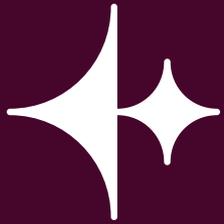


Breeze Studio



**Your New Digital
Teammates**



Shay Redmond

Group Product Manager- AI, HubSpot

Breeze Studio

Knowledge

 Add knowledge

Agent instructions

Role: You are an agent who helps CRM or Sales Reps with follow-up 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 should use the company name in the transcript to look up the customer's record).

Return the customer's CRM record and any notes that align with company guidelines.

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

Agents

autonomous operators that
do work.

Assistants

on-demand experts ready with
context from your business.

Knowledge

What Breeze Agents know.



Tools

What Breeze Agents can do.



Easy
to Use



Deeply Connected
to Your Business



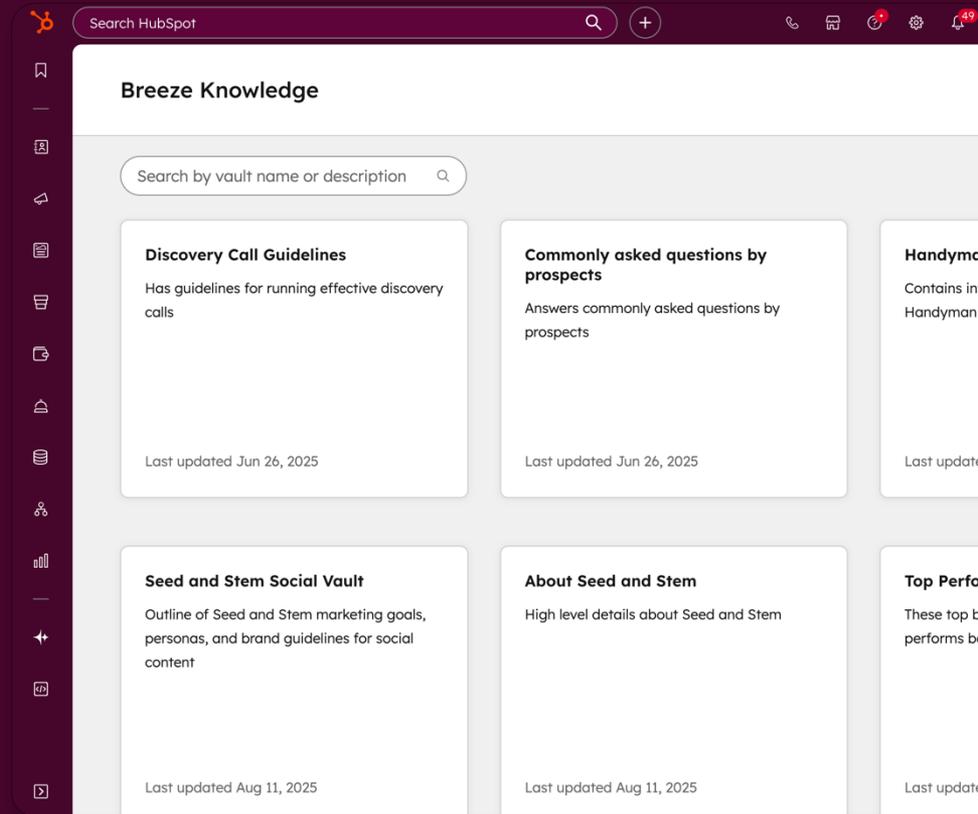
Drives Business
Outcomes

Easy to get started



✦ 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

The screenshot displays the 'Breeze Tools' interface within the HubSpot ecosystem. At the top, there is a search bar labeled 'Search tools' and a 'Category' dropdown menu. Below the search bar, a grid of tool cards is visible. Each card features a title, a brief description, and a HubSpot logo. The tools shown are:

- 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

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

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

Search HubSpot

Companies Actions

Angi
Angi.com

Note Email Call Task Meeti... More

About this company Actions

Company domain name
Angi.com

Phone number
--

City
--

Company name
Angi

Create date
08/05/2025 8:38 PM EDT

Overview Activities Intelligence

Prospecting research agent

No research available

+ Start research

Data highlights

CREATE DATE	LIFECYCLE STAGE
08/05/2025 8:38 PM EDT	Lead

ABOUT US

--

Recent activities

Search activities

Activity

Proactive Suggestions

The screenshot displays the HubSpot Landing Pages interface. At the top, there is a search bar labeled "Search HubSpot" and a navigation menu with "Assistant" and "Seed & Ste". The main heading is "Landing pages", with sub-tabs for "Manage", "Analyze", and "Suggestions". A "More tools" dropdown and a "Create a landing page" button are visible in the top right.

The "Latest ABM Landing Page Agent suggestions" section features four cards, each with an "Agent details" button in the top right corner:

- Orion Foods:** "Built for Scale, Ready for Orion. Rep: Jade Hopkins. Generated due to a close ICP match and deal stage change." Button: "Open in editor".
- Apex Group:** "Efficiency. Period. Rep: Jordan Liu. Generated due to web traffic and deal stage change." Button: "Open in editor".
- FinMetric:** "Customer Case Study: BetaCore. Rep: Leah Nguyen. Generated manually by Gabby Hernandez." Button: "Open in editor".
- NovaHealth:** "A Supply Chain Deep Dive. Rep: Jade Hopkins. Generated due to high lead score and buyer intent signals." Button: "Open in editor".

The "All ABM Landing Page Agent suggestions" section includes a search bar and filters for "Account", "Assigned rep", and "Advanced filters". Below is a table of suggestions:

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

✦ 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 interface is divided into several sections:

- Triggers:** A modal window titled 'Triggers' with a 'Next >' button. It prompts the user to 'Choose a trigger to start this workflow' and includes a search bar. Below the search bar are two buttons: 'Met filter criteria' (with a filter icon) and 'On a schedule' (with a clock icon). A list of trigger categories follows, each with a chevron icon to its left:
 - 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
- Company Research Agent:** The main interface behind the modal, showing a 'Next >' button and an 'Add knowledge' button.
- Test the agent:** A section on the right with a 'Preview to check everything' label. It features a 'Select trigger' button and a 'Test agent' button. Below the button is a preview of the agent's output, including a logo and the text: 'Hi, Rese out.' and 'Domain or Company eg: "HubSpot" or'. A note at the bottom states 'Testing this agent will u'.

Drives Real
Outcomes



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 behindhubspot.ai.com to learn more
- ✔ There is a new permission for Breeze Studio access and sharing controls within each agent
- ✔ You can build both custom assistants and custom agents today

[HubSpot.com/Breeze](https://www.hubspot.com/Breeze)