periti

3 Steps to Activate Breeze AI Today

...at No Extra Cost

TLDR ⌄

Activate AI now to avoid falling behind competitors and fully utilize your existing HubSpot investment to:

- boost productivity,
- scale growth, and
- unlock actionable insights.

Key metrics improvements

40%
Higher Revenue Growth

35%
Email Open Rates

30%
Faster Deal Velocity

3 Signs It's Time to Activate AI

1. **Manual Processes**: Time-consuming lead qualification or lead leakage.
2. **Generic Outreach**: Low engagement due to limited (or no) personalization.
3. **Unclear Visibility/Predictability:** Uncertain pipeline forecasts

Introduction ⌄

HubSpot's Breeze AI is not a future feature. It's live today. It's embedded across the platform. And it's **free** for HubSpot users. Yet many aren't tapping into its business potential.

If you're a CEO, CMO, CRO, or a marketing/sales leader, this is your opportunity to **unlock AI-powered revenue outcomes** without the need for net-new tools, extra costs, or steep learning curves.

All you need is to get started —and consider working with a partner like Periti to show you where to start.

3 Steps to Unlock the Power of AI ⌄

1. Get Started

You (or your SuperAdmin) can activate Breeze AI across your marketing, sales, and service touchpoints. ⌄

- In your HubSpot account, **click the settings settings icon** in the top (right) navigation bar.

- In the left sidebar menu, in Account Management **navigate and click AI.**

- I**n the Access tab** of your AI settings, **click each toggle switch** to "Give users access to generative AI tools and features" and "Give users access to Copilot" switch on.

2. Prioritize High Impact Use Cases

Start with Copilot and one or more AI Agents for measurable returns that build momentum and executive buy-in.

- **Copilot**: Answers questions about your HubSpot data, and even carry out tasks for you. Just click the diamond star ✧ at the top right corner (available in all plans).
- **Breeze AI Content Agent**: : Use it for ideation, landing pages, podcasts, case studies, and blogs- all within your brand style guide: voice, personas, etc. (available in Content Hub Pro and Enterprise).
- **Breeze Social Media Agent**: Scale your social media planning, creation, and posts across channels, then optimize based on performance metrics (available in Marketing Hub Pro and Enterprise).
- **Breeze Prospecting Agent**: Expand your outreach with high quality leads, personalized content, and automated customer journeys (available in Sales Hub Pro and Enterprise).
- **Customer Service Agent**: Launch an on-brand automated agent in minutes with personalized interactions based on existing content and insights to improve performance (available in Service Hub Pro and Enterprise).

3. Lean on Experts to Accelerate Adoption

AI is a strategic enabler—but adoption isn't plug-and-play. That's where we come in. Periti helps you operationalize AI within HubSpot to **maximize your ROI** — fast.

Your Trusted Partner

This isn't about tech—it's about strategy. AI isn't the future of marketing—it's the now. And Periti is your trusted partner to unlock it.
📩 **Let's Talk. If you're ready to transform your HubSpot investment into a true growth engine, contact us.**

Benefits

- 86% of marketers say that using AI saves them one (or more) hours per day by streamlining creative tasks.
- 77% report that AI helps them create more personalized content.
- 94% say that personalization boosts sales.