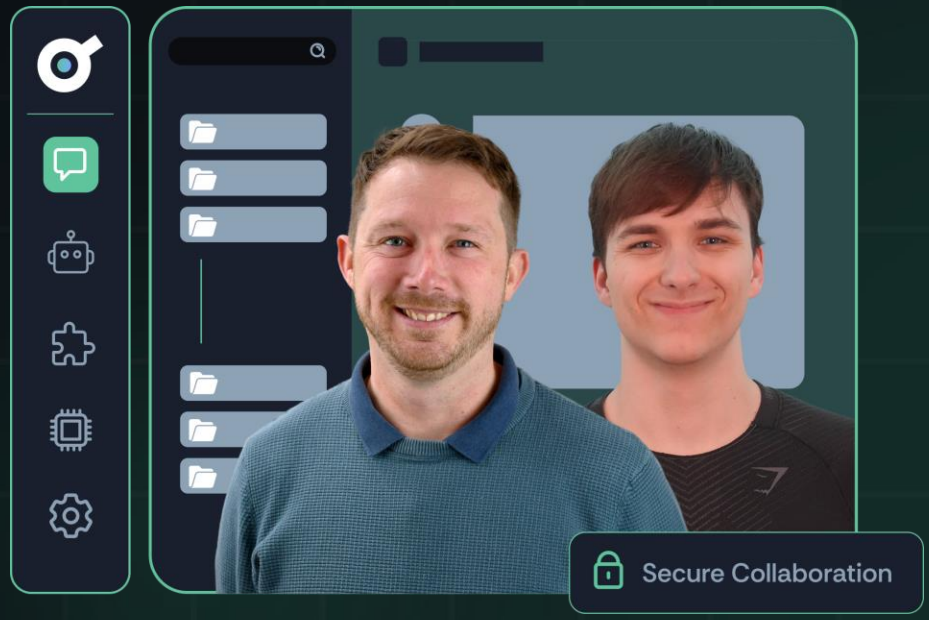
Maximise HubSpot's AI Tools

Practical Ways to Work Smarter in Marketing, Sales, and Service



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Housekeeping & Rules of Engagement
Welcome!

Thank you for joining our webinar!

Before we begin, here are some **housekeeping** notes:

- Attendee lines are muted and cameras are turned off.
- Please feel free to use the **"Chat"** feature and the **"Q&A"** to submit questions.
- **Recording Notice**: This webinar is being recorded.
- The webinar content will be available on the **Struto uniVERSE** after this session.
- Your feedback is valuable to us! Please complete the webinar **survey** when you receive it.
- **Marketing Opt-In**: By joining this webinar, you are opted in for our marketing updates. You can unsubscribe at any time.

We hope you enjoy the webinar and find it valuable!

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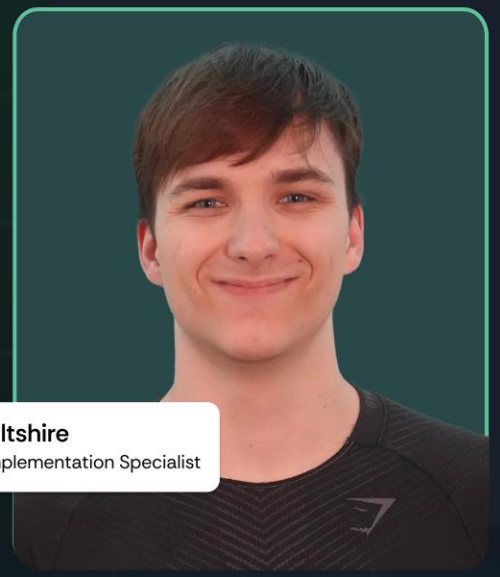
Your Hosts



Jared Wiltshire
HubSpot Implementation Specialist

Jared is a HubSpot Implementation Specialist and our AI Administrator, designing HubSpot solutions that improve automation, data integrity, and operational efficiency.

Nsovo Shimange
Inbound Marketing Manager

Nsovo is the Inbound Marketing Manager at Struto, where he focuses on driving impactful inbound marketing strategies.

Ryan Waters
Head of Customer Success

Ryan is the Head of Customer Success at Struto and brings a wealth of technical and analytical expertise.

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Agenda

- Why the caution around AI?
- The **HubSpot Breeze** ecosystem
- Practical use cases across your teams
- Commercials & credits (How pricing actually works)
- Getting started & next steps
- Q&A

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Why customers are still cautious about AI

Why the hesitation?

- Too much market noise and hype
- Unclear, practical use cases
- Concern about data quality and control
- Uncertainty around unpredictable costs
- Not knowing where to start
- Shadow AI

Breeze™ is HubSpot's AI ecosystem

Three-pillar model:

- **Breeze Assistant:** Your assistive AI companion
- **Breeze Agents:** Autonomous AI workers
- **Breeze Intelligence:** The data and enrichment engine

The management layer:

- **Breeze Studio:** Where you configure, guide, and manage your AI tools

Assistive, Autonomous, Data-driven

How the tools differ:

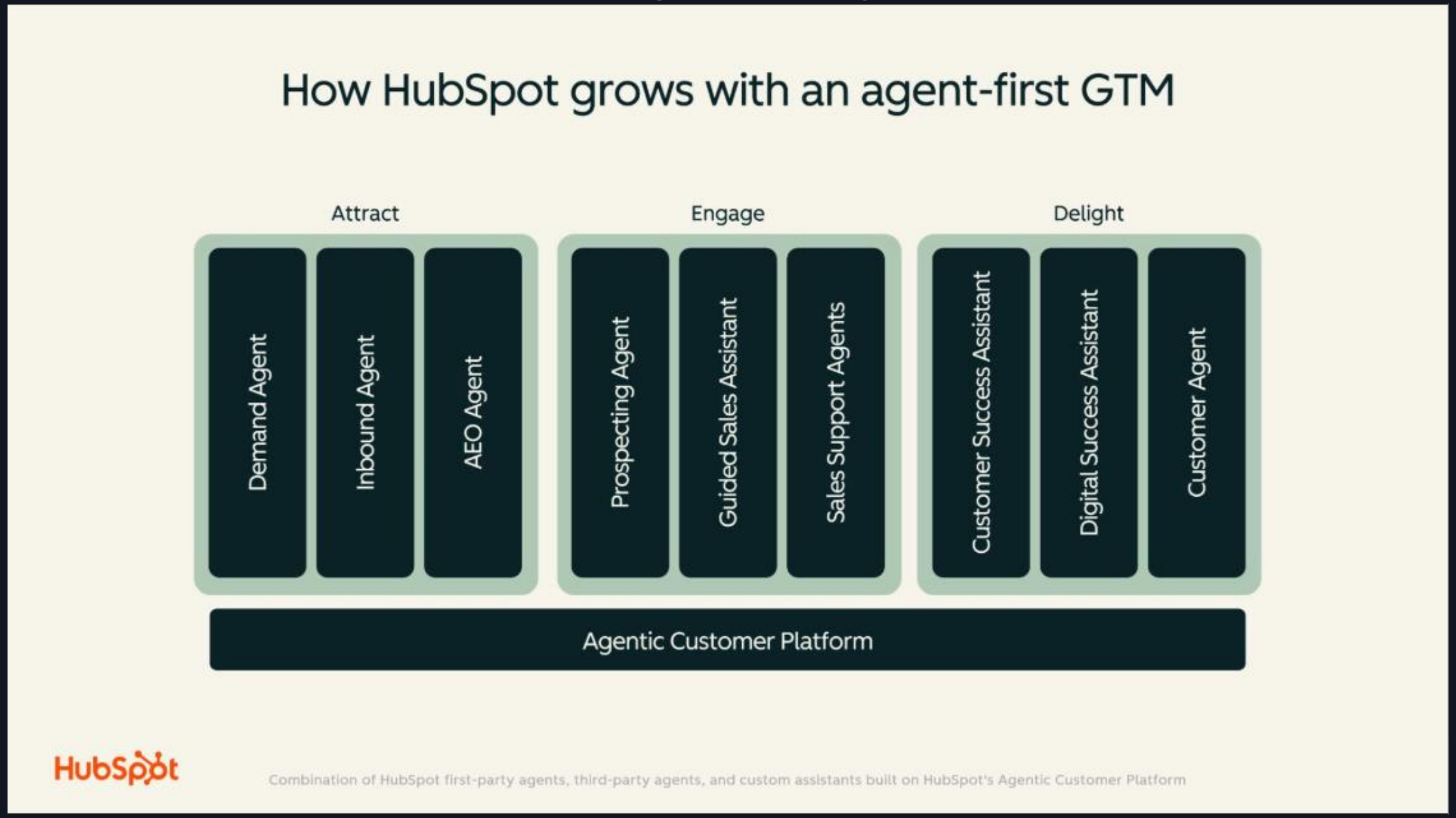
Type	What it does	Example
Assistive	Helps people work faster	Breeze Assistant
Autonomous	Performs end-to-end tasks	Customer Agent, Prospecting Agent
Data-driven	Improves CRM data quality and **context**	Breeze Intelligence (Enrichment, buyer intent)

Start with the tools that matter most

Where should you focus first?

- Breeze Studio (Governance and setup)
  - Knowledge Vaults (Domain Knowledge)
- Data Agent (CRM analysis)
- Breeze Intelligence (Data enrichment)
- Breeze Assistant (Everyday productivity)
- Customer Agent (Support ticket resolution)
- Prospecting Agent (Sales research & outreach)

AI across the customer journey



Practical use cases across teams

Marketing

- Audience understanding
- Content drafting support
- Enrichment and buyer intent tracking

Service

- Autonomous ticket resolution
- Knowledge base support
- Account health context

Sales

- Target account research
- Highly personalised outreach
- Meeting prep
- Deal context summaries

How HubSpot AI usage works

Understanding Credits & Outcome-Based Pricing*:

- **HubSpot credits:** The universal currency for AI usage.
- **Included Allowances:** Pooled monthly based on your Hub tier (e.g., Pro includes ~3,000, Enterprise includes ~5,000).
- **Outcome-Based Costs:** You pay for business results:
  - *Customer Agent:* **50 credits ($0.50)** per **fully resolved** conversation.
  - *Prospecting Agent:* **100 credits ($1.00)** per recommended lead.
  - *Data Agent:* **10 credits ($0.10)** per generated response.
  - *Smart Properties:* **1 credit ($0.01)** per automated property update.
  - *Breeze Intelligence:* **10 credits ($0.10)** per record enriched.
- **Cost Control:** Services pause when limits are reached, or you can enable Pay-As-You-Go (~$10/£8 per 1,000 credits).

*Exact allowances and usage rates vary by plan and feature

What makes HubSpot AI useful in practice: Four readiness pillars

1. **Data quality**: Deduplicating records and ensuring accurate lifecycle stages.
2. **Knowledge & content grounding:** Auditing your knowledge base/vaults and defining your brand voice.
3. **CRM structure & governance**: Standardising property names and permissions.
4. **Integration strategy**: Connecting external ERPs or billing systems so your AI has the full picture.

HubSpot AI does not have to work alone

A platform-agnostic AI strategy:

- Some of your most valuable data lives inside HubSpot.
- Some of your most valuable data lives *outside* HubSpot (ERPs, external billing, custom apps).
- Your AI strategy should be platform-aware, not platform-limited.

***Struto** helps unify the picture through smart integration and workflow design.*

Connecting your front office to your back office, with an agentic orchestration layer managing business outcomes between the two.

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How Struto helps

From understanding to action:

- **Complimentary Portal Health Check:** We audit your data, schema, and readiness for AI deployment.
- **AI readiness workshops:** Deep-dive strategic sessions to map AI to your specific customer journey.
- **AI Outcome Packs:** Rapid deployment mini-projects to set up, test, and ground specific agents (e.g., Prospecting Agent or Customer Agent).
- **Guided Ongoing Success Support:** Continuous optimisation and monitoring of your AI setup.

Useful HubSpot resources

Keep learning after the session*:

- Understand HubSpot Credits and Billing (Knowledge Base)
- HubSpot Product and Services Catalogue
- HubSpot Academy: AI for Marketing Course
- Breeze Prompt Library
- Struto Webinar: How to Secure Your Business in the Age of ChatGPT
- Book a Portal Health Check

**Links will be provided in the follow-up email*

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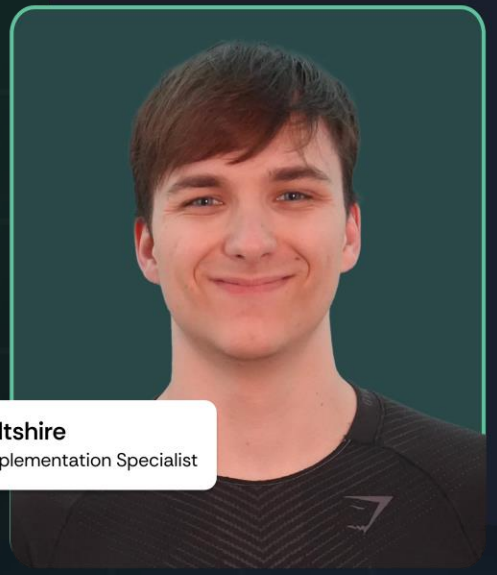
Q&A



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Got questions? Let's talk

Contact us at:

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