

What's *REAL* from INBOUND25

Cut through the post-INBOUND noise with live demos of HubSpot AI tools and QuotaPath integrations you can use immediately.

October 15th 10AM CT



ABOUT VONAZON

Vonazon is proud to rank in **the top 1% of HubSpot Elite Solutions Partners.**



**FULL-SERVICE
SALES, MARKETING
AGENCY**



**250+
5-STAR
REVIEWS**



**2,500+
IMPLEMENTATION
STRATEGIES**



The Problem We're Solving

Here's what we know:

Marketers face an adoption gap:

while 98% of organizations are investing in AI, **only 51% of employees are confident** or eager to use these tools effectively in their roles.

Solution:

Marketers using AI save an average of **12.5 hours per week**, equating to nearly **26 additional working days per year**.

Who You'll Hear From + What We'll Cover

Learn the tools from the people who build and use them



Loop Marketing + Marketing Hub

Shannon Brady, [Vonazon](#), Elite HubSpot Onboarding Expert



Breeze, HubSpot's powerful AI tools

Chloe Papke, [Vonazon](#), Elite HubSpot Onboarding Expert



Sales Hub and Data Hub

Derek Reynolds, [Vonazon](#), Sales & Marketing Implementation Manager



NEW HubSpot CPQ

Adam Wainwright, [HubSpot](#), Director of Product

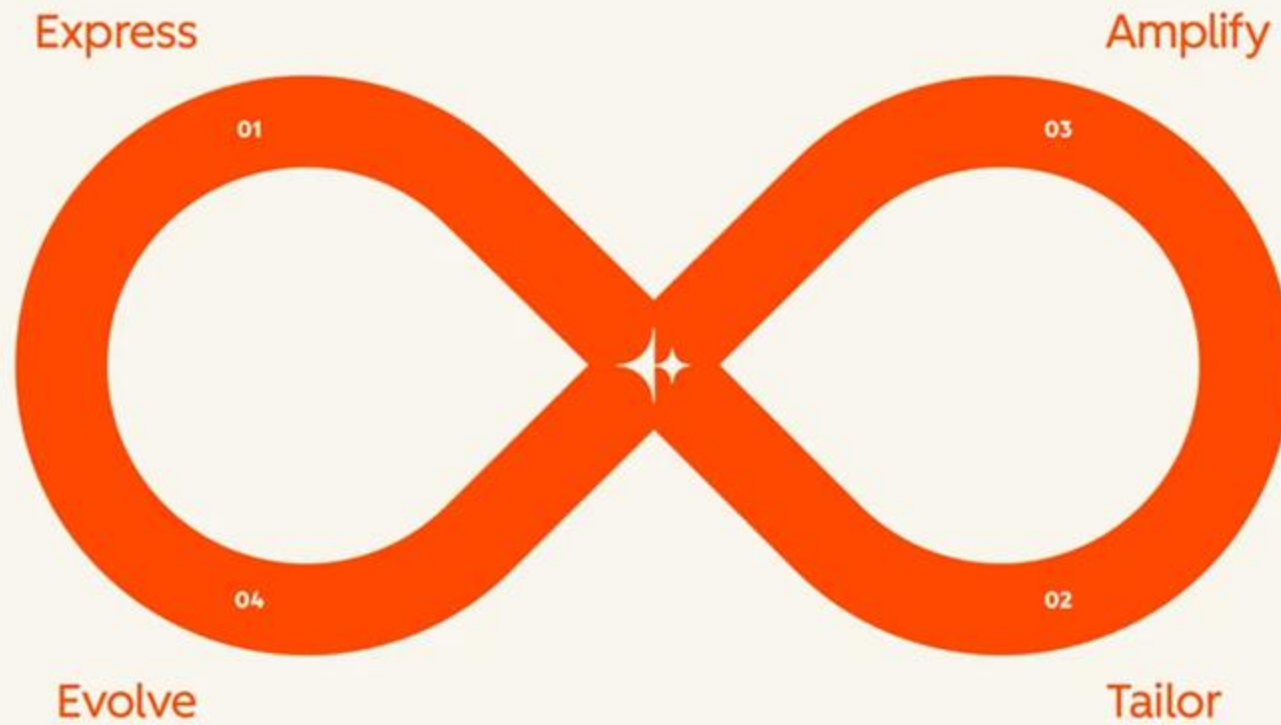


QuotaPath + HubSpot

Graham Collins, [QuotaPath](#), Head of Partnerships



Loop



Smarter Audience Targeting

- From static contact lists → **AI-powered Segments app**
- **AI Segment Builder** uncovers high-value audiences (e.g., 3x engagement)
- **Build precise audiences** with CRM data, web activity, and anonymous behavior
- Less time list-building, **more time engaging the right people**
- Campaigns reach **audiences most likely to convert**

Segment suggestions

US Education

Goal
Increase Brand Awareness

Description
Recent visitors to your website in the education industry.

✦ Generate segment

Where

Industry is any of Education

and

Country is any of United States

and

Page views is more than 1



Marketing Hub[®]



DEMO



With Shannon Brady
Vonazon

Loop Marketing & Marketing Hub

Loop



With Loop Marketing, you get a smarter framework for continuous growth.

Contacts are associated to:

any company

and Active users

is between

5,000 and 10,000

NAME	EMAIL	PHONE
Albert Flores	a.flores@company.com	(555) 390-6274
Jared Cook	j.cook@company.com	(555) 721-8043
Aisha Patel	a.patel@company.com	(555) 390-6274
Marcus Jones	mjones@company.com	(555) 390-6274
Emily Tran	mjones@company.com	(555) 721-8043



With Segments, you can quickly identify and engage the right audiences.

Draft 7 Scheduled 2

Q3 2025 NAM Launch of the "Sustainability in S..."
Automated email

Q4 2025 reengagement push notifications
Sequence

Q4 2025 APAC your communi
Blog post

2025 GB Cultivating

2025 GB How Plants Foster Better Community
Social

Facebook webinar series 2
Landing page

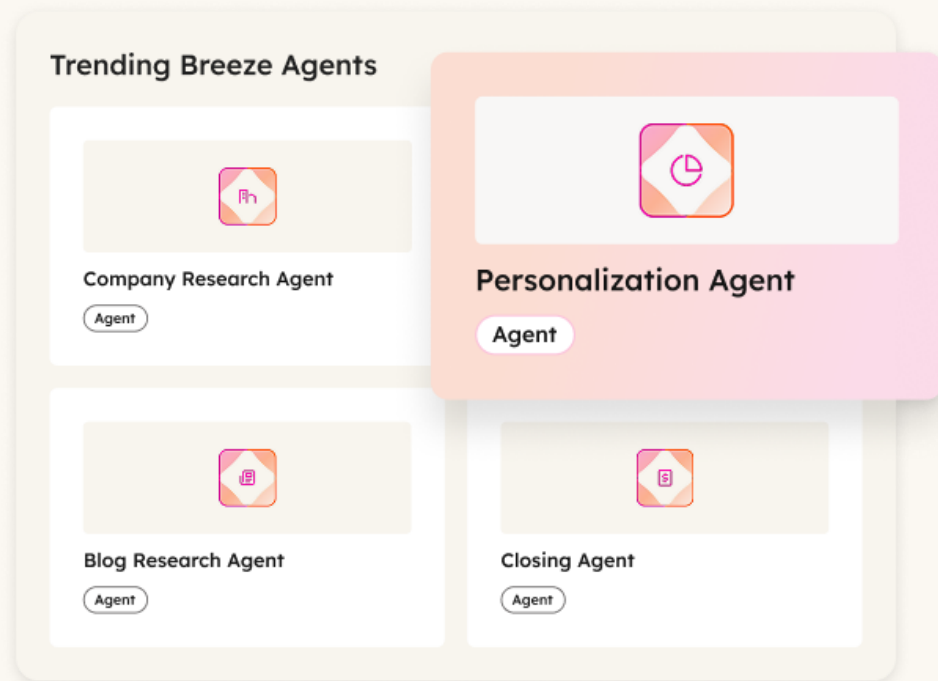
Q3 2025 NAM FB and IG webinar series 1
Landing page



With Marketing Studio, you finally have one connected workspace to plan and launch campaigns faster and smarter.



Breeze Marketplace: An Expanded Hub



Welcome to the Breeze Marketplace

- Your go-to spot for apps and integrations.
- Now home to a whole new set of AI agents and assistants built by HubSpot.

How It Works

- Think of it as your expanded hub.
- Browse, pick an agent or assistant that fits your needs, and get it running right inside HubSpot.

Agents **vs.** Assistants

Agents: Action Oriented

- Input → tangible output (research, analysis, messaging)
- Do the work for you

Assistants: Conversation-oriented

- Live in your workspace
- Real-time guidance, adapt to your style
- Act as your ongoing copilot

Together: Agents handle the heavy lifting, Assistants guide your day-to-day.

Breeze Agents



All companies			
Company name	Tier	Top signals	Agent research
 Newton Public...	● Tier 1	Research Email click	✦ Researching...
 Greenridge Develo...	● Tier 1	Email click Research +3	✦ Researching...
 BrightSteps Learning	● Tier 3	Email click Research +3	✦ Researching...
 Seaside Communit...	● Tier 1	Visitor intent Product launch	✦ Researching...
 Northfield Element...	● Tier 1	Email open Funding	✦ Researching...

Prospecting Agent lets you customize and automate prospect research across target accounts.

AI Agents for Marketing, Sales, & Service

- Browse, select, and use agents immediately for tasks like customer health monitoring or prospecting.

Why It Matters

- **Before:** Companies pieced together separate AI tools with no CRM connection.
- **Now:** Marketplace integrates everything inside HubSpot, so agents already know your data, workflows, and customers.

Quick & Easy Setup

- No more worrying about integrations.
- Go straight into HubSpot, choose your agents, and be up and running in minutes.



Breeze Studio

The screenshot displays the Breeze Studio configuration interface. At the top, there is a button labeled 'Add extra instructions'. Below this, the 'What this agent can access' section includes checkboxes for 'Web browsing' and 'Your HubSpot CRM records', and an 'Add tool' button. Four tool buttons are visible: 'Generate content personalization suggestions', 'Generate personalized CTA variant', 'Generate personalized landing page variant', and 'Generate segment personalization suggestions'. A note states '17 inputs are required across these tools'. The 'Recommended tools (5)' section shows five tool buttons: 'Generate personalized CTA variant', 'Generate segment personalization suggestions', 'Generate landing page', 'Generate personalized landing page variant', and 'Generate content personalization suggestions'. The 'What this agent knows' section features an 'Add knowledge' button and three knowledge items: 'Products and Services', 'Brand', and 'Ideal Customer Profiles'. The 'Automate this agent' section at the bottom explains that the agent can be run manually or set to run automatically, with a 'Trigger' button and a 'Select trigger' button.

Customize with Ease

- Adjust instructions and rules — no coding required
- Tailor agents to behave exactly how you want

Examples

- Alert if login activity drops below target
- Flag incomplete onboarding after 30 days
- Highlight when health score < 70

Why It Matters

- Humans set the strategy.
- Agents deliver execution with speed and consistency.
- Together, they form a true hybrid team.

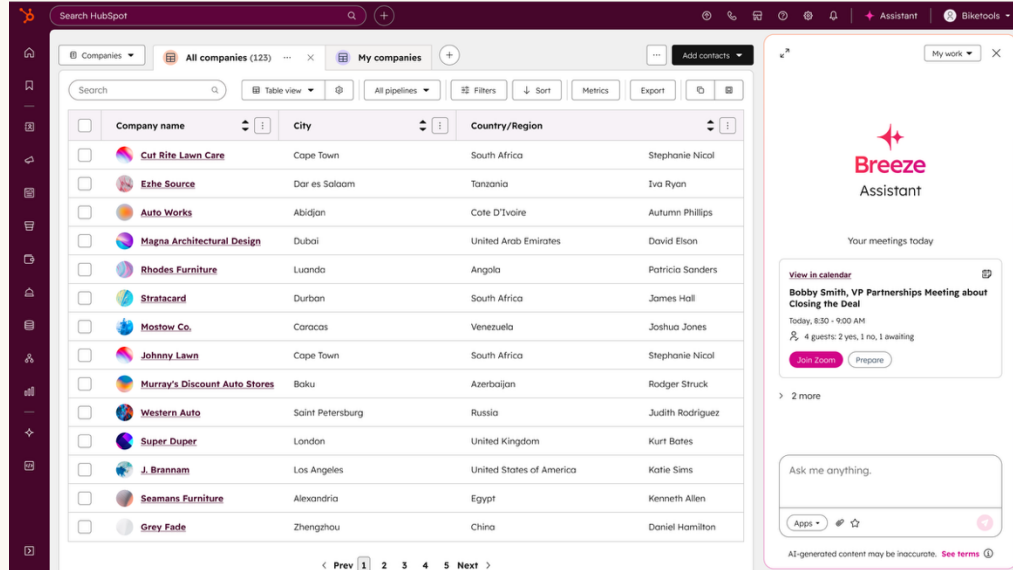


DEMO



With Chloe Papke
Vonazon

Breeze Assistant & Custom Assistants



Exciting New Features

- Direct integrations with Google Workspace, Microsoft 365, Slack, and other LLMs (ChatGPT, Claude).
- No more copying and pasting between systems — all in one place.

Memory & Personalization

- Remembers your preferences: concise follow-ups, bulleted summaries, etc.
- Adapts to your unique communication style over time.

Your Everyday AI Companion

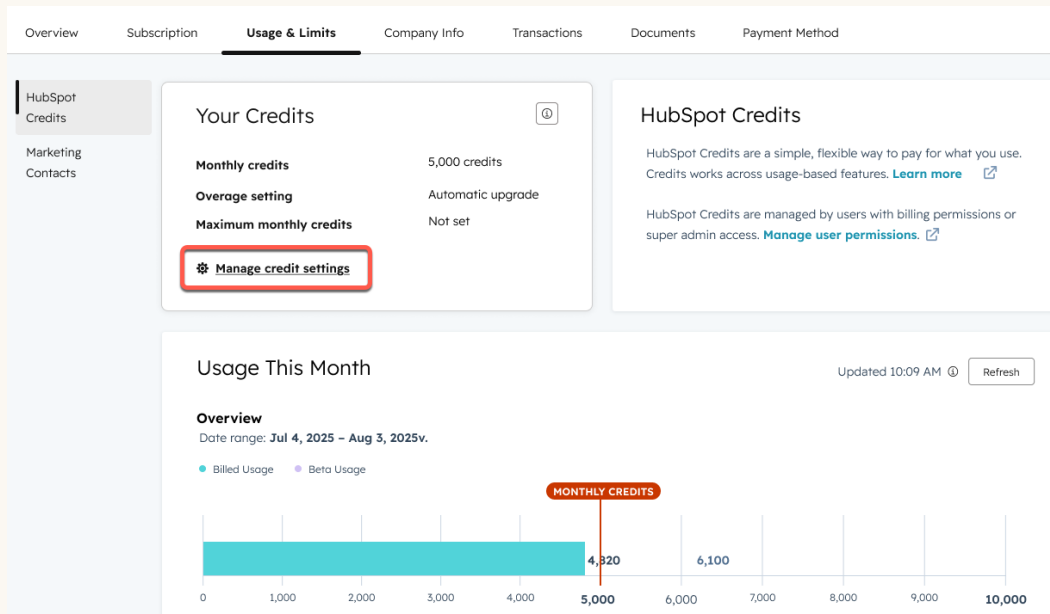
- Breeze Assistant (formerly Copilot) works **conversationally** inside HubSpot.
- Preps meetings, summarizes deals, and drafts emails — all with customer context.

Custom Assistants

- Create specialized experts:
 - Renewal prep assistant
 - Reporting assistant
 - Industry-specific research partner

HubSpot Marketplace Credits Simplified

These agents and assistants are currently in beta and don't use credits. In the future, they may require HubSpot credits.



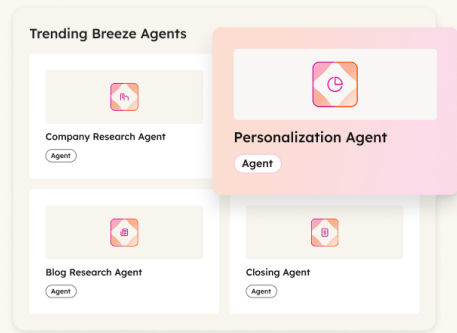
- New & beta assistants: **credit-free**
- Only 3 specific tools use credits:
 - Data Agent, Customer Agent, and Prospecting Agent
- However, other areas of HubSpot use credits like Workflows with Breeze Actions, Intent, and Data Studio Sync.
- Data enrichment: no longer consumes credits
- 10 credits = \$1 → transparent and predictable

Most new AI features come without credit costs.

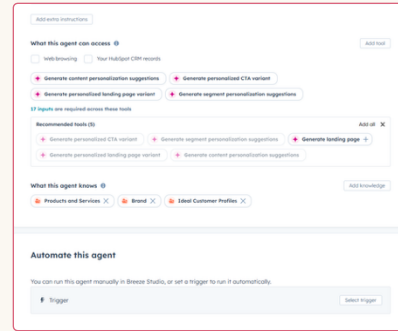


Turning Interactions into Growth

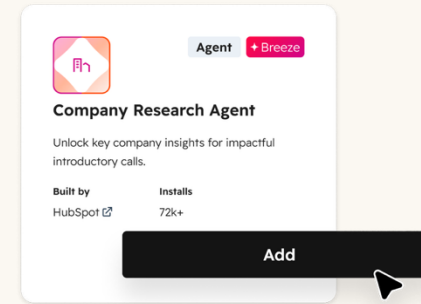
Save time, work more efficiently, and **create better customer experiences**.
These updates turn everyday interactions into **real growth opportunities**.



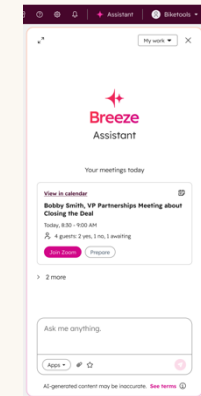
Breeze Marketplace



Breeze Studio



Breeze Agents



Breeze Assistants

+ Simplified Credits Model

Excited to see how you'll use them!





+



Sales Hub + Data Hub

☐	COMPANY NAME	DOMAIN	EMPLOYEES	LINKEDIN URL
☐	 Company	www.domain.com	25-35	www.linkedin.com/d
☐	 Company	www.domain.com	-	www.linkedin.com/d
☐	 Company	www.domain.com	0-10	-
☐	 Company	www.domain.com	-	www.linkedin.com/d
☐	 Company	www.domain.com	-	www.linkedin.com/d



Transform
incomplete records
into rich profiles



Enrich data

Smart Sales Meetings

- Meeting note-taker
- Organize meetings in Prospecting workspace

Data Hub (New)

- Connect • Clean • Enrich • Orchestrate data
- Solves messy data → clear steps → actionable outcomes
- Immediate impact for Sales Ops & RevOps



DEMO



With Derek Reynolds
Vonazon



New Tool: HubSpot CPQ

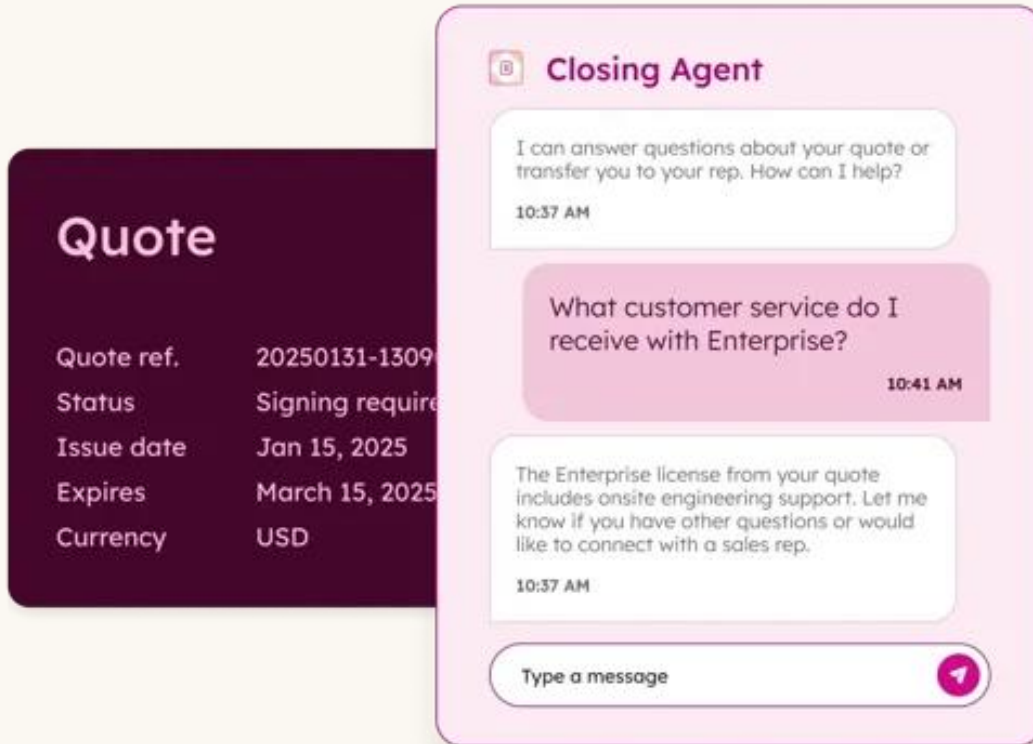
What is CPQ?

CPQ = Configure, Price, Quote

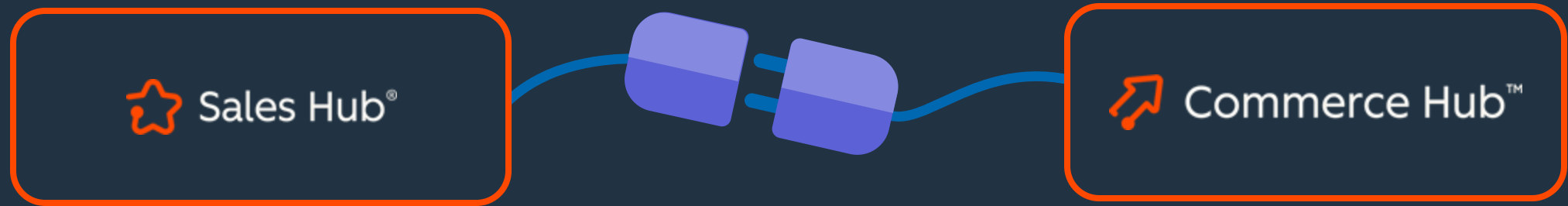
- **Configure** – Build the right product or service package for each customer
- **Price** – Apply accurate, approved pricing and discounts
- **Quote** – Generate professional quotes fast, with less back-and-forth

Why it helps sales teams

- Cuts manual work (no more spreadsheets and Word docs)
- Reduces errors and approval delays
- Speeds up the sales cycle and helps reps close deals faster
- Keeps pricing consistent and margins protected



Commerce Hub: Focused on Revenue Outcomes



AI-Powered CPQ

HubSpot's Commerce Hub, supporting **billing and payments**, will now include an **AI-Quote Builder** to bring together a complete, end-to-end, revenue journey in the CRM ecosystem.

Upstream

Downstream



Find and **engage** prospects easier.



Accelerate revenue with AI-powered quotes, billing and payments.

Accelerate deals through pipeline faster.



Increase margins with governance & approvals.

Measure and **scale** your sales process.



Increase revenue visibility with quote activity tracking.

Business Critical Value



Speed



Visibility



Governance



Speed



Visibility



Governance

Sales

Quote in seconds

45 min → 45 sec

Track engagement

See the "last mile"

RevOps

Enable velocity without
bottlenecks

2 days → 2 min

Protect margins while
enabling sales

Smart Guardrails

Executive

See pipeline health
instantly

See Revenue

Ensure profitable
growth at scale

Strategic Control



DEMO

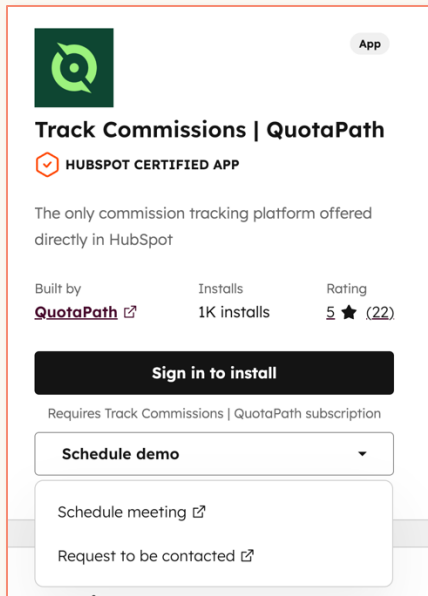
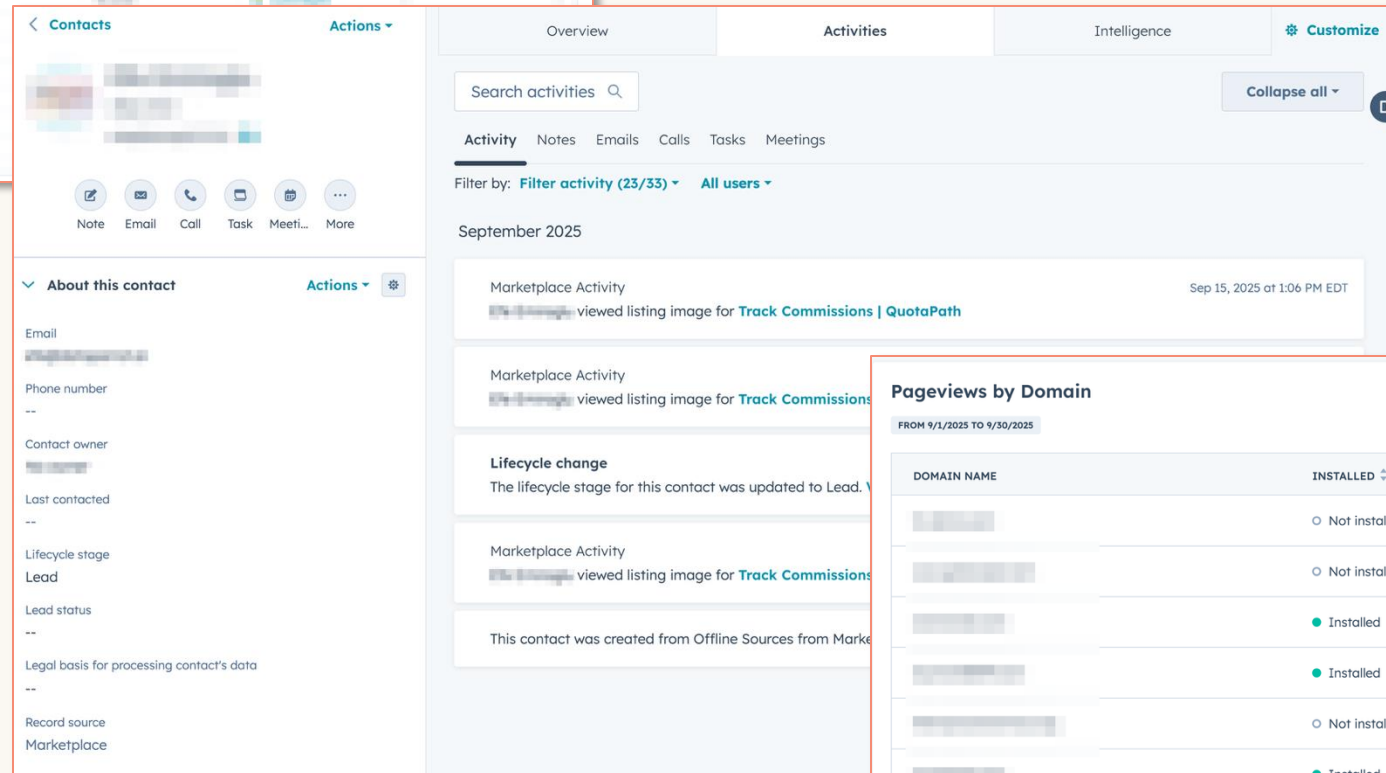
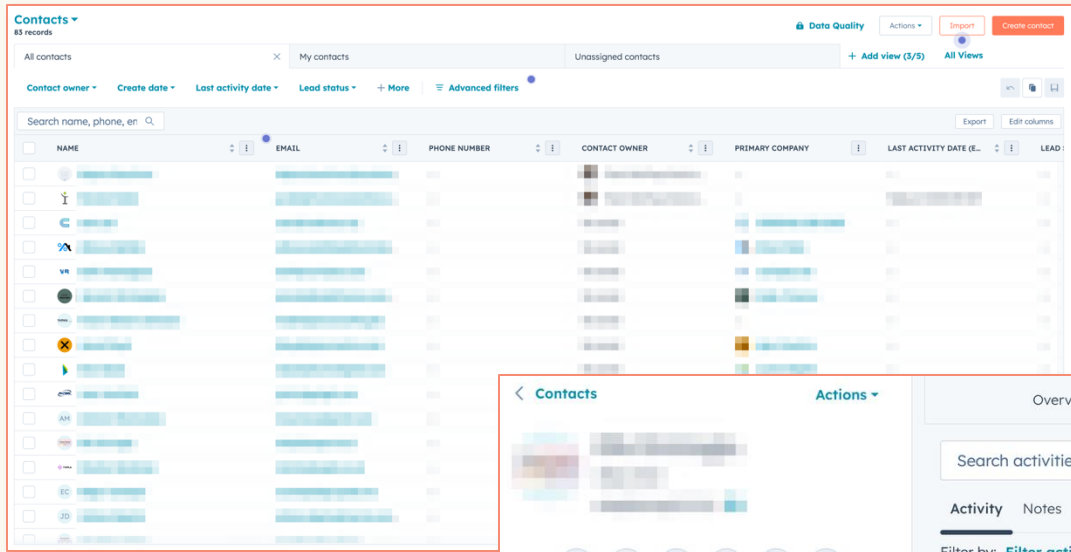


Adam Wainwright

HubSpot



Updates to HubSpot Developer Platform



A screenshot of the 'Pageviews by Domain' report in HubSpot. The report shows data from 9/1/2025 to 9/30/2025. The table lists domain names, installation status, first and last seen dates, and pageview counts.

DOMAIN NAME	INSTALLED	FIRST SEEN	LAST SEEN	PAGEVIEW COUNT
[REDACTED]	Not installed	Sep 3, 2025	Sep 8, 2025	8
[REDACTED]	Not installed	Sep 11, 2025	Sep 30, 2025	7
[REDACTED]	Installed	Sep 3, 2025	Sep 12, 2025	7
[REDACTED]	Installed	Sep 1, 2025	Sep 4, 2025	6
[REDACTED]	Not installed	Sep 2, 2025	Sep 12, 2025	5
[REDACTED]	Installed	Sep 2, 2025	Sep 10, 2025	5



DEMO

Graham Collins
QuotaPath

Q & A

If you have any further questions,
you can book a 1:1 meeting.
A recording link will be sent to all attendees!

A woman in a dark dress stands on a stage with a large, stylized 'Thank You' text overlay in the center. The background features a large screen and a curved wall with string lights. The scene is dimly lit, with the stage lights providing the main illumination.

THANK YOU