

TLDR



The **Breeze AI Feature Matrix** helps C-suite leaders and HubSpot users understand and utilize HubSpot's AI capabilities effectively across their teams to:

- **eliminate confusion** and
- **drive strategic growth.**

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



If you're a **CEO, CMO, CRO, COO** or a **HubSpot user** trying to make cross-functional decisions, the real question is:

Where's the **clear, centralized guide** that tells you

- What Breeze AI features are available
- In which HubSpot Hubs - and
- **what's free, what costs extra**, and who should actually be using what?

Periti built this guide for growth-minded mid- market organizations who are ready to cut through the clutter and >> **Activate AI** across your entire customer lifecycle: from **marketing** and **sales** to **service, content**, and **operations**.

Why This Matters: Practical AI for Growth



Whether you're the CEO defining transformation goals, a CMO owning customer acquisition, a COO optimizing team productivity, or a power user of HubSpot...

The **Breeze AI Feature Matrix** is your shared source of truth.

- **Marketing** can align their campaigns with what Sales is using for outreach.
- **Sales** gets clarity on how their tech stack is evolving with real buyer intent signals.
- **Service** teams can use automation with confidence and know they're not duplicating effort.
- **Operations** gets control and foresight on what's scalable and cost-effective.

And you? You get a clearer path to operationalize AI at scale.

Breeze AI Feature Matrix

	Marketing			Sales			Service			Content			Operations		
	STA	PRO	ENT	STA	PRO	ENT	STA	PRO	ENT	STA	PRO	ENT	STA	PRO	ENT
Copilot	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ask Breeze in Workflows		✓	✓		✓	✓		✓	✓					✓	✓
Breeze Social Media Agent		✓	✓												
Breeze Prospecting Agent					✓	✓									
Breeze Customer Agent								✓	✓						
Breeze Content Agent											✓	✓			
Data enrichment	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Buyer intent	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Buyer Intent - visitor insight	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Form shortening	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$

STA = Starter PRO = Professional ENT = Enterprise

✓ Available feature within that hub

\$ Must purchase Breeze Intelligence credits

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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.



About Periti Digital

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



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