeze SaaSSolutions

03

Form Shortening

Breeze SaaSSolutions

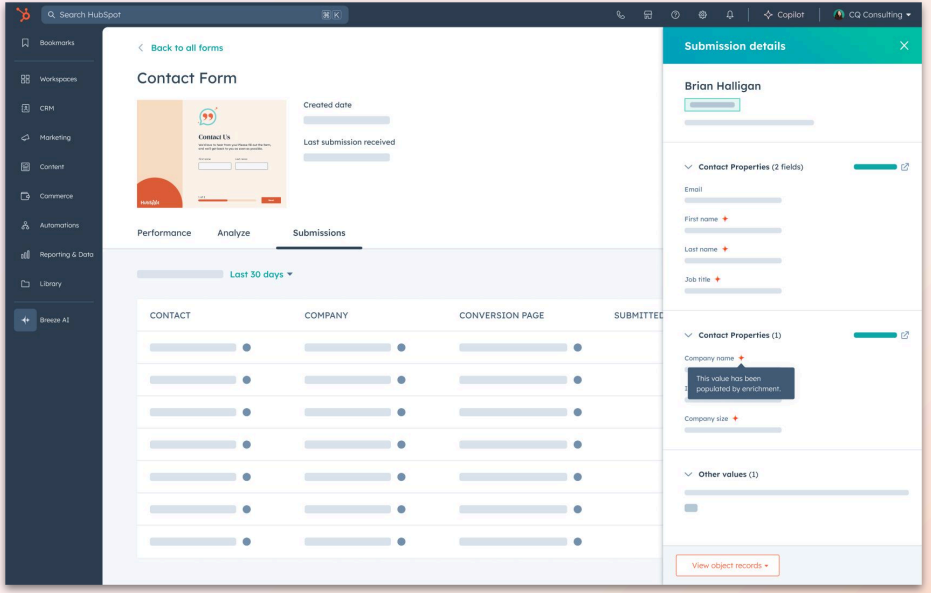
Form Shortening

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.



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Bonus
✨Intelligence Views

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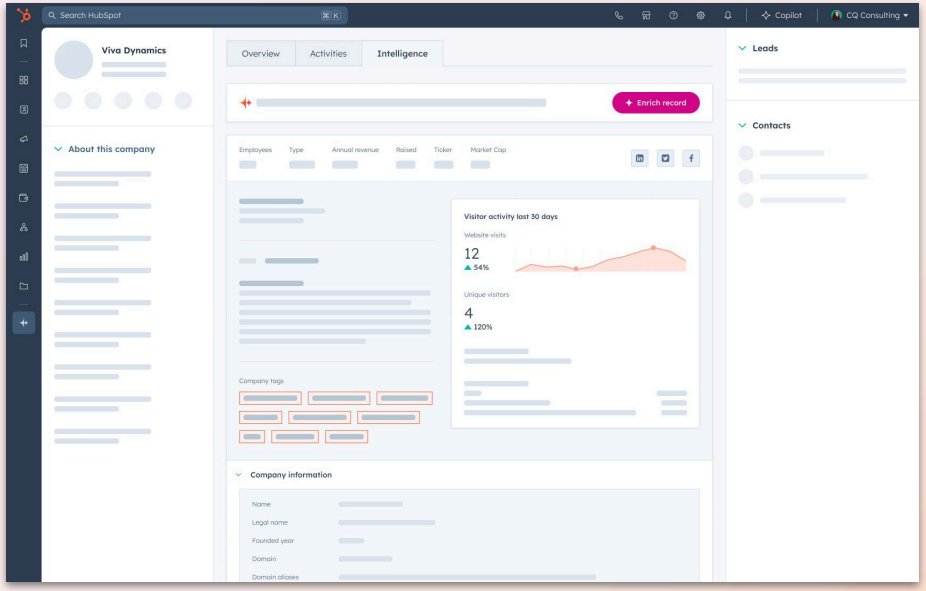
Bonus: Ways to View Intelligence Data

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



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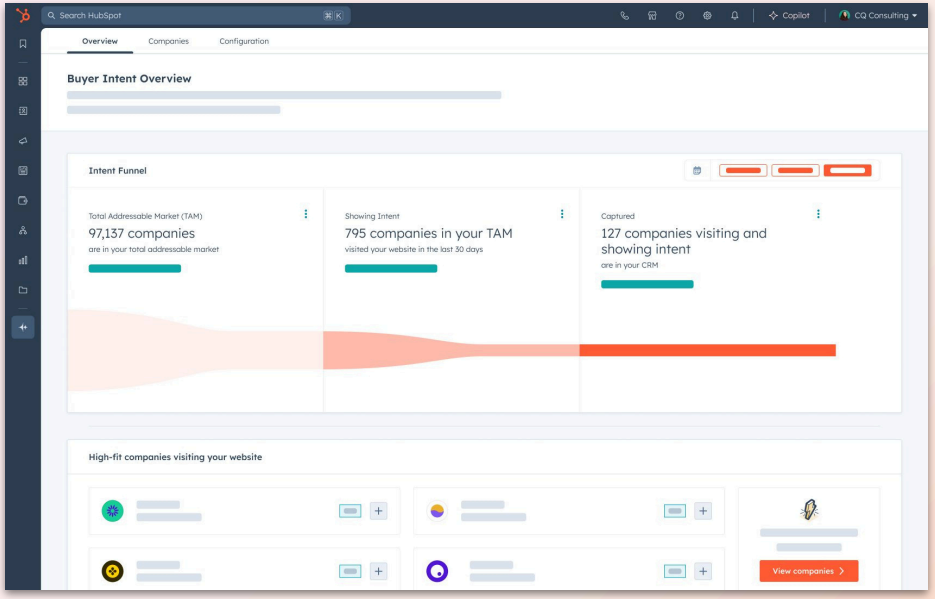
Bonus: Ways to View Intelligence Data

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.



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Pricing

Breeze SaaSSolutions

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

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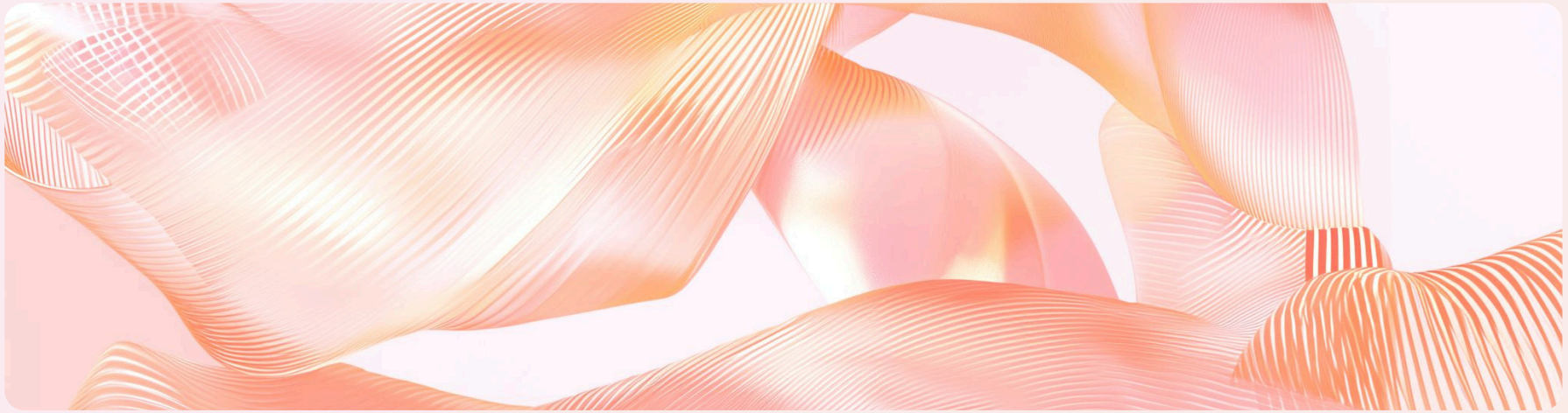
Additional Details for Pricing and Packaging

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

SaaSSolutions

Thank You



Appendix

Breeze SaaSSolutions

January 2024
Clearbit Acquisition

H1 2024
Clearbit was sold to HubSpot customers.

INBOUND
Native HubSpot product launch of **Breeze Intelligence.**

✨Glossary Of Terms

Breeze SaaSSolutions

1st Party Data

Data your company has **collected directly from your audience** - whether it be from a customer, site visitors, app users, or social media followers.

Example

Your marketing team pulls former customer purchases, feedback, and site activity to design a campaign.

3rd Party Data

Data collected by an organization **external to your company**; often compiled from different sources then bought by companies.

Example

Your sales team purchases a list of phone numbers and email addresses for employees of a target company.

Data Enrichment

The process of **adding supplemental information** to your CRM records.

Example

HubSpot adds a publicly known office address when you add a new company to your CRM.

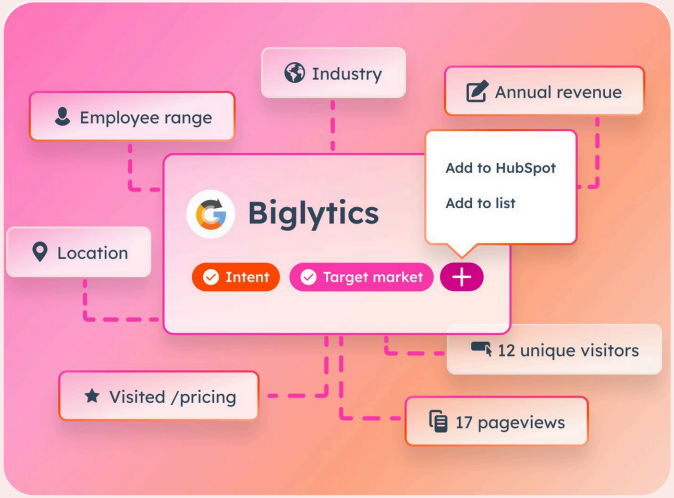
Breeze SaaSSolutions

Breeze™ Intelligence

Get the latest context on your contacts and companies right at your fingertips with a robust dataset of **over 200 million** buyer and company profiles.

- Identify your target market
- Gauge intent of your website visitors
- Enrich contact and company data
- All within HubSpot

"We've used other data enrichment and intent providers and were paying a fortune for data that was hard to get and contained many blind spots. The tools were slow and didn't have a great user experience. **HubSpot's enrichment is phenomenally better.** On day one, when I jumped in, I was **running around to teams excited to show them how much better HubSpot's new feature is.**"
Ron Tinkade, Head of Marketing, Tex-em-all



"Using HubSpot's enrichment features has **greatly enhanced our ability to drive demand**. The enriched data has enabled us to target the right companies accurately, while the buyer intent feature has provided valuable insights into our Total Addressable Market. Using both features together has **elevated the effectiveness of our lead generation strategy**."

Josh Ames, RevOps Manager, Phocus Software

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SaaS Solutions Cheat Sheet

CRM Services

- Consulting
- Development
- Implementation
- Integration
- Optimization

Rev Ops

- Strategy
- Process
- Forecasting
- Analytics
- Alignment

CRM Support

- Data Quality Management
- Admin On Demand
- Onsite & Online Training

Marketing

- Fractional CMO
- Inbound
- Content
- SEO
- Paid Advertising
- Websites

SOLUTIONS & STRATEGIC PARTNERS

HubSpot, salesforce, ClickUp, DocuSign, tableau, zendesk, zoominfo, DELL Boomi, Adobe, formstack, conga, DemandTools, Cirrus Insight

Email: bill@saascrm.io

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Media, Pennsylvania 19063

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