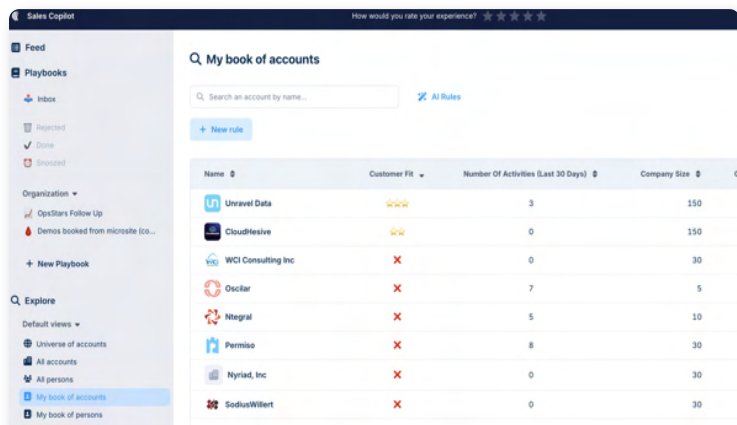# Predictive Account Targeting, Prioritization, and Scoring

AI-driven scoring combines fit, need, and intent signals to dynamically rank accounts and enable more efficient sales and marketing prioritization.

Overview

Account scoring streamlines sales efforts by focusing on the most likely-to-convert prospects. This improves sales efficiency, tightens marketing ROI, and boosts forecast accuracy.

The solution provides ranked account lists, fit-need-intent scoring models, and actionable triggers for campaigns or sales plays. The result is less wasted effort, increased conversion rates, and stronger revenue predictability by aligning GTM teams on high-propensity accounts.

Impact

Sales, revenue, and data teams often struggle with scattered account lists, low conversion, misaligned priorities, and unpredictable pipeline due to basic qualification models and manual, fragmented data – leading to wasted time and missed growth. With HG Insights, you can:

- Direct sales effort toward high-propensity, in-market accounts.

- Increase GTM alignment and resource efficiency across teams.

- Deliver data-driven prioritization for predictable revenue outcomes.

- Reduce cost, friction, and seller churn through clear targeting and workflow automation.

Solves For:

- Inefficient, static account qualification processes.
- Misaligned GTM execution between sales and marketing.
- Limited visibility into buyer readiness and technology adoption.
- Wasted outreach on low-fit or low-intent accounts.

KPIs

- **Higher lead-to-opportunity and opportunity-to-win conversion rates.**

- **Shortened sales cycle and increased seller productivity.**

- **Improved forecast accuracy and pipeline velocity.**

- **Increased marketing ROI and reduced CAC.**

Predictive Account Targeting, Prioritization, Scoring: How It Works

Core Capabilities

AI-Based Propensity Modeling: Dynamically scores accounts with weighting for fit, intent, technology, and spend for precise prioritization.

Real-Time Buyer Intent Integration: Surfaces proprietary and third-party signals (research activity, peer reviews) for targeted engagement.

CRM & MAP Integration: Pushes prioritized account intelligence directly into sales and marketing systems for seamless campaign and sales activation.

Customizable Scoring Framework: Enables ICP adaptation and model refinement by business need and historical conversion outcomes.

Actionable Triggers & Reporting: Maps scoring insights to trigger GTM plays, track conversion, and optimize continuously across segments and campaigns.

Step 1: Discover and Enrich

- Connect your CRM and other first-party data sources, such as website activity, downloads, inquiries, to the platform.

- Enrich account and contact data with firmographics, technographics, and spend intelligence. (HG Insights).

- Layer in verified buyer intent signals from research and peer reviews provided by TrustRadius.
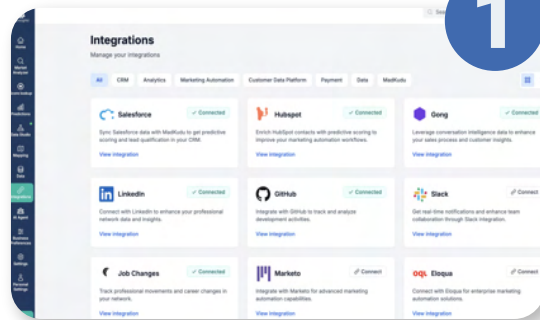
### Step 2: Prioritize and Segment
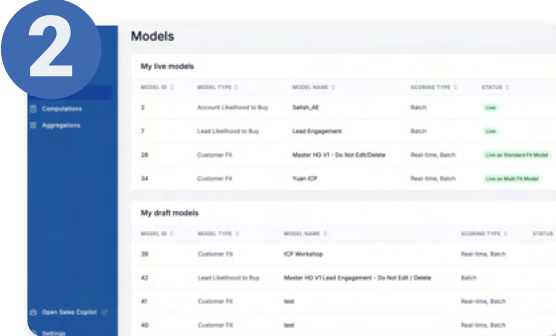
- Activate predictive scoring and qualification models based on your historical data.

- Dynamically apply predictive scoring using ICP fit and buyer intent signals to rank and segment leads and accounts.

Step 3: Activate and Engage

- Push prioritized accounts and leads into CRM, MAP, or sales engagement platforms.

- Trigger campaigns, sales plays, or content offers tailored to intent signals.
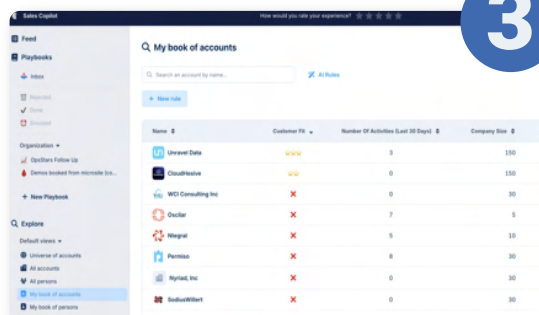
Step 4: Measure and Optimize
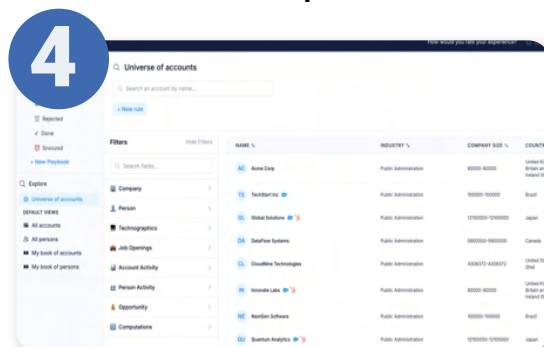
- Track pipeline acceleration, conversion rates, and ROI by segment.

- Continuously refine ICP and predictive scoring model based on closed-won data.

HG Insights Revenue Growth Intelligence

HG Insights delivers AI-powered Revenue Growth Intelligence (RGI) solutions that modernize GTM strategy and activation, enabling teams to efficiently prioritize, engage, and capture the most promising opportunities. Our Platform's AI analytics and agents turn deep, AI-driven market, account, technology, spend, and buyer-intent data, and first-party data, into actionable insights and automated workflows that drive pipeline velocity, conversion and predictability. Our intent-based leads and voice-of-the-customer verified content increase demand and strengthen brand trust. That's why 95% of Fortune 1000 B2B tech companies and all major hyperscalers rely on HG Insights to grow revenue, improve retention, and boost efficiency.retention, and boost efficiency.

Let's explore how HG Insights can help you win with predictive account targeting – Schedule a demo today.

HG Insights®

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