

### TLDR



Breeze AI Is a Suite—But Breeze Intelligence Might Be the First Tool You Need for Immediate Results.

#### Key metric Improvements



**40%**

Higher Revenue Growth



**35%**

Email Open Rates



**30%**

Faster Deal Velocity

### Introduction



You've invested in HubSpot. You've got the traffic, the leads, and the workflows. But here's the uncomfortable truth: **your CRM is likely filled with incomplete, outdated, or underleveraged data**—and it's quietly **costing you pipeline revenue** every single day. *That's **why you need Breeze Intelligence**:*

It's a **purpose-built data enrichment and buyer intent engine that lives natively inside your HubSpot portal**—ready to activate

## The Top 10 Breeze Intelligence FAQs



### ➤ 1. What business problems does Breeze Intelligence actually solve?

Many B2B companies struggle with:

- fragmented customer data,
- outdated CRM records, and
- inefficient sales prospecting.

Breeze Intelligence **streamlines data enrichment** within HubSpot by automatically updating contact and company profiles with real-time, third-party insights. This enables more personalized outreach and efficient segmentation.

### ➤ 2. How does Breeze Intelligence improve sales team productivity in HubSpot?

Sales reps often waste time researching contacts or working with incomplete data.

**Breeze Intelligence automatically enriches records** with:

- job titles,
- company info, and
- buying intent.

This reduces manual research and allows reps to focus on high-value activities.

Additionally, targeting the right accounts early is crucial for pipeline health. Breeze Intelligence assigns fit and intent scores to contacts based on real-time enrichment.

This eliminates random acts of sales teams and enables more predictability.

- **3. Is Breeze Intelligence useful if we already have data enrichment tools in place?**  
Unlike external enrichment tools, Breeze Intelligence is built into HubSpot and updates data in real time without API calls or third-party setups; many enrichment tools lack seamless integration within HubSpot.
- **4. Can Breeze Intelligence support RevOps or GTM alignment goals to help measure ROI?**  
Absolutely. You can track KPIs like improved form conversion rates (due to shorter forms), reduced lead research time, increased MQL-to-SQL velocity, and better engagement from personalized emails.
- **5. How do credits work, and is there a way to test Breeze Intelligence before fully committing?**  
You can view intent data for free and only use credits when adding enriched companies to your CRM. While there are no free credits, low-tier plans are as low as 30 Euros/mo. per 100 credits.
- **6. Does Breeze Intelligence provide email addresses or phone numbers for contacts?**  
Breeze enriches contact records only if they already contain an email and doesn't provide new contact emails or phone numbers. However, it does enrich company-level contact info.
- **7. What privacy and compliance protections does Breeze Intelligence offer?**  
Breeze supports GDPR and similar regulations by respecting non-discoverable entities and sourcing only from public data. HubSpot's tracking code is required for intent data.
- **8. How is Breeze Intelligence different from progressive forms, and can it handle shared email addresses?**  
Unlike progressive forms, Breeze auto-fills forms using a proprietary dataset—even for new contacts. Currently, shared email exclusions aren't supported, but product improvements are underway.
- **9. How accurate is Breeze's data, and what limitations should we be aware of?**  
While specific accuracy rates aren't published, data comes from reputable public sources. The commercial dataset is enhanced with advanced LLMs and consists of 200 million+ buyer and company profiles.
- **10. What's the fastest way to activate Breeze Intelligence in a meaningful way?**  
While it's easy to toggle Breeze Intelligence on in Settings, many businesses fail to fully operationalize it. Periti Digital helps activate the most essential Breeze features within days of activation with playbooks tailored to your sales and marketing ops. That includes enrichment setup, fit scoring, routing rules, and campaign enhancements—so you're not just using the feature, but using it for real business gain.

### ➤ **Your Trusted Partner**

AI is a strategic enabler—but adoption isn't plug-and-play. AI isn't about tech—it's about strategy. Periti helps you **maximize your ROI - fast** -and is your trusted partner to unlock it.

✉ **Let's Talk.** If you're ready to transform your HubSpot investment into a growth engine, [Contact us.](#)

- **Benefits**
- 86% of marketers say that using AI saves them one (or more) hours per day by streamlining creative tasks.
  - 94% say that personalization boosts sales.



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#### **About Periti Digital**

Periti Digital is an Elite Status European HubSpot consultancy with offices in Dublin, Munich, Lisbon and New York. We have delivered complex CRM Projects and Custom Integrations across Europe.  
A Full Service Consultancy,