

7 BEST HUBSPOT AI APPLICATIONS FOR 2025

**AI is Everywhere –
Start with
Foundations for
Success**





As AI takes off at full speed, the numbers tell an extraordinary story: according to [Fortune Business Insights](#), the global AI market, valued at \$515.31 billion in 2023, is set to skyrocket to \$2.74 trillion by 2032. From optimizing smart grids to enhancing predictive maintenance in aerospace to mapping human brain activity in real time, there's hardly a stone AI hasn't turned over.

AI shouldn't be thought of as a solution for everything; how companies and their employees use AI is nuanced and based on considerations such as the use case, risk tolerance, privacy requirements, and complexity of the task or problem, just to name a few. When put to good use, AI can unlock vast benefits that make life inside and outside of the "office" easier by increasing efficiency, improving accuracy, realizing cost savings, and more.

But simply tossing AI into the mix for the sake of it? That's a recipe for failure.

AI for Sales and Marketing

HubSpot is one of many CRM platforms that have embedded AI features into their software suite—spanning sales, marketing, customer service, reporting, and more. Given that AI is already integrated into all the Hubs, HubSpot customers have the ability to access these features and scale growth.

HubSpot's AI technology, [Breeze](#), can be classified into the following categories:

Breeze Copilot

Using AI can boost productivity, but progress can be limited if the tools you are using lack context about your business. By leveraging Breeze alongside your CRM, marketing, and customer service data, Breeze Copilot understands your business and unique needs by analyzing your work in HubSpot across both desktop and mobile and offering tailored insights and assistance exactly where you need it.

Breeze Agents

Breeze Agents are your AI-powered experts, built to automate everything from planning to execution. With deep expertise in content marketing, social media, sales prospecting, and customer service, Breeze Agents takes care of the heavy lifting across your business, empowering you to focus on what truly drives growth.

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95% of customers say that HubSpot's AI capabilities are easy to use.
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[HubSpot](#)

More significantly, AI is no longer a hard to comprehend, futuristic concept; it's already part of the fabric in our lives and embedded in industries across the board. For businesses, AI is powering everything from sales forecasts to recommendations for customer success teams to digital support assistants, enabling companies to reduce overhead and accelerate processes, and customers to engage in more meaningful and relevant experiences.

Is your AI strategy about results or just the noise?

Despite the flood of AI-branded products and related buzzwords, many companies are still hitting a wall when it comes to tapping into the AI tools available today—let alone those still in development.

AI's true potential is in its tailored, impactful applications.

For starters, you can begin using AI for basic routine tasks, which could be as simple as knocking 30 minutes off a task that's usually 2 hours long. These small, incremental changes don't alienate your team; instead, they empower employees to use AI to augment and improve their own output and creative potential.



Content Agents

Breeze content agent uses AI to create engaging content powered by your CRM data, helping you quickly produce different types of content that attract visitors and generate leads, including high-quality landing pages, podcasts, case studies, and blogs.

Customer Agents

Breeze customer agent is an AI-powered expert who can engage with customers on your website at any time to provide instant answers. You can train your AI agent in minutes using your knowledge base articles, URLs, help sites, and blogs to deliver accurate and personalized responses to common customer issues.

Social Agents

Breeze Social Media Agent is an AI-powered expert that analyzes your social performance, company details, and marketing best practices to develop a multi-channel content strategy that amplifies your social presence.

Prospecting Agents

Breeze prospecting agent increases your team's capacity by researching and executing personalized outreach strategies for prospects within HubSpot's Smart CRM, using your data to create personalized outreach.

Breeze Intelligence

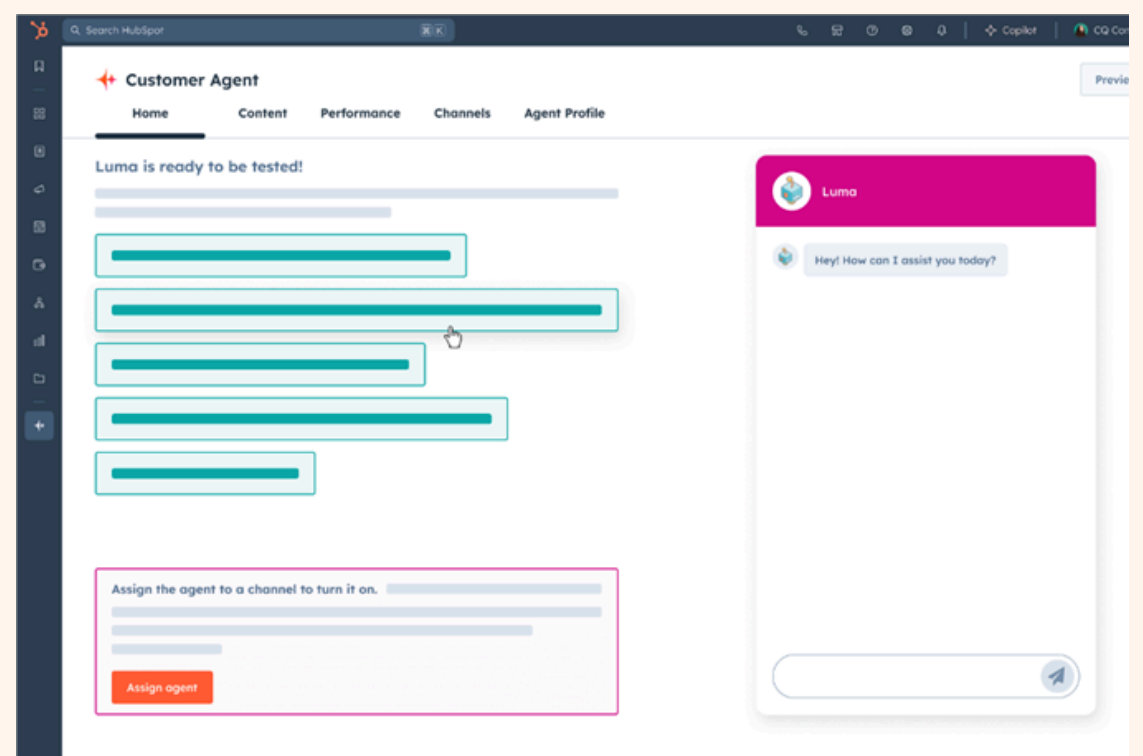
AI business solutions are only as capable as the quality of data it has access to. Breeze Intelligence consists of over 200 million buyers and company profiles, improves form conversion rates, identifies buyer intent from companies visiting your website, and keeps your database fresh with regular updates.

Breaking it Down: The 7 Best HubSpot AI Applications for 2025

While having access to AI features is a step in the right direction, it's how you apply them that truly counts. Our team's in-depth HubSpot expertise has carefully selected the 7 most impactful AI applications within HubSpot's suite to deliver immediate value.

7. Customer Service Inquiries (Chat)

Customer service teams often struggle to keep up with support ticket volume. Breeze Customer Agent is an AI-powered chatbot that can engage with customers on your website at any time, providing quick and accurate answers. Unlike traditional chatbots that often err on the side of being rigid, cold, and scripted, you can customize the agent to hold conversations that feel personal and truly represent your brand. It can even be programmed to cite its sources, boosting customer confidence in the information it provides.

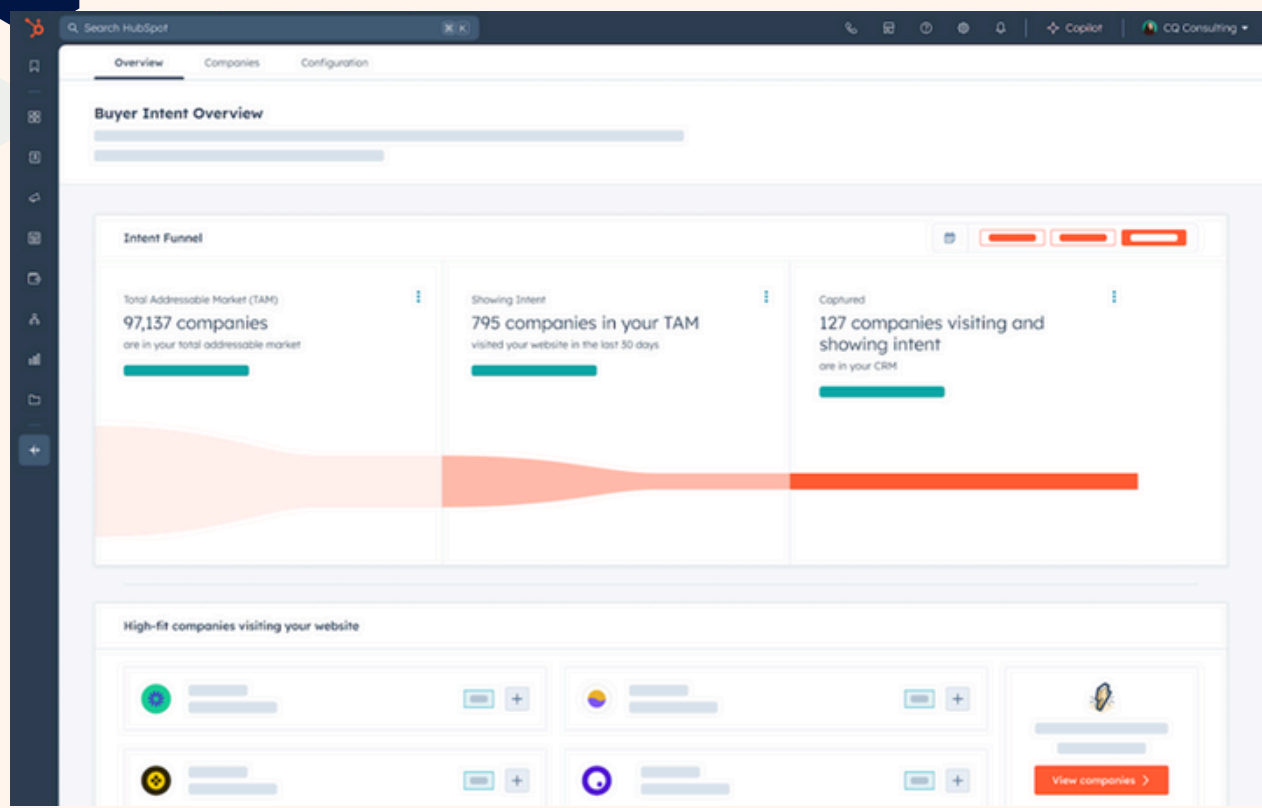


The chatbot uses your knowledge base to respond immediately to common customer inquiries so your team can spend time handling the more critical, complex requests. And if the chatbot can't skillfully manage certain customer inquiries, it easily transfers customers to human reps.

6. Intent Data

Every day, anonymous visitors go to your homepage or review your pricing page, but you don't have enough market intelligence data to identify them. Until now, it was nearly impossible to identify these visitors, unless they fill out a form.

Breeze Intelligence's buyer intent data features connect anonymous web visitors to company IP addresses so your sales team can know what companies are visiting your website and which product features or pricing pages they want to discuss on a call.

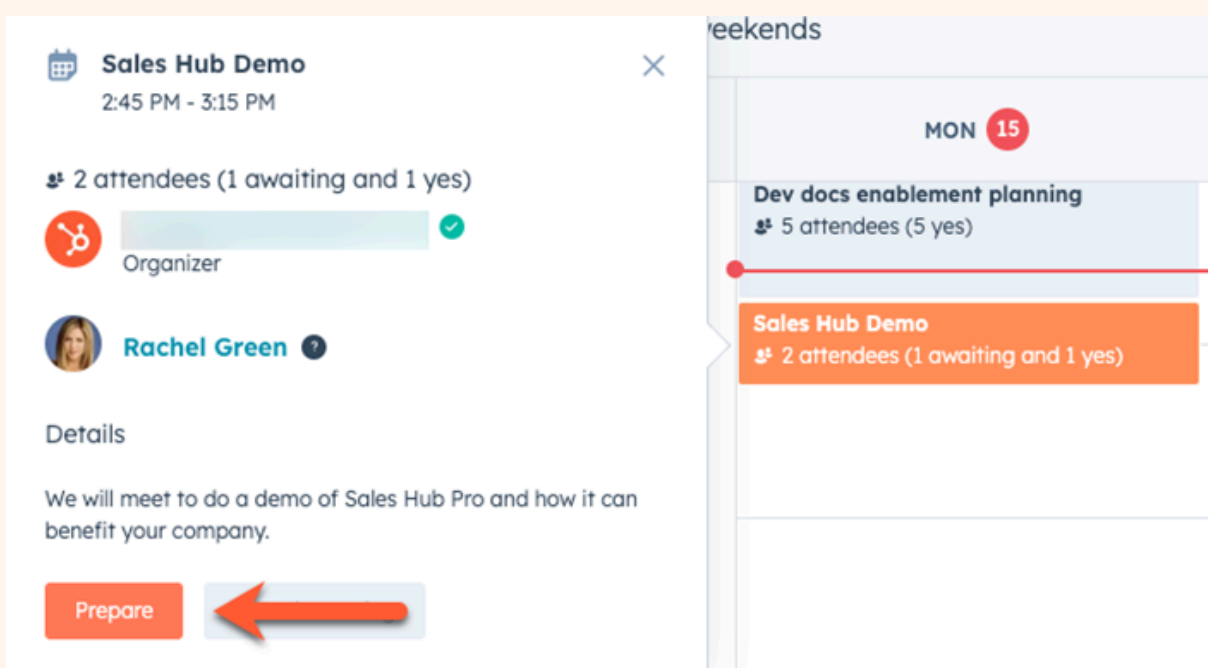


And don't worry: Breeze Intelligence dynamically weighs and scores its sources to choose the most reliable data for each property. When a company or contact record is created, data undergoes a series of checks to verify accuracy and freshness regularly. A human quality assurance team of specialists will also review the data for consistency and accuracy.

5. Meeting Prep

The new [Prepare for Meeting](#) action, available in both the Sales Workspace and CoPilot, simplifies meeting prep—providing a quick recap of all engagements, along with company details and any associated records. You'll also find a list of suggested activities to help you get ready—like reviewing notes, following up with attendees who haven't accepted the invite, or revisiting past conversations. Other benefits include:

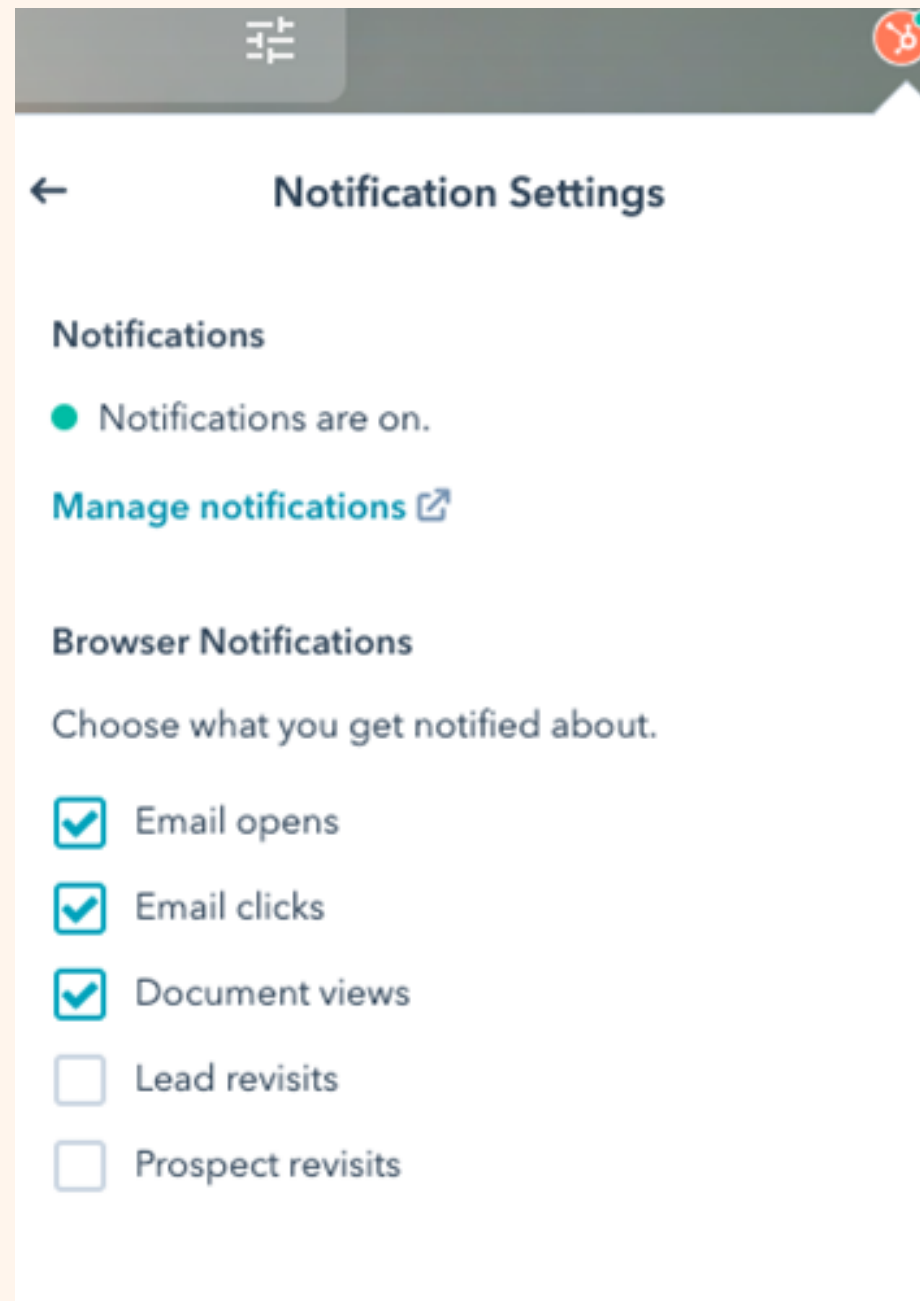
- The **Insights** feature: With one click, you'll see summaries of recent calls, emails, website visits, and company information in the right panel.
- The **Overview** section even pinpoints potential pain points and opportunities, giving you a strategic edge before your meeting



4. Research via Sales Extension

Prospecting on the web has never been easier. With the [HubSpot Sales extension](#), you can access AI-powered insights in your favorite browser. If you've enabled "All other websites"

and visit a site not on the Website Exclusion list, you'll notice the HubSpot Sales sidebar toggle pop up. CoPilot is there to match domain names to existing company profiles or let you create new companies in HubSpot with just a few clicks.



Using the HubSpot Sales Chrome extension is simple. Click the HubSpot sprocket icon on any website, and you're ready to go. Want to dig deeper into a prospect? Use the Research Technology and Research Company News prompts to uncover details about their tech stack or stay in the loop on their latest updates. It's fast, intuitive, and keeps you informed.

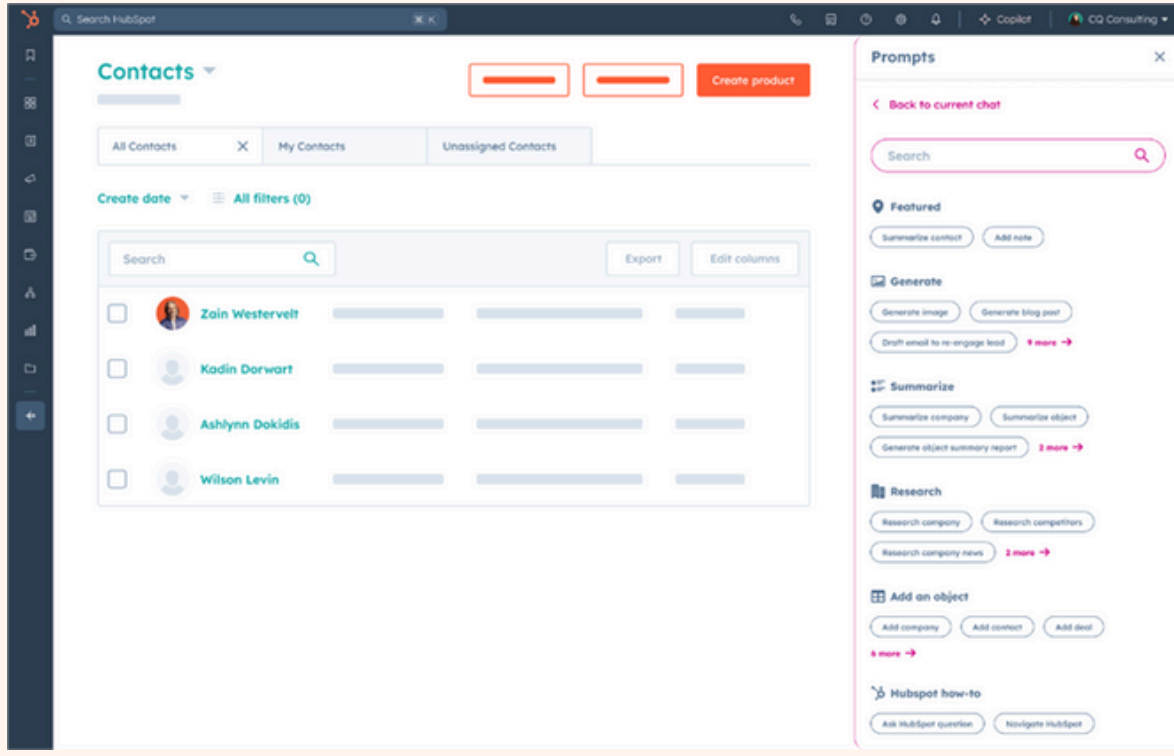
Even better, your team can research potential prospects directly from their websites. No need to jump between tools or clutter your portal with unverified leads. It's a streamlined way to confirm a prospect is the right fit before moving forward.

3. Research In-Platform

Sales, market, and marketing research eat up a ton of time, but they are critical to determining your go-to-market strategy. How can you sell or promote any products and services if you don't understand the industry, target market, ICP (Ideal Customer Profile), or competitive landscape?

To save time, use Breeze CoPilot to gather and analyze market data, as it pulls in data from different sources, spots trends, predicts future shifts, and breaks down complex info into simple insights.



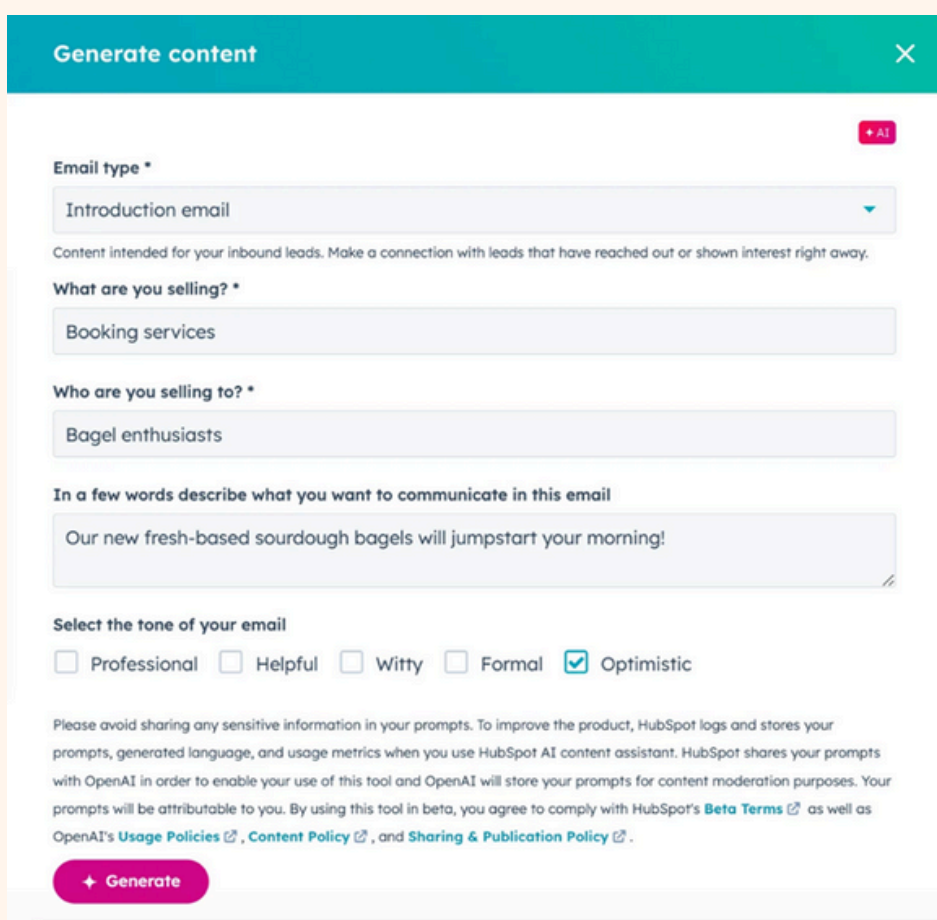


The most exciting part of this feature is its direct connection to your CRM, marketing automation, and customer service data, all within HubSpot. You'll no longer need to spend time digging for information about your prospects or market. The platform knows what you're working on in HubSpot, and provides you with tailored insights and assistance where you need it. Everything you need—company research, sales call prep, pipeline building, and CRM summaries—is right there, no extra tabs required.

2. Personalize Outreach Email

Personalized email marketing is the concept of making every message feel like it was crafted just for the recipient, channeling their unique data and engagement, but it takes time and creativity.

According to research from Sender, 71% of customers prefer tailored experiences, influencing their decision to engage with emails. By tailoring sales and marketing emails based on insights like purchase history, browsing habits, and engagement metrics, you create content that resonates. As a result, your emails become more relevant, engaging, and impactful, making every reader feel truly seen—but without the creep factor.



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Personalized emails result in a 14% higher click-through rate and a 29% higher open rate compared to non-personalized emails.

Zembula

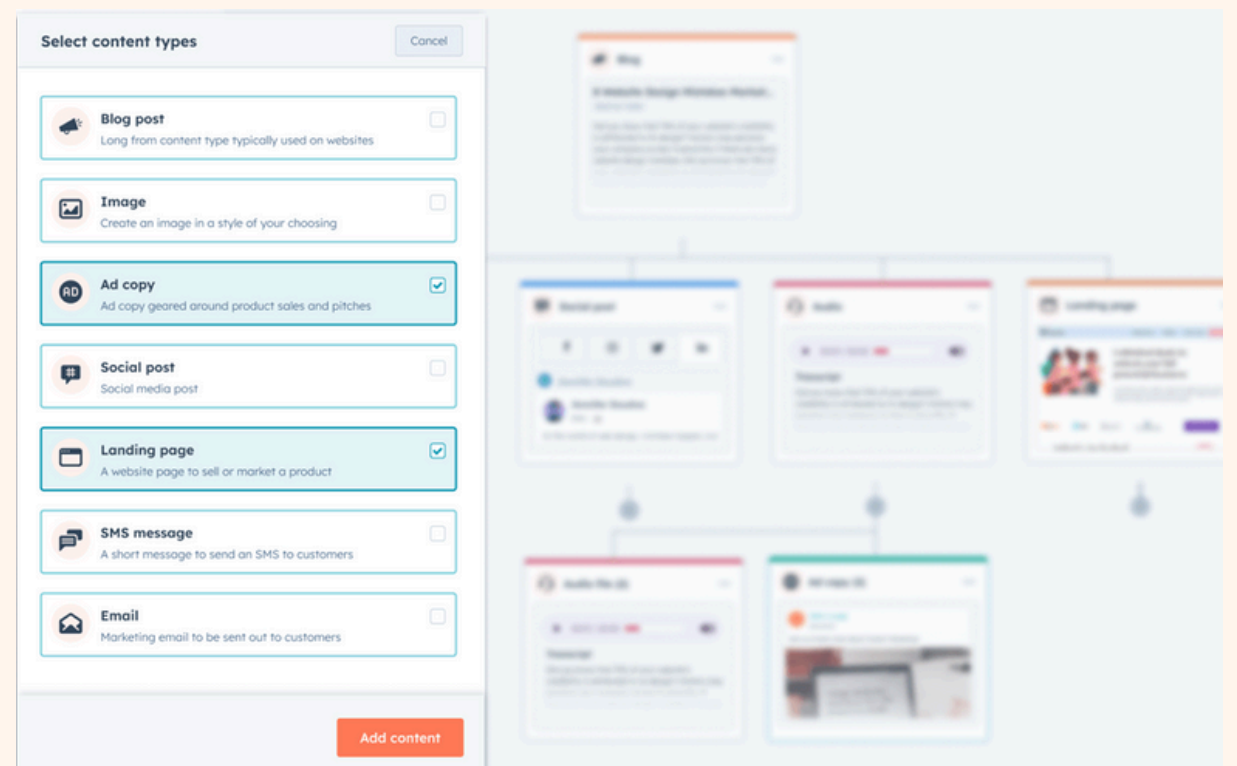
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With [Content Agent](#), you can automatically develop highly customized and optimized content. It can process huge amounts of data to identify patterns and preferences—a task that could take hours without AI—empowering you to send the right message, to the right person, at the right time. That level of personalization was previously unfeasible with traditional mass email tools. Try taking it a step further by using the templates in your one-to-one emails and sequences, making it easy to respond to and engage with leads and prospects quickly, with only minor changes.

Note: While HubSpot has security measures in place, AI assistants may occasionally generate incorrect, biased, offensive, or misleading information. Verify the accuracy of the output's content, especially any statistics or facts.

1. Content Remix

Creating a single asset can take days and repurposing it for multiple channels and audiences often stretches into weeks, leaving your content outdated by the time it reaches your audience. Even tasks that seem quick and simple, like turning blogs into social posts or marketing emails and finding the right images for different platforms, can end up eating away your time and energy.





Content Remix makes repurposing your top content effortless. Deliver consistent messaging across platforms, broaden your audience, and let the prospects come to you—through the channels they prefer, whether that’s social media, email marketing, ad campaigns or more!

Leverage HubSpot AI with Flawless Inbound

The steps taken today—in terms of how, why, and who applies AI features to your business processes, will play an important part in the future success of your organization and teams.

At Flawless Inbound, we are here to help you drive your business growth by embedding AI, thoughtfully, across your company. As a trusted HubSpot Solutions Partner, we ensure that your implementation of HubSpot AI features are customized and optimized to your business, so you can make confident, data-driven decisions, with ease and efficiency. We also deliver our AI solutions with an eye toward the highest standards of ethics, security, and privacy, ensuring your tools align with industry and regulatory best practices.

Our AI services include:

- Custom CRM Programming
- AI Tool Configurations
- AI Training
- Marketing Automation

Schedule a personalized strategy session today and see how Flawless Inbound can help you harness the power of HubSpot AI to drive your business objectives forward.

