Why Top Marketers Are Turning to Breeze AI for Better ROI – And You Should Too !

TLDR

Ready to boost lead generation, cut costs, and increase conversions? **Partner with Periti + Breeze AI** to make AI work for your marketing ROI.


Introduction

A tectonic business shift is occurring between exploring how to use Generative AI (Gen AI) and ensuring the Gen AI delivers measurable business value and achieves a Return on Investment (ROI). In 2024, organizations sought to scale successful AI pilot projects and integrate AI into core business processes. In 2025, business leaders have increased their emphasis on measuring the ROI of AI initiatives, optimizing AI deployments, and refining strategies to maximize business impact.

As businesses accelerate the adoption of HubSpot's Breeze AI, it offers a transformative approach to enhancing marketing effectiveness while delivering a measurable ROI. Here are the impactful ways Breeze AI delivers substantial marketing ROI by showing how it can:
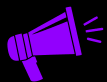
- **Amplify lead generation**
- **Enhance email personalization and conversion rates.**
- **Reduce customer acquisition cost**
- **Drive new customer growth**

What is Breeze AI ⌄

Breeze AI is a smart layer of AI tools that are fully integrated within HubSpot—designed to help marketing, sales, and service teams drive faster, smarter, and more profitable outcomes without ever leaving the HubSpot environment.

Unlike generic AI tools, Breeze AI is purpose-built for HubSpot users, using tailored AI agents and intelligence features that integrate seamlessly with your existing workflows, CRM data, and campaigns. It empowers teams to go beyond automation—unlocking actionable insights, personalization at scale, and measurable ROI.

The Shift from Exploring Gen AI to Ensuring ROI

A tectonic business shift is occurring between exploring how to use Generative AI and ensuring the GEn AI delivers measurable business value and achieves a ROI.

2024

In 2024, organizations sought to scale successful AI Pilot projects and integrate AI into core business processes.

2025

In 2025, business leaders have increased their emphasis on measuring the ROI of AI initiatives, optimizing AI deployments, refining strategies to maximize business impact.

5 Ways Breeze AI Supercharges Marketing ROI ⌄

Franchise Brokers Association: Amplifying Lead Generation

🔍 **Challenge:** The Franchise Brokers Association (FBA) aimed to increase its content production and lead generation but faced limitations in scaling these efforts efficiently.

✨ **Solution:** By implementing Breeze AI's content generation capabilities, FBA automated and accelerated its content creation process.

📈 *Result:* FBA achieved a **250% increase in content production** and a **216% boost in lead generation**, significantly enhancing their marketing outreach and effectiveness. [1]

Shore: Reducing Customer Acquisition Costs

🔍 *Challenge:* Shore sought to decrease its customer acquisition costs while expanding its lead base.

✨ *Solution:* By adopting HubSpot's inbound methodology powered by Breeze AI, Shore streamlined its marketing processes and targeted outreach.

📈 *Result:* The company experienced a **12X increase in leads** and a **35% reduction in customer acquisition costs**, showcasing the efficiency of AI-driven marketing strategies. [2]

HubSpot: Enhancing Email Personalization

🔍 *Challenge:* HubSpot aimed to improve its email marketing conversion rates through better personalization.

✨ *Solution:* Implementing Breeze AI's personalization features, HubSpot tailored its email content to individual recipient behaviors and preferences.

📈 *Result:* This approach led to an **82% increase in email conversion rates**, demonstrating the power of AI in crafting compelling, personalized marketing messages. [3]

Nutribees: Boosting Conversion Rates with AI Support

🔍 *Challenge:* Nutribees needed to enhance its customer support and increase conversion rates.

✨ *Solution:* By deploying Breeze AI's Customer Agent, Nutribees provided 24-hour support, improving customer engagement and satisfaction.

📈 *Result:* The company saw a **77% reduction in support tickets** and an i**mprovement in conversion rates**, highlighting the impact of AI on customer experience and sales. [4]

What's Next? Take Action Now ⌄

If you're seeking to elevate your marketing ROI, integrating Breeze AI into your strategy offers a clear path to enhanced performance and efficiency. Don't miss the opportunity to transform your marketing outcomes—explore how Breeze AI can drive your success today.

When you Partner with Periti Digital, we implement Breeze AI solutions that are tailored to your business needs so that you can start experiencing measurable improvements in your marketing ROI.

Sources:

[1] HubSpot Community:*3 game-changing Breeze use cases that delivered measurable ROI.*

[2] HubSpot:*Shore case study*

[3] HubSpot:*Can AI write emails that actually convert?*

[4] Nutribees: *Nutribees leverages HubSpot for customer and agent expansion.*

[5] HubSpot: *ResellerRatings case study.*

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**

- 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.

---

periti experience matters

🌍 www.peritidigital.com

📍 Munich - Dublin - Lisbon - New York

About Periti Digital

Periti Digital is an Global Elite 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,