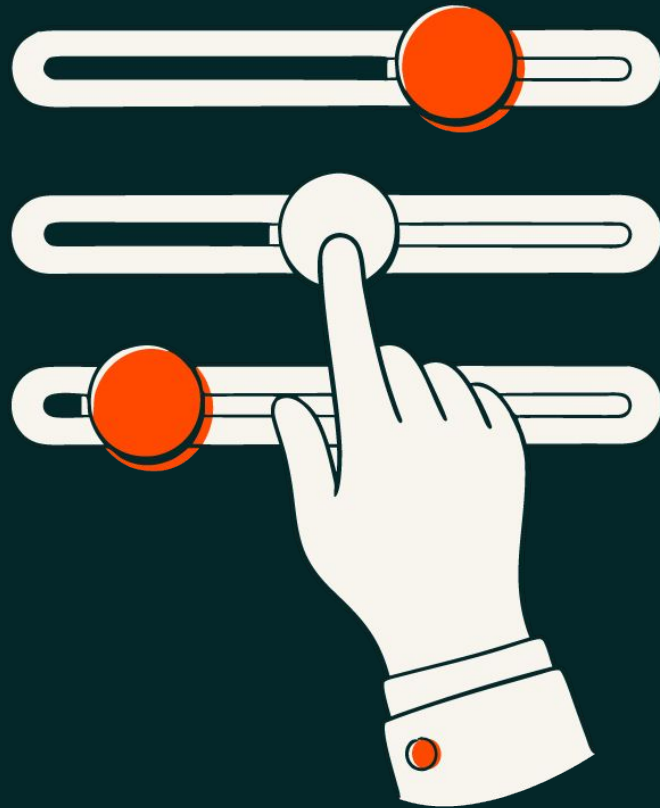


Keeping Price Predictable.

Decide how to buy, what to spend, and where your spend goes.



After this session you'll be able to...

1. Know which features use credits and how.
2. Explain what cost controls exist.



AI Agents



Agents know **your data, your business, and your team** because they are built on top of Smart CRM.



Agents deliver **real results**. They build demand, win deals, and delight customers at scale.



The work agents do is paid for **with credits**. There are two ways to pay; up-front or Pay-as-You-Go.



Agent Hub: A unified place to build, manage, and run your AI team.

Build demand

Content agent

Build blog posts, social content, and landing pages in your brand voice.

Campaign agent

Turn a single goal into a fully planned, multi-channel campaign. **Does not run on credits.**

Nurture agent

Send every lead a personalized email based on where they actually are.

Win deals

Prospecting agent

Monitor buying signals and launch personalized outreach automatically.

Deal progression

Keep deals moving with AI-suggested next steps after every call. **Custom property updates are made by data agent and paid for with credits.**

Delight customers

Customer agent

Resolve inquiries automatically across channels.

Knowledge base agent

Identify knowledge gaps and create new articles that help customers get answers.

Scale growth

Data agent

Get customer insights from your CRM, calls, and documents, instantly.

Revenue agent

Collect payments faster by automating invoice follow-up and reminders.

Build custom agents on one canvas, using your customer data.



HubSpot's Rate Sheet.



Content agent

You pay **€10** when content agent generates content (blog posts, landing pages, or social posts) for you.

Nurture agent

You pay **€0.10** when nurture agent personalizes an email for a contact.

Prospecting agent

You pay **€1** when prospecting agent recommends outreach for a lead.

Customer agent [messaging]

You pay **€0.50** when customer agent resolves a conversation without help from a human.

Customer agent [voice]

You pay **€0.50** when customer agent holds a minute of voice conversation.

Knowledge base agent

You pay **€2** when knowledge base agent generates one new knowledge base article.

Data agent

You pay **€0.10** when data agent updates your CRM.

Intent

You pay **€0.10** when data agent creates and/or monitors one company (**€0.50** for custom signals). Intent features are powered by data agent.

Revenue agent

You pay **€5** when revenue agent starts payment collection outreach for an invoice.

Custom agents

You pay when you run a custom agent. **Cost per run varies.**

HubSpot Work

You pay when you run a work agent. **Cost per run varies.**



Let's walk through a
few key agents.



Pricing: Content agent [Beta]

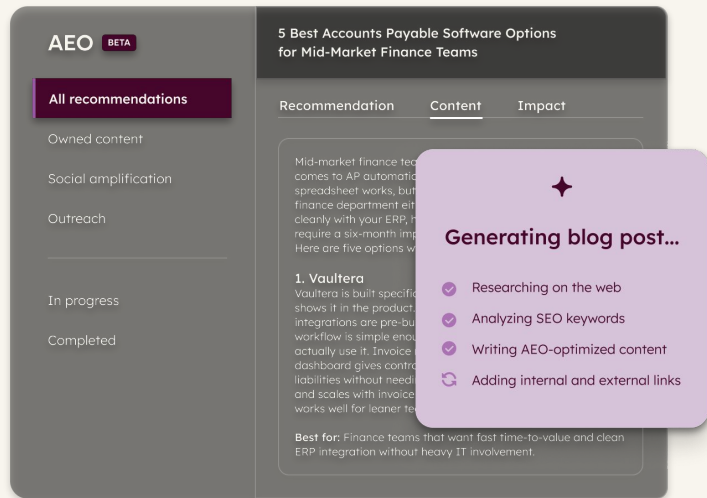
€10 per piece of content

You pay when content agent generates content (blog posts, landing pages, or social posts) for you for you from AEO recommendations and campaign agent.

Example

You see a recommendation in HubSpot AEO to publish a blog post about your loyalty program, and choose to have content agent draft the post.

You pay content agent €10 when it drafts the blog post.



Pricing: Nurture agent [Beta]

€0.10 per email

You pay when nurture agent personalizes an email for a contact.

Example

You use nurture agent to personalize a welcome email automatically at send time for 100 contacts so that they get a message that is written specifically for them, using CRM data, business context, and activity data.

You pay nurture agent €0.10 per email personalized, or €10.

Automated Email #1 Preview as Sally Ride ▾

 **Marcus Webb**
marcus@groundworkcoffee.com

Subject Elevate **your-cafe's** Groundwork coffee's lunch revenue

Hi **there Marcus,**

I noticed **independent-cafes-like-yours-are-struggling**, Groundwork Coffee is seeing a dip in weekday lunch covers, and as a **business owner**, Food and Beverage Director you're probably thinking about how to turn that around before Q4. I'd love to share what we've done for operators in your market. Would you have 20 minutes this week?

Jordan Banks
Origin Advisory

Start outreach From: jordan@originadvisory.com

Personalization data sources

Contact

▾

Company

▾

Deal

▾

Activity

▾



Pricing: **Customer agent** [messaging]

€0.50 per resolution

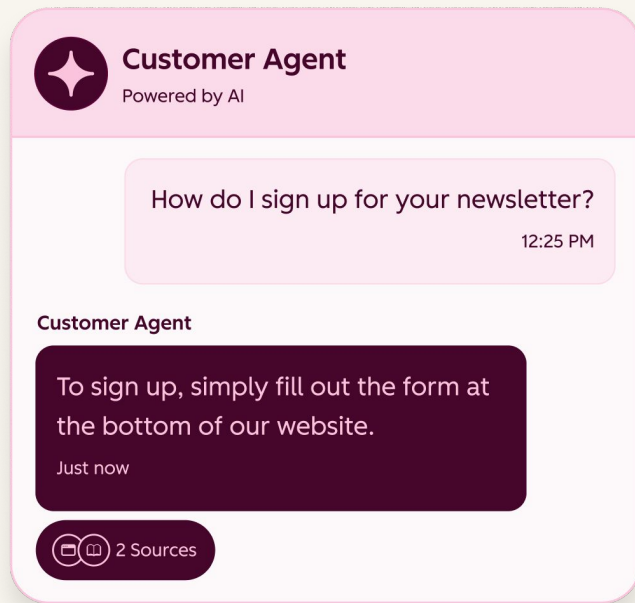
You pay when customer agent resolves a conversation without help from a human.

Example

A customer asks customer agent for a password reset. Customer agent performs the reset action automatically. The customer isn't transferred to a rep and doesn't re-open the conversation within 72 hours.

You pay customer agent €0.50 when it resolves the conversation.

Read the most up to date [definition of a resolution](#)



Pricing: Prospecting agent [Beta]

€1 per lead

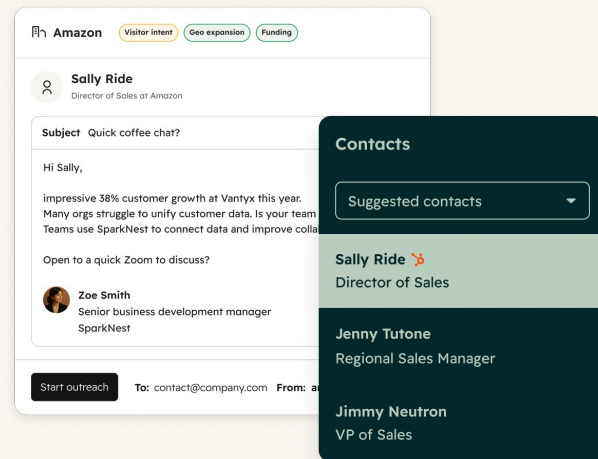
You pay when prospecting agent recommends outreach for a lead.

Leads can be enrolled in prospecting agent either manually or automatically.

Example

You set up a rule to automatically enroll any contact who fills out a demo request form. Over the course of a month, 200 contacts submit the form and get enrolled in prospecting agent.

You pay prospecting agent €200 to draft outreach for 200 leads.



Pricing: **Data agent** [Smart Properties]

€0.10 per answer

You pay when data agent updates your CRM.

Example

You create a smart property called "customer health summary" that analyzes recent account activity. You schedule data agent to update the property monthly across 200 active accounts.

You pay data agent €20/mo to update the property for 200 records monthly.

The image shows a screenshot of the HubSpot Data Agent interface. In the background, there is a panel titled "Recommended Smart Property Templates" with two visible options: "Core business" (Identifies the fundamental aspects of the company — what it does) and "Key offerings" (Describe the main products, services, or solutions the company provides to its customers). Overlaid on this is a white dialog box titled "Data Agent, by HubSpot" with the subtitle "Create a Smart Property". Inside the dialog, there is a text input field containing the question "Does this company sell Marketing software? I want this to be a yes or no answer." Below this, it asks "Which record type do you want to create a smart property for?" with two radio button options: "Companies" (which is selected) and "Contacts". At the bottom of the dialog is a pink button with a star icon and the text "Generate property".

Baseline enrichment (e.g., job title, annual revenue) of contacts and companies is included with all paid HubSpot plans. Learn more about [baseline enrichment](#)



Pricing: Custom agents [Beta]

You pay when you run a custom agent.

Custom agents run prompts on your behalf, which are measured in “action units”. The total number of action units required for your prompts will determine the number of credits consumed.

Here’s how it works:

Custom prompt	When a demo is booked, build a personalized script for the company, save to company record, and notify rep.	
Action	43 action units	Summarize record
Action	7 action units	Create note
Action	22 action units	Create task
Cost for this run	72 action units	72 credits (€0.72)

Action unit values shown are illustrative. Actual values will vary every time the agent is run.

NA New agent  

 Instructions 

 Build with Breeze Assistant

Give your agent instructions by including your agent’s role, overall goal, approach, and the expected output format.

Save

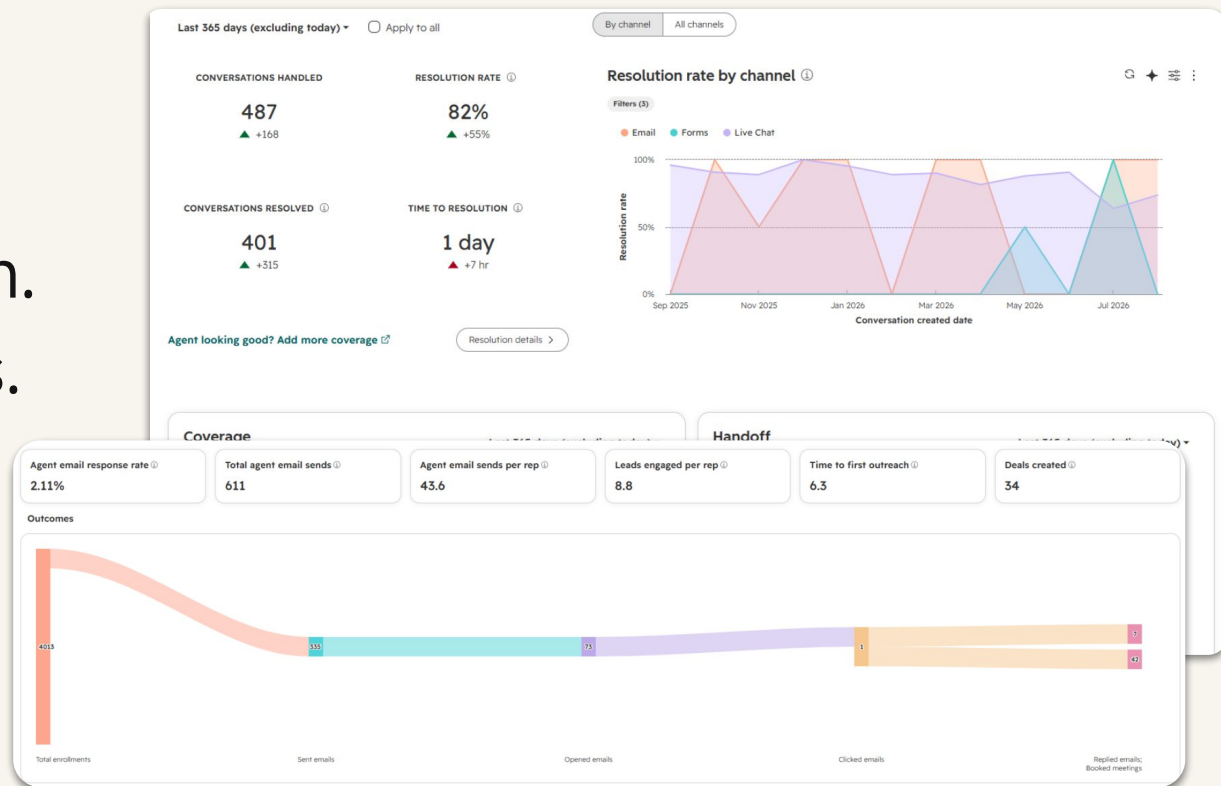
Test



HubSpot puts you **in**
control of your spend.



One platform.
One credit system.
Driving outcomes.



Spend controls are turned on **by default**, and available to all plans.

Maximum monthly credits

Set a limit equal to or above your monthly credits. When your team reaches this limit, we pause usage until your next credit reset.

Monthly credits

This is your current credit allocation

5,000 ⓘ

Maximum monthly credits

This gives your team extra room when usage goes beyond your monthly credits.

19,000

Your limit is 6,000 credits above your monthly amount. Usage will pause at this limit.



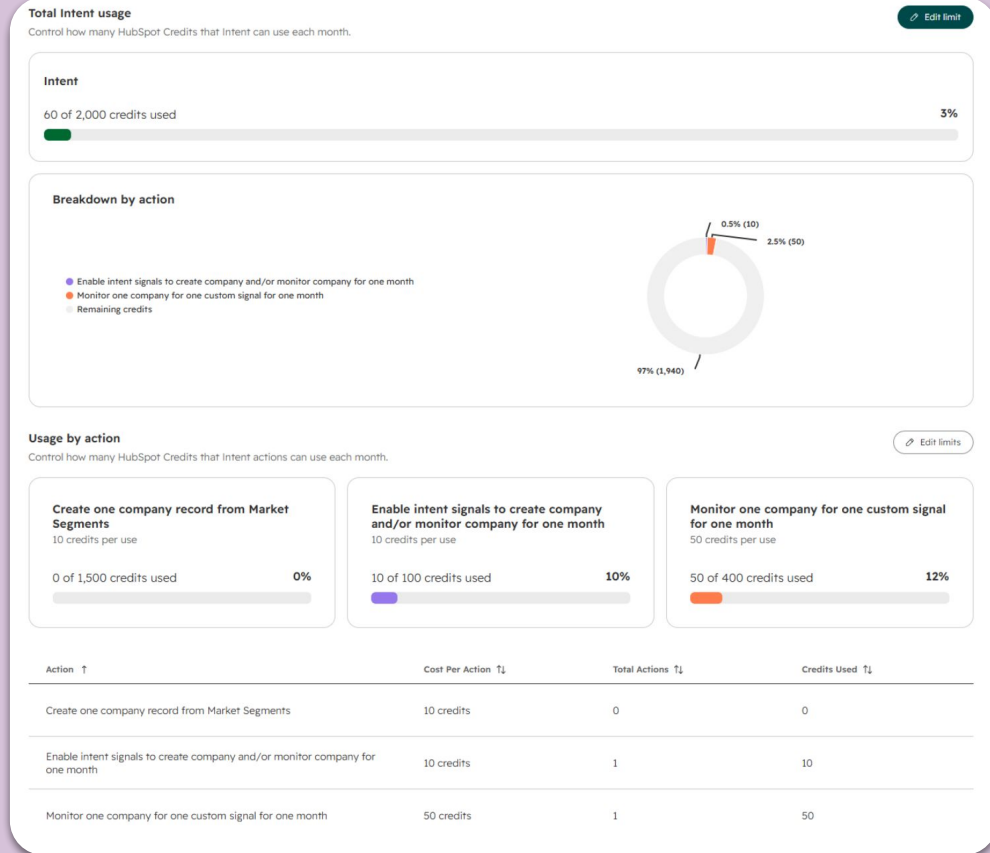
Your limit is initially set up to 50% above your monthly credits so that your work isn't interrupted.

Confirm

Cancel



Spend controls are
granular and improving.

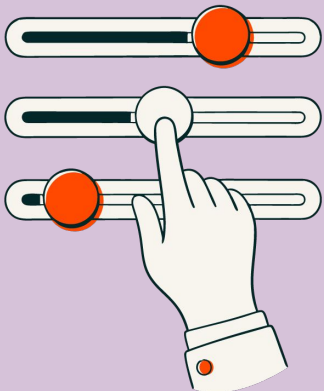


Cost Controls Deep Dive



Your budget. Your rules.

- Buying credits upfront gives you predictable spend.
- Pay-as-You-Go gives you the flexibility to scale at your own pace.
- Spend controls set your budget so you never get an unexpected invoice.



Under control, right away

When you buy credits, we initially set your portal credit limit up to 50% above your total monthly credits.

Granular spend controls

Adjust portal-, feature-, and action- level credit limits to match your budget.

Know what's driving spend

See what's consuming credits. Drill down into specific actions and track usage trends.

Stop features anytime

Pause features anytime to shift credits toward the tools driving the most impact.

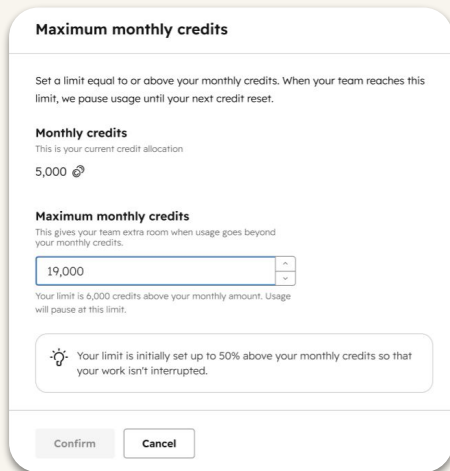
Stay on top of usage

Get notified when credit usage hits key milestones so you can take action before limits are reached.

Portal Spend Caps.

No Runaway Costs.

Portal-level limits control total monthly credit use. HubSpot sets a default cap 50% above your monthly credits. Adjust up or down any time.



The screenshot shows a 'Maximum monthly credits' settings modal. It includes a title, a descriptive paragraph, a 'Monthly credits' section with a current value of 5,000, and a 'Maximum monthly credits' section with a text input set to 19,000. A note explains that the limit is initially set to 50% above the monthly credits. At the bottom are 'Confirm' and 'Cancel' buttons.

Maximum monthly credits

Set a limit equal to or above your monthly credits. When your team reaches this limit, we pause usage until your next credit reset.

Monthly credits
This is your current credit allocation
5,000

Maximum monthly credits
This gives your team extra room when usage goes beyond your monthly credits.
19,000
Your limit is 6,000 credits above your monthly amount. Usage will pause at this limit.

💡 Your limit is initially set up to 50% above your monthly credits so that your work isn't interrupted.

Confirm Cancel

30K Monthly Credits

Minimum spend of \$250 per month.

HubSpot Sets Portal Credit Limit

45,000 maximum credits per month (50% above total (30K) credits. 5K credits included, maximum spend of \$400 per month.

Customer Updates Portal Credit Limit

35,000 maximum credits per month. 5K credits included, meaning monthly spend cap of \$300. Monthly spend will always fall between \$250 and \$300.

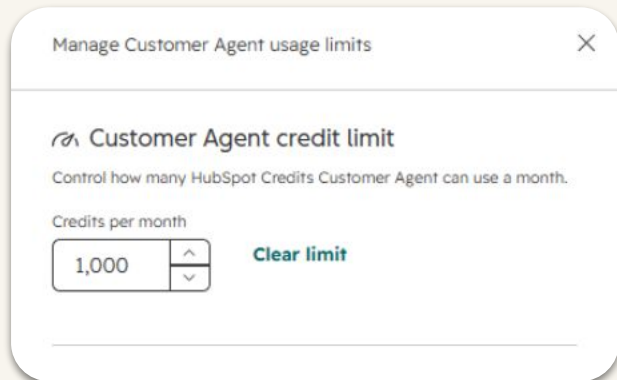


Feature Spend Caps.

Granular Spend Controls.

Feature-level credit limits control the total number of credits a specific feature can use in a month.

The sum of feature-level credit limits can never exceed your portal-level credit limit.



The screenshot shows a dialog box titled "Manage Customer Agent usage limits" with a close button (X) in the top right corner. Inside the dialog, there is a section titled "Customer Agent credit limit" with a sub-header "Control how many HubSpot Credits Customer Agent can use a month." Below this, it says "Credits per month" and displays a numeric input field with the value "1,000" and up/down arrow controls. To the right of the input field is a "Clear limit" button.

Customer Sets Feature Credit Limit

Customer agent can use a maximum of 1K credits per month.

Customer Agent Usage Hits Limit

Once customer agent hits feature credit limit, actions pause until the portal's next reset.

Action Spend Caps.

Granular Spend Controls.

Action-level credit limits control the total number of credits a specific action a feature takes can use in a month.

The sum of action-level credit limits can never exceed the parent feature credit limit (if set).

The screenshot shows the 'Action credit limits' configuration page. It has a title 'Action credit limits' and a subtitle 'Control how many HubSpot Credits each action can use a month.' Below this, there are three sections, each with a title, a subtitle, and two input fields for 'Credits per month' and 'Actions per month', along with a 'Clear limit' button.

Action	Credits per month	Actions per month	Clear limit
Enable intent signals to create company and/or monitor company for one month	100	10	Clear limit
Create one company record from Market Segments	1,500	150	Clear limit
Monitor one company for one custom signal for one month	400	8	Clear limit

Set Feature Credit Limit

Intent can use a maximum of 4K credits (\$40) per month.

Set Action Credit Limit

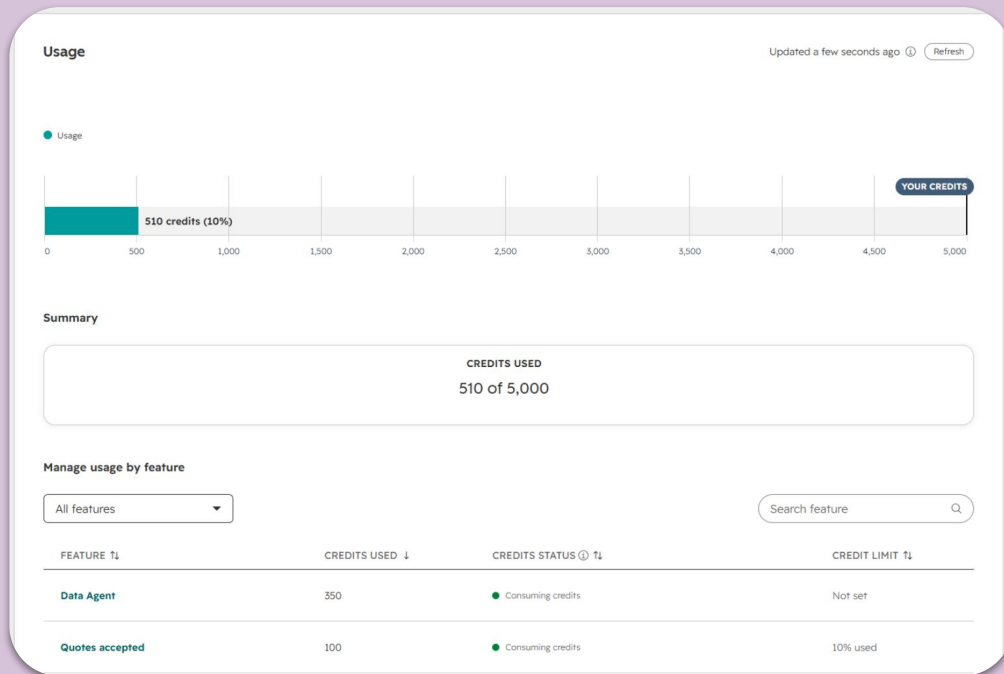
Monitoring companies for custom intent signals can use a maximum of 2K (\$20) per month.

Custom Intent Signal Usage Hits Limit

Once custom intent signals hits action credit limit, usage pauses until the portal's next reset.

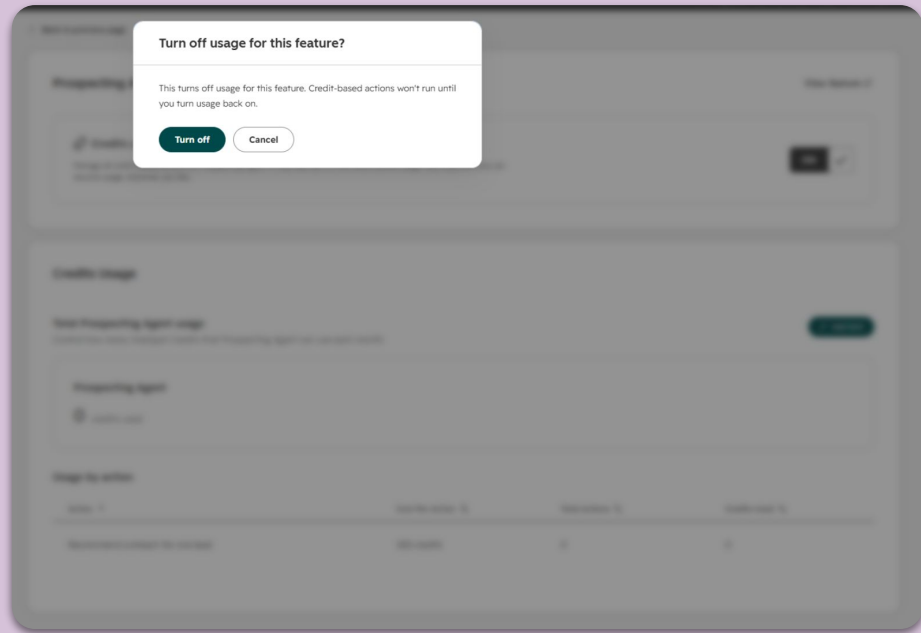
Usage Reporting

- ✓ Track credit consumption across features and agents in a single view.
- ✓ Every action, timestamped and costed.



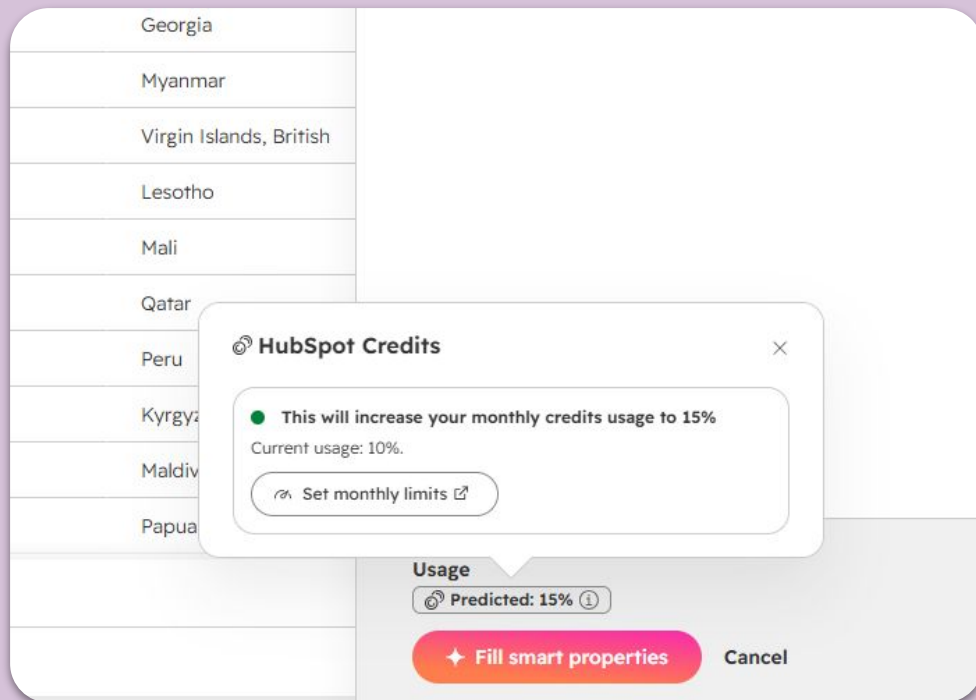
Feature Pausing

- ✓ Pause any feature instantly.
- ✓ It stops consuming credits the moment it's off.



Usage Notifications

- ✓ Customers notified at 75%, 85%, and 90% of your monthly limit.
- ✓ Customers see credit cost before they run any action.



Q&A

