

Evaluating ChatGPT's Performance in HubSpot: A Deep Dive into Real Prompts and Responses

As businesses look for ways to streamline processes and enhance productivity, AI-driven integrations like ChatGPT in HubSpot are gaining traction. But how well does it actually perform in answering queries, providing insights, and assisting with business decisions? We put ChatGPT to the test by giving it a variety of prompts and assessing its responses. Here's what we found.

1. Fact-Based Queries: Apple Inc. Details

Prompt:

"What date was Apple created, who was the founder, where are the main offices located, and how many iPhone models are there?"

ChatGPT's Response:

"Apple was founded on April 1, 1976, by Steve Jobs, Steve Wozniak, and Ronald Wayne. The main offices are located in Cupertino, California. As of October 2023, there are 39 iPhone models."

Evaluation:

✓ Pros:

- The response was concise and well-structured.
- Information was mostly accurate, and the iPhone model count was up-to-date (as of October 2023).

✗ Cons:

- While correct, it lacked a reference or a source link for verification.
- "Main offices" could have been elaborated to include Apple's global presence, not just Cupertino.

Verdict: 8/10 – Great accuracy and clarity, but could benefit from more depth and source attribution.

2. Translation Capabilities

Prompt:

"Can you translate this review to English for me: 'Super - Workflow gibt Daten von oChat GPT ins CRM - Klasse. Leicht einzubinden und günstig! Support Super'"

ChatGPT's Response:

"Super - Workflow transfers data from oChat GPT into the CRM - Excellent. Easy to integrate and affordable! Support super."

Evaluation:

✓ Pros:

- The translation was clear and conveyed the correct meaning.
- The sentence structure was natural and readable.

✗ Cons:

- The phrase "Support super" could have been translated more fluently (e.g., "Great support").

Verdict: 9/10 – A solid and understandable translation, with minor room for improvement in phrasing.

3. Summarizing News on Apple Inc.

Prompt:

"Can you give me the most relevant and biggest news on Apple Inc. that someone should know about them? Can you just give me the summary?"

ChatGPT's Response:

"Apple Inc. recently launched the iPhone 15 series, expanding on its popular smartphone line with new features and improvements. The company reported a decline in overall hardware sales but saw growth in services like Apple TV+ and iCloud. Apple is also investing heavily in AI

technologies and is rumoured to be developing augmented reality products. Additionally, the company's stock has been volatile amid border economic concerns in the tech sector"

Evaluation:

Pros:

- Concise and well-structured summary.
- Covers key areas: product launches, financial performance, AI investments, and market trends.

Cons:

- No source attribution.
- Could have focused more on the single most impactful news instead of multiple topics.

Verdict: 8/10 – A solid summary that touches on multiple relevant aspects, but it could be more focused on the most significant news item.

4. Generating a Client Code

Prompt:

"Create a 3-character client code based on the company name Apple."

ChatGPT's Response:

"APL"

Evaluation:

Pros:

- Logical and straightforward.
- Keeps to the three-character format.

Cons:

- Could have considered alternative formats (e.g., first and last letters, vowels removed, etc.).
- Lacked an explanation of why "APL" was chosen.

Verdict: 7/10 – Functional, but could have provided additional context or alternatives.

5. Business Recommendations for a HubSpot Client

Prompt:

"Based on my client's data in HubSpot (He is from Auckland, New Zealand, works for a technology company specializing in data migration, and is struggling with lead generation), can you recommend some specific companies that could help him? Keep it short and give me a summary with the EXACT company names."

ChatGPT's Response:

_- Hypergiant, known for innovative AI solutions

- Leadfeeder, recognized for web analytics and lead tracking
- Demandbase, specializing in account-based marketing
- ZoomInfo, offering comprehensive B2B data
- SalesIntel, providing accurate B2B lead insights

These companies could enhance lead generation efforts."_

Evaluation:

✓ Pros:

- Direct and to the point.
- Listed well-known companies relevant to lead generation.

✗ Cons:

- No direct consideration for location (New Zealand-specific companies could have been prioritized).
- Could have included a brief explanation of why each company was a good fit for data migration businesses.

Verdict: 7.5/10 – A strong response, but more personalization would have made it better.

Final Thoughts: Does ChatGPT Enhance the HubSpot Experience?

Overall, ChatGPT's integration into HubSpot provides valuable assistance in research, translation, data processing, and business recommendations. The AI excels in:

- Delivering fast, structured responses
- Providing clear translations
- Summarizing information efficiently

However, there are areas for improvement:

- Source attribution and credibility checks
- More localization for recommendations
- Providing alternative solutions or deeper insights where applicable

Final Rating: 8/10

ChatGPT is a powerful tool for HubSpot users, particularly for quick insights, automation, and content generation. While it's not perfect, it certainly adds value to the platform and helps businesses work smarter. With continued refinements, it has the potential to become an even more indispensable assistant in the HubSpot ecosystem.

What do you think? Have you tried ChatGPT in HubSpot yet? Let us know your experience!