

Unlock powerful AI & automation with
HubSpot Credits.

At HubSpot, we have 100+ AI features included as part of your subscription.

These AI features embedded throughout HubSpot that work with you to done faster across marketing, sales, and service teams.



Marketing

Generate leads, automate campaigns, & create content



Sales

Build pipelines and close deals



Service

Scale support and drive retention





For Marketing teams, we have several AI features that you can use without consuming credits.

Popular AI marketing features

Audience Segments

Identify high-intent audiences and segments based on behavioral patterns and engagement.

Lookalike Lists

Find high-potential prospects within your contact lists.

AI Blog

Transform ideas into optimized blog content in your unique brand voice.

Personalization

Manage website personalization with unified tools that scale tailored content and boost conversions.

Predictive Lead Scoring

Identify and prioritize the best leads with AI-assisted engagement scoring to help you close more deals.

Brand Identity

Create an AI style guide that captures your distinct perspective across campaign materials.

AEO Grader

Analyze and improve your brand's AEO ('Answer Engine Optimization')

Breeze Assistant

Use CRM data to define your ideal customer profile and generate campaign concepts.

AI-Powered Email

Maximize engagement and automate manual email work with AI-powered email features to help you scale email efforts.





For Sales teams,
we have several AI
features that you can
use without consuming
credits.

Popular AI sales features

Deal Summaries

Get an instant AI summary of all deal activity and context, so you're always ready for what's next.

Call Summaries

Save time on note-taking with AI that automatically captures key takeaways from every sales call.

HubSpot Sales Chrome Extension

Access AI-powered company insights and automatically add prospect data to HubSpot while browsing the web.

Breeze Assistant

Your always-on sales assistant that helps with research, prep, and surfaces the insights you need to move deals forward faster.

AI Meeting Prep & Follow-up

Walk into meetings fully prepared with AI research and talking points, then automate follow-ups to keep momentum going.

Call Transcription

Bring the voice of the customer into your CRM and enable better coaching with searchable call recordings.

Deal intelligence

Know exactly where each deal stands with predictive deal scores and AI-powered risk alerts that help you prioritize effectively.

Sales Email Generator

Write personalized, compelling sales emails in seconds with AI that understands your prospects and your value proposition.

Forecasting

Turn pipeline data into accurate revenue predictions with AI-powered projections.





For Service teams, we have several AI features that you can use for free without consuming credits.

Popular AI service features

Reply Recommendations

Respond to support tickets 65% faster with AI generated reply recommendations. Powered by the Customer Agent.

Ticket Sentiment

Take advantage of AI to categorize incoming tickets as positive, neutral, or negative. Use this intelligence to determine ticket prioritization.

Breeze Assistant

Prepare for QBRs and other meetings with AI summaries that suggest talking points and ensure you're up to date on the full customer profile.

Ticket Summary

Reduce the scroll through long threads with AI generated ticket summaries that highlight key issues and keep teams up to date on complex tickets.

Knowledge Sources

Save your Support teams from searching for answers. AI suggests several sources to help them respond to customer inquiries.

Feedback Summaries

Understand customer sentiment with AI feedback summaries that analyze survey responses and identify key themes.

Ticket Naming

Generate meaningful ticket names in one click to create an easy to search naming convention

Ticket Language

Use AI to automatically detect the language of incoming tickets. Use this information for routing, reporting, and more.

Conversation Intelligence

Unlock call insights with AI conversation intelligence that tracks key terms and generates actionable reports from your conversations.

Exclusive to the Help Desk Workspace

We also have AI agents and powerful automation tools that take on work for you.

These features consume credits when they take action for you.

Breeze Agents

Customer Agent (100 credits/conversation)

An 24/7 concierge that handles inquiries, qualifies leads, and books meetings automatically

Prospecting Agent (100 credits (monitoring) / 10 credits (research))

AI-powered sales rep that finds prospects, researches accounts, and personalizes outreach

Data Agent (10 credits/research)

Gathers insights from your CRM, calls, emails, and documents to enrich customer understanding

Automation & Data Tools

AI Workflow Actions (10 credits/execution)

Use AI to analyze, summarize, and categorize data inside workflows to generate personalized content that converts.

Data Studio Syncs (25-200 credits)

Combine data from all your tools in one place with the help of AI with tiered pricing based on source size, destination and sync frequency.

Intent Signals (10 credits/company/month)

Track buying intent across your website and the web to identify the best leads and prospects



Credits Features by Hub & Tier.

Visit the [Product & Services catalog](#) for more information

Feature	Action	Credits	Hub/Tier
Breeze Agents			
Customer Agent	Handle one conversation (text-based channels)	100	All Hubs; Pro & Enterprise
Prospecting Agent	Enable monthly monitoring of one contact for outreach opportunities	100	Sales Hub Pro & Enterprise
	Generate results from deep research completed on one company	10	Sales Hub Pro & Enterprise
Data Agent	Generate response to one prompt for one record (text-based channels)	10	All Hubs; Starter, Pro & Enterprise
Breeze Automation			
AI Workflow Actions	Execute one Breeze action in a workflow	10	All Hubs; Pro & Enterprise
Buyer Intent & Data			
Buyer Intent Signals	Enable intent signals to create company and/or monitor company for one month	10	All Hubs; Starter, Pro, Enterprise
Data Studio Syncs	Run sync based on a small data source (<500K rows) per destination	25	Data Hub; Pro & Enterprise
	Run sync based on a medium data source (500K - 5 million rows) per destination	75	Data Hub; Pro & Enterprise
	Run sync based on a large data source (>5 million rows) per destination	200	Data Hub; Pro & Enterprise



Your subscription already includes credits*
to get started.

STARTER

500

credits/month

PROFESSIONAL

3,000

credits/month

ENTERPRISE

5,000

credits/month

1 Credit = \$0.01 USD. You can purchase additional credits in
1,000 (\$10) credit packs, as needed.

*Credit allocation based on your highest-tier subscription. Data Hub and Customer Platform customers receive higher allocations.



Now that you know what's included, here's how to access your credits.

Check your included credits in
Account → Usage & Limits → HubSpot Credits

Credits Usage Details

- [Product & Services Catalog](#)

Billing & Management

- [Knowledge Base](#)

Purchase Credits

- [Pricing Page](#)

