



What You're Missing Without Time Series Intelligence

AI-Powered GTM Intelligence. Built for Speed, Precision, and Strategic Growth.

If you're relying only on static technographics or point-in-time install data, you're seeing just a snapshot not the movement.

HG Insights Time Series Analysis gives you access to discrete, timestamped install signals, collected monthly from over 20 billion documents and the HG Sensor Network. This isn't just about knowing who uses a product. It's about seeing when, where, and how adoption evolves over time.

-  Most data stops at "first seen" and "last seen."
-  Time Series shows you every signal in between the full story of tech adoption.

You Could Be Missing:

-  Emerging competitors quietly gaining ground
-  Market share shifts happening beneath the surface
-  Startup momentum your peers haven't noticed
-  Cloud transitions that signal digital transformation
-  Expansion signals across geos, use cases, or product lines

Use Cases: What You Can Do That Others Can't

Use Case	What Others See	What You See with HG
Competitive Benchmarking	"Who's winning now?"	"Who's gaining momentum, where, and since when?"
Product Growth Tracking	Total installs	Rate of adoption, regional expansion, workload focus
Market Analysis	One-size-fits-all category trends	Vertical-, region-, and product-specific time-lapsed views
VC/PE Scouting	Late-stage snapshots	Early-stage breakout signals based on install velocity
Territory Planning	High-level TAM/SAM	Geo/time-aligned engagement and expansion signals

Fill In the Gaps with Time Series

HG Time Series uses over 4 billion unique signals, which are derived from 20 billion documents and a large sensor network. These signals are tagged with:

- **Company Identifier:** Representing a company - this is your key to linking all HG data together
- **Product Identifier:** Ties each signal to a specific product in our technographic library.
- **Date:** Shows exactly when the product was detected, ideal for trend analysis.
- **Weighted Score:** A 0-1 score for each detection is used to build overall signal intensity.
- **Document Type:** Tells you the source of the signal (e.g., job post, press release).

This gives you true install trajectories with no assumptions and averages.

Why It Matters

- Most install data is static and ours is alive, showing changes over time
- Other providers give you a binary view but we give you context, intensity, and sequence
- Only HG surfaces temporal intelligence across products, companies, markets, and geographies

HG Insights Advantage

95% of Fortune 1000 B2B tech companies rely on HG Insights

AI guidance is only as powerful as the data behind it. HG's Revenue Growth Intelligence Fabric delivers quick, granular, and trustworthy signals that analyst reports, enrichment tools, and surveys simply can't compete with.

Ready to explore your true market potential?

Visit www.hginsights.com or talk to your HG Insights representative today.

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