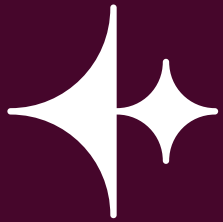


INBOUND

Breeze Studio



**Your New Digital
Teammates**



Dylan Sellberg

Director of Product - AI, HubSpot

What's in it for ME



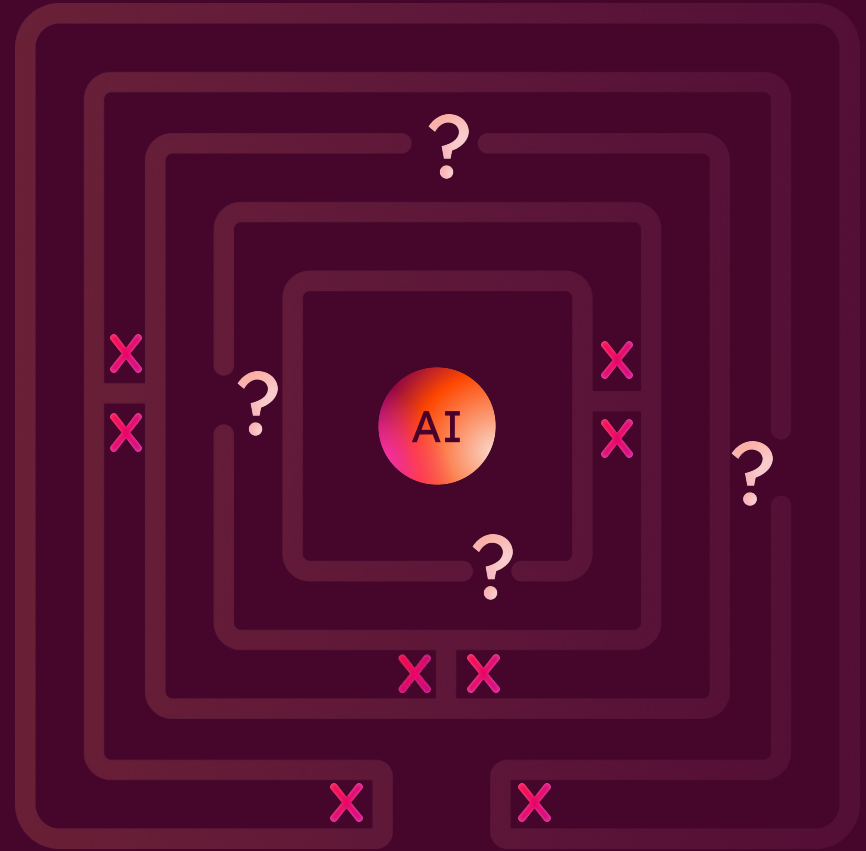
What's in it for ME



AI

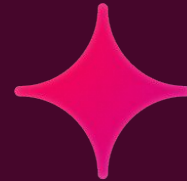


Who is
responsible for
agents?



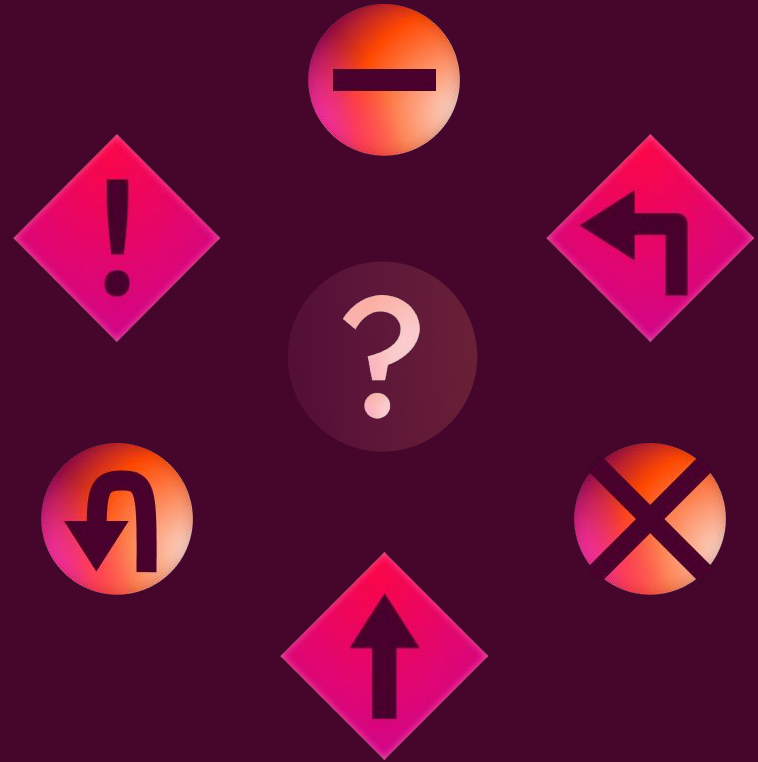


Why are agents
complicated?





How do agents change
my business?



NOW IN PUBLIC BETA



Agent instructions


Role: You are an agent who helps CSMs or Sales Reps with follow-ups by logging notes and drafting customer follow up emails.

User inputs:

1. A transcript of a call between their company and a customer.
2. The company name of the customer (this is optional, you may not receive it, and if you do not, you may use the company name from the transcript to determine the company name for all tasks except for logging the notes to the CRM record).

Log the transcript to the customer's CRM record.
Draft a follow up email that aligns with company guidelines.

Knowledge

 Add knowledge


Extra instructions

Ask anything


What this agent can access

 Add tool

- ✓ Web browsing
- ✓ Your HubSpot CRM records

 Create note with agent

 Answer question using search results

 Crawl single webpage

EndToEnd.mp4

Agents

autonomous operators that
do work.

Assistants

on-demand experts ready with
context from your business.



Easy
to Use



Deeply Connected
to Your Business



Drives Business
Outcomes

Easy to get started





Search HubSpot

Meet your new digital workforce

Powered by  Breeze



Company Research Agent

Build By HubSpot



ABM Landing Page Agent

Build By HubSpot



Blog Research Agent

Build By HubSpot



Knowledge Base Agent

Build By HubSpot



Video Clip Research Agent



Request for Proposal Agent



FAQ Assistant



Personalization Agent

Install
in seconds



**Deeply
Connected to
Your Business**



Knowledge

What Breeze Agents know.

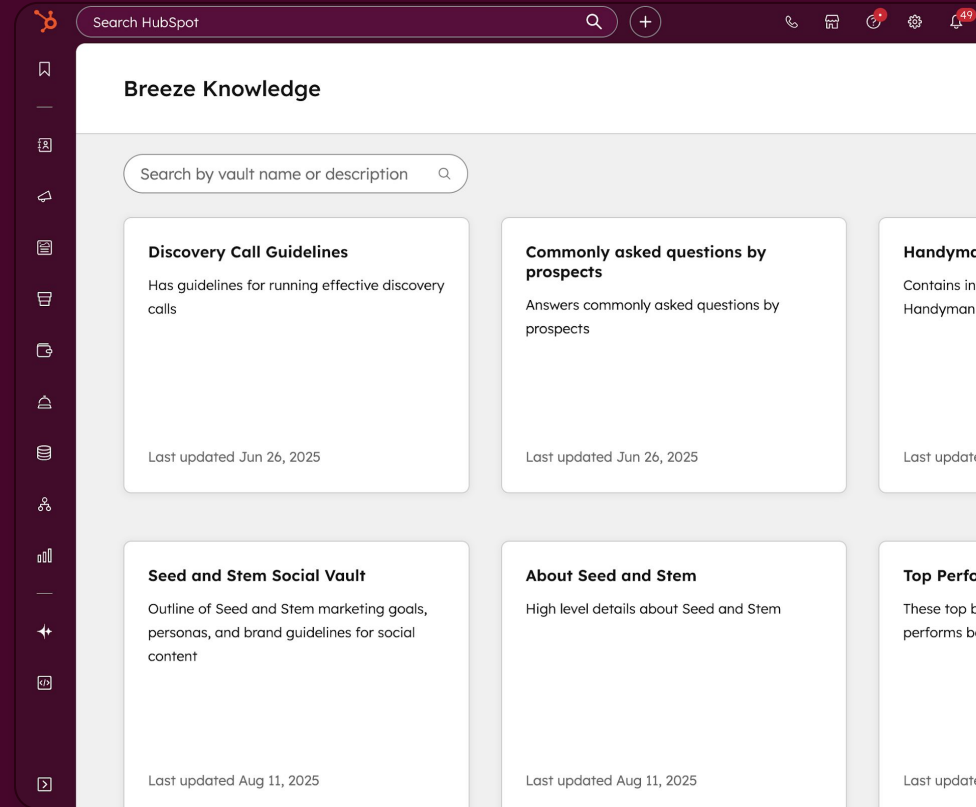


Tools

What Breeze Agents can do.

✦ Knowledge Vaults

- ✓ Centrally managed knowledge for all agents
- ✓ Supports your files, CRM data, and your hosted content
- ✓ Agents ground answers in **your data** to provide accurate, on-brand results



✦ Tools

- ✓ Centrally managed 1st and 3rd party agent capabilities
- ✓ Allow your agent to take action both in and outside of your CRM

Search HubSpot

Breeze Tools

Tools MCP Servers

Search tools Category All Apps Sort by: A-Z

- Analyze file and generate tags** (Take Action)
Generates a set of tags and a paragraph-long description for a file. File types include PDFs, Word docs,...
- Analyze keyword using SemRush** (Get Data)
List an overview from SemRush for a provided keyword. The overview contains values such as search volum...
- Crawl single webpage** (Get Data)
Crawls the single webpage and the HTML text as a result
- Create note with agent** (Take Action)
Enables the agent to add a rich text-based note to a specified contact or company record in the CRM
- Extract document text** (Get Data)
Extracts the raw text from a document file, supporting text files, PDFs, Word docs, and PowerPoints
- Generate landing page meta description** (Take Action)
This skill generates a meta description given landing page text.

App
Partner
Tools



Developer
Ecosystem

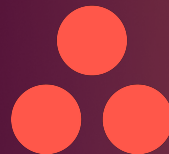
MCP
Servers
as Tools

Tools API

50+

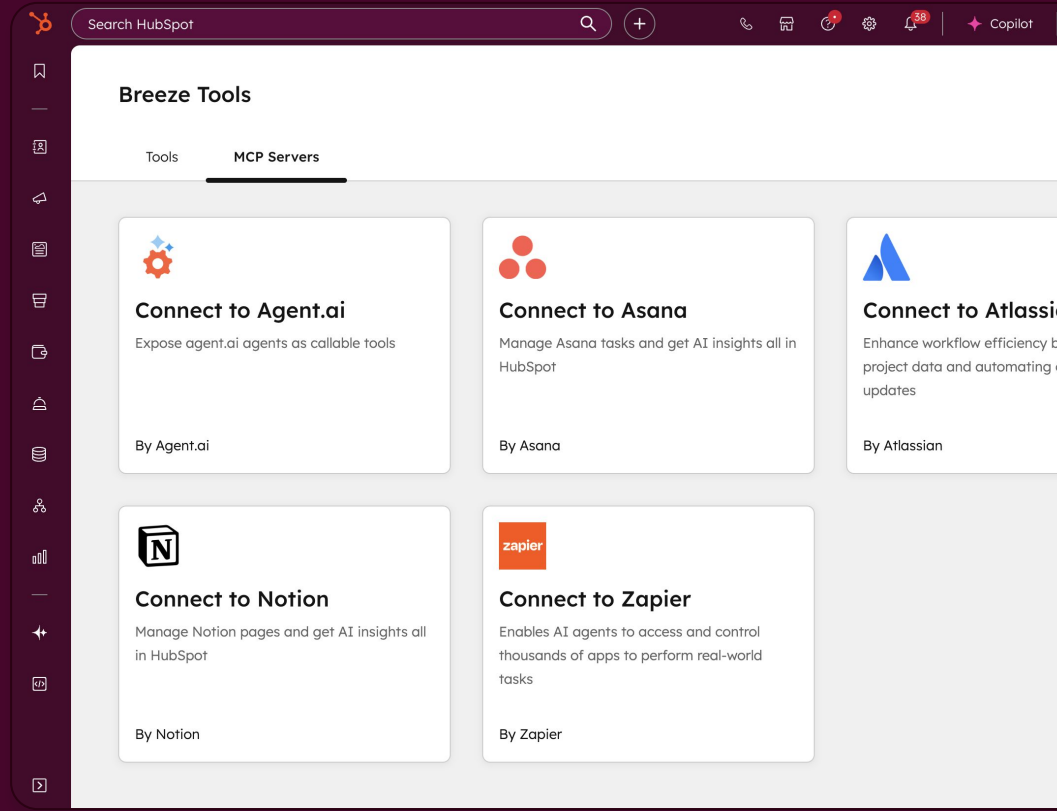
Tools available
today

LinePilot



zapier

MCP Servers as Tools



Easy to use



Integrated
where you work



✦ Agent Inbox

- ✓ Available for all agents, all users
- ✓ Unified entry point for using agents and accessing prior results

Search HubSpot

Breeze Studio Beta

Intro Agents Assistants **Inbox**

Inbox Run by Me < >

Previous 30 Days

Company Research Agent	Aug 12 at 4:41 PM
Tesla Online Booking Check	
Content Personalization	Aug 6 at 1:47 PM
Personalizing Content for Scaling Handyman	...
Account Handoff	Aug 5 at 4:24 PM
Apple.com Sales Rep-to-CSM Handoff	
Account Handoff	Aug 5 at 4:43 PM
Apple.com Handoff: Sales to CSM	
Deal Loss Agent	Jul 31 at 9:46 AM
Analyze Lost Deals: 7 Days	
Content Personalization	Jul 31 at 8:57 AM
Handyman Persona Content Personalization	
Company Research Agent	Jul 30 at 9:07 AM
HubSpot Prospecting Report Plan	
Account Handoff	Jul 29 at 11:23 AM
Apple.com Sales-to-CSM Handoff	
Account Handoff	Jul 28 at 8:49 PM
Apple.com Account Handoff Brief	

Output

Personalizing Content for Scaling Handyman

Export PDF Copy link

Personalization Opportunity Identified

Suggested Content Landing Page: Clone Landscaping Business Software | Built for Green Industry Pros (Clone)

Analysis Highest view count (6) but 0% conversion rate—indicates an engagement and conversion bottleneck.

Original Persona Busy landscapers, mobile, peak season

Expected Impact Estimated 5-8% increase in conversion rate from targeted visitors

Variant Generation Inputs

Why This The landing interest but the greater relevant m handyman opportunity leads.

Engage in context

The screenshot displays the HubSpot CRM interface for a company profile. The top navigation bar includes the HubSpot logo, a search bar labeled "Search HubSpot", and a plus icon. The main content area is divided into several sections:

- Companies Header:** Shows "Companies" and "Actions" with a dropdown arrow.
- Company Profile:** Features the company logo (a red circle with a white 'A'), the name "Angi", and the domain "Angi.com" with external link and share icons.
- Action Buttons:** A row of icons for "Note", "Email", "Call", "Task", "Meeti...", and "More".
- About this company:** A section with a dropdown arrow and a settings gear icon, containing fields for:
 - Company domain name: Angi.com
 - Phone number: --
 - City: --
 - Company name: Angi
 - Create date: 08/05/2025 8:38 PM EDT
- Overview Tab:** The active tab, showing:
 - Prospecting research agent:** A section with the text "No research available" and a pink button labeled "Start research".
 - Data highlights:** A table with two columns: "CREATE DATE" and "LIFECYCLE STAGE".

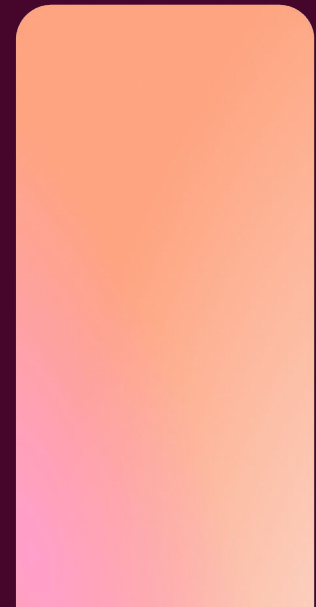
CREATE DATE	LIFECYCLE STAGE
08/05/2025 8:38 PM EDT	Lead
 - ABOUT US:** A section with "--" below the heading.
- Recent activities:** A section with a search bar labeled "Search activities" and a plus icon.
- Activity:** A dropdown menu.

Proactive Suggestions

The screenshot displays the HubSpot Landing Pages interface. At the top, there is a search bar for HubSpot and navigation icons. The main section is titled "Landing pages" and includes tabs for "Manage", "Analyze", and "Suggestions". Below this, there is a section for "Latest ABM Landing Page Agent suggestions" with a "More tools" dropdown and a "Create a landing page" button. Four agent suggestions are shown as cards, each with a company name, a representative image, a short description, and an "Open in editor" button. Below this is a section for "All ABM Landing Page Agent suggestions" with a search bar and filter options for "Account", "Assigned rep", and "Advanced filters". A table lists all suggestions with columns for Name, Company, Assigned Rep, Created Date, and Updated By.

NAME	COMPANY	ASSIGNED REP	CREATED DATE	UPDATED BY
Product Demo: Auto Allocation	CloudWorx	Samir Patel	August 28, 2025	N/A
Data That Delivers.	Nuvatech	Angela Rodriguez	August 4, 2025	Gabby Hernandez
Built for Distributed Teams.	Zenverra	Priya Mehta	July 17, 2025	N/A

**Drives Real
Outcomes**



✦ Agent Automation

✓ Trigger agents based on business events

✓ Familiar experience as triggering workflows

The screenshot displays the 'Triggers' configuration interface for a 'Company Research Agent'. The main heading is 'Choose a trigger to start this workflow'. Below this is a search bar and two primary trigger options: 'Met filter criteria' and 'On a schedule'. A list of categories follows, each with a right-pointing chevron:

- Data values**: When data is created, changed or meets conditions
- Emails, calls, & communication**: When information is sent or discussed
- Websites & media**: When websites and media are interacted with
- Automations triggered**: When automated steps start or complete
- Custom events & external events**: Requires custom configuration

At the bottom of the modal is a 'Cancel' button. In the background, the 'Company Research Agent' configuration page is visible, featuring a 'Test the agent' button and a 'Test agent' button within a preview area.



Breeze Marketplace
Integrated with HubSpot



Knowledge
Tools



Agent Automation

Breeze Studio

Integrate

HubSpot Apps

Agent Inbox

CRM Records

Breeze Assistant

Supervise & Optimize

Marketplace

Automation

Extra Instructions

Permissions

Digital Teammates

Agents

Assistants

Business Context

Knowledge

Tools

Agent Foundation

HubSpot CRM Data

Reasoning Engine

Integrated Apps



Seed & Stem

- ✓ **Business Software** for Landscape Professionals
- ✓ **All-in-one** business management platform
- ✓ Designed for unique challenges of the landscaping, lawn care, and green industries.



Seed & Stem



More output, outcomes unchanged



Sales team thinks slows them down



Solving old problems, not new ones



Generic content, generic results



Teams lived in AI silos



AI was only reactive



Seed & Stem

Marketing



Personalization Agent



Persona Assistant

Sales



Company Research Agent



Deal Loss Agent

Success



Customer Handoff Agent



Customer Health Agent



Seed & Stem

POWERED BY



Breeze[™]

✦ Personalization Agent

- ✓ Intelligent content personalization
- ✓ Directly from the personalization workspace

By HubSpot



Personalization Agent

Analyzes your content and segments to provide personalized variants

personalization.mp4

Custom Assistants

What can I help with?

|Ask anything



Persona Assistant

- ✓ 24/7 voice of the customer
- ✓ Trained using direct quotes from customers

By Seed & Stem



Persona Assistant

A personified assistant that embodies the voice of Seed & Stem customers.

create_assistant.mp4

Ending the copy-paste Olympics



Company Research Agent

- ✓ Answers to questions the sales team needs most
- ✓ Results are delivered automatically



By HubSpot

Company Research Agent

Produces a research report including prospecting signals, funding, selling profile, recent company news and more.


**Easy to
customize**



✦ Extra Instructions

- ✓ Teach agents to do exactly what you need
- ✓ Configured once, used always

< Exit

Deal Loss Agent 

Extra instructions

When you're reviewing closed lost deals, only analyze deals over \$10,000.

For each report, please include the following data at the top:

- Summarize the reason the deal was lost in a single sentence
- Highlight the competitor we lost to, if noted on the deal record
- Include any direct customer quotes that might showcase an opportunity to re-engage in the future

What this agent can access

Add tool

- Web browsing Your HubSpot CRM records

✦ Summarize two way associated object history

✦ Summarize recent HubSpot call transcripts

✦ Research company news

6 inputs are required across these tools

What this agent knows

Add knowledge

Test the agent

Preview to check everything's



Hi,
Ident
rates.

Is there any specific q
This question is used to gu
surfacing general patterns


Test agent

Testing this agent will us

Deal Loss Agent

- ✓ Every deal is a learning opportunity
- ✓ New reps become top reps more quickly

By HubSpot



Deal Loss Agent

Analyzes closed-lost deals and provide actionable coaching to sales reps on how to improve future outcomes.

Agentic automation

Automate when this runs

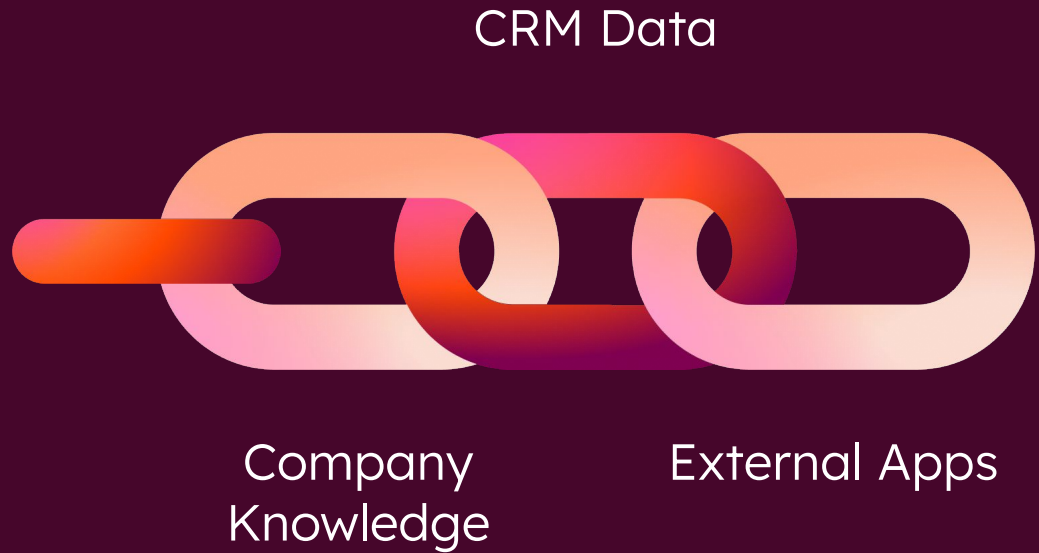


 Trigger

Select trigger

trigger.mp4

✦ AI rooted
in your context.



Account Handoff Agent

- ✓ CSMs are more prepared
- ✓ Customers are more engaged with CSMs

By HubSpot



Account Handoff Agent

Prepares a handoff document for seamless account transition between roles.

Customer Health Agent

- ✓ Spot opportunities they wouldn't have otherwise
- ✓ Customers delighted more often

By HubSpot

The icon for the Customer Health Agent is a square with rounded corners, featuring a white background with a pink and orange gradient border. Inside the square is a stylized white icon of a person with a red dot above their head, set against a pink background.

Customer Health Agent

Assesses account health and suggests next best actions, talking points, and an email template



Seed & Stem



Easily installed best-practice Agents and deployed a expert Assistants



Infused them it with company knowledge effortlessly



Automated Agents into the fabric of the business



We needed to reduce our Sales and CS teams' admin tasks to repurpose this time toward high-value engagements. Call Recap Agent had an immediate impact on our Customer Success team: what was 30 minutes of post-call admin is now a near complete follow-up email with accurate notes logged directly to the company record.

As soon as our team saw the success of the agent, their minds have been running wild with new ideas to leverage Breeze Studio Agents.



Britney Talty

Customer Success Strategy & Operations

Ashby



Tested our tool in production end to end and the agent is doing some sweet sweet work and sending really nice gifts. Sendoso SmartSend is looking very nice

Omg shoutout to the HubSpot team this is looking very sweet

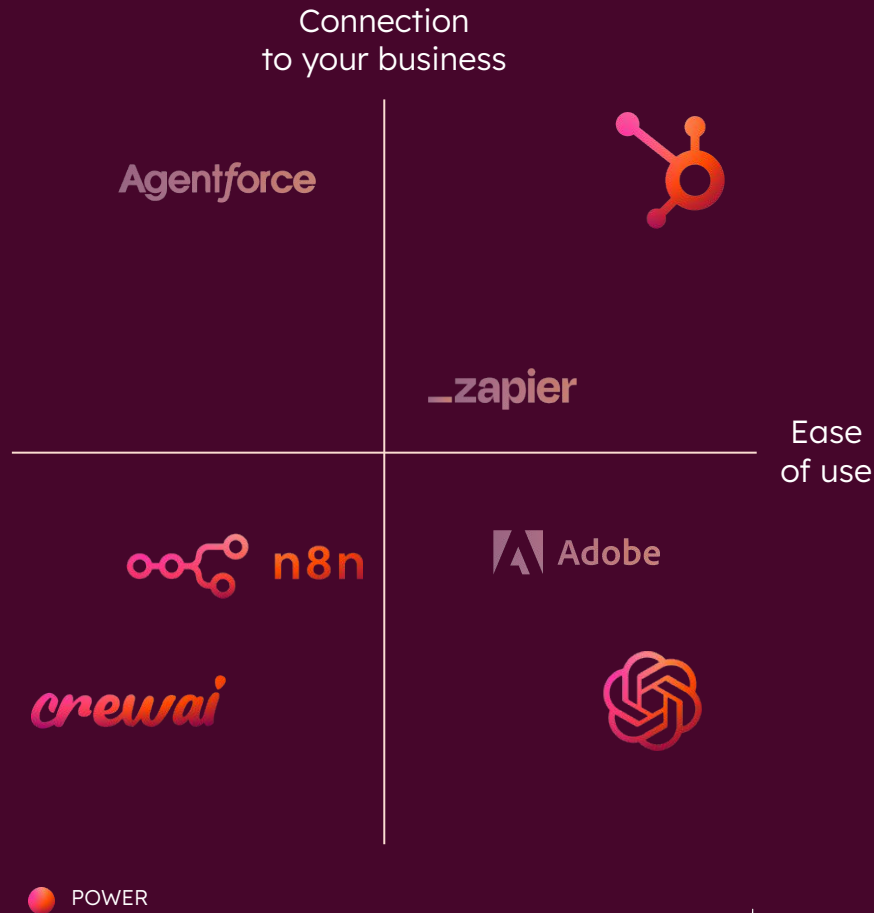


Cheema
Software Engineer

Sendoso

Easy, connected, powerful? - Try all 3.

- ✓ Easy to get started & works out of the box
- ✓ Connected to your business context
- ✓ Built into your workflows



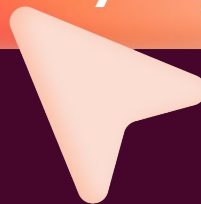
Housekeeping

- ✓ Breeze Studio is available for any active Starter+ subscription
- ✓ Each agent has pricing details on its listing page. Most agents will be free to use through the end of 2025.
- ✓ Your data is protected, visit trust.hubspot.com for detailed information on controls, privacy, and compliance
- ✓ We use a variety of models to support these agents, visit behindhubspotai.com to learn more
- ✓ There is a new permission for Breeze Studio access and sharing controls within each agent
- ✓ You can build custom assistants today, custom agents will be launching in the coming months



**When will YOU become
be a Breeze powered
company?**

HubSpot.com/Agents



Please Rate My Session

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Please head to the INBOUND mobile app
to provide your feedback.
Thank you!**