



## Introducing Breeze Intelligence—your all-in-one solution for enriching data, understanding buyer intent, and simplifying lead capture.

With Breeze Intelligence, you can transform your customer interactions, enhance workflows and automations, and drive better business outcomes.

Let's dive into how our key features—data enrichment, buyer intent, and form shortening—can elevate your marketing, operations, and sales.

### ✦ Data Enrichment

#### Improve Company & Contact Data Coverage

With data enrichment, effortlessly fill in the gaps in your customer information. Automatically update profiles with demographic, firmographic, and technographic data, providing your team with a comprehensive view to drive personalized and effective marketing and sales campaigns.

### ✦ Buyer Intent

#### Unlock Insights into Buyer Behavior

Buyer intent helps you identify which companies are ready to make a purchase based on their activity on your website. Track and analyze interactions to gain actionable insights, allowing your sales team to engage with high-intent leads at the right time.

### ✦ Form Shortening

#### Simplify Lead Capture

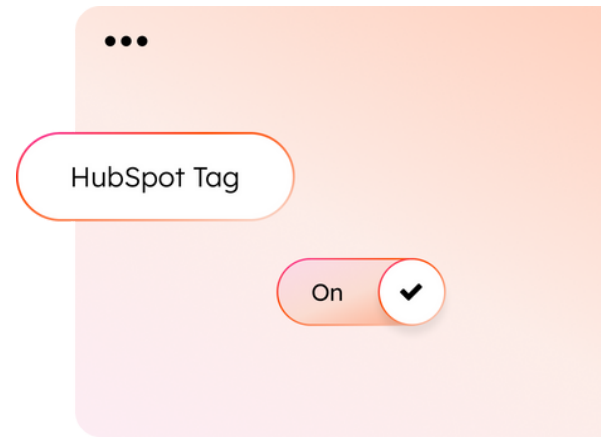
Form shortening reduces the number of fields on your forms while still capturing all necessary information. Create seamless and frictionless experiences for your prospects and improve conversion rates across your website and landing pages.

- ✓ **Save Time**  
Automate the data enrichment process to focus on high-impact activities.
- ✓ **Enhance Targeting**  
Use enriched data to improve lead scoring and prioritize high-value prospects.
- ✓ **Increased Engagement**  
Personalized campaigns drive better engagement and outcomes.
- ✓ **Spot Visitors Ready to Buy**  
Easily spot visitors near the end of their buying journey, visiting high intent pages.
- ✓ **Deanonymized Traffic**  
Uncover the anonymous company traffic visiting your website. Anonymous visitors are visitors who have visited a page with your tracking code on it, but haven't converted through a form and aren't a contact in your CRM yet.
- ✓ **Targeted Outbound**  
Inform your outbound strategy by prioritizing high-intent companies visiting your website and landing pages.
- ✓ **Boost Submission Rates**  
Conversion rate improves for each field you remove from your existing forms.
- ✓ **Capture Essential Data**  
Collect vital lead information without overwhelming your prospects.
- ✓ **Enhance User Experience**  
Provide a smooth and efficient form-filling experience to keep your prospects engaged.

## How It Works

- 1 Simply enable automatic enrichment of contact and company records.
- 2 Install the HubSpot tracking code on your website to start tracking buyer intent.\*
- 3 Enable form shortening for all of your HubSpot forms

\*Before installing the HubSpot tracking code on your website, make sure you understand whether you may need to take additional steps to stay in compliance with applicable law. Visit [\[link to KB\]](#) to find out more.



## Customer Success Stories



HubSpot's data enrichment and buyer intent features have exceeded my expectations. Both features are user-friendly, which is consistent with HubSpot's standards. Their seamless integration minimizes the need for technical support from our team. Unlike managing multiple third-party enrichment providers, which often involves complex steps and ongoing sync issues, HubSpot's solution is nearly 'set it and forget it'.

**Phocas Software - Josh Ames, RevOp Manager**



After comparing our current website tracking tool (a leader in the space) with HubSpot's new buyer intent feature over 14 days, the results were clear: HubSpot showed three times as many companies that had visited our website than our current tool. I can confidently say that HubSpot's buyer intent feature is among the best visitor tracking solutions available.

**SnapFulfil - Katie McCauley, Senior Manager, Marketing**

## Get Started Today

Experience the transformative power of Breeze Intelligence. Empower your team with tools designed to make smarter decisions, engage customers effectively, and drive better results.

**Contact us today to learn more and see how Breeze Intelligence can help your business grow.**

