

AI Scoring

From a rough ICP to a ranked account list in a single session, powered by HG's proprietary technology installs, IT spend, and buyer intent data.

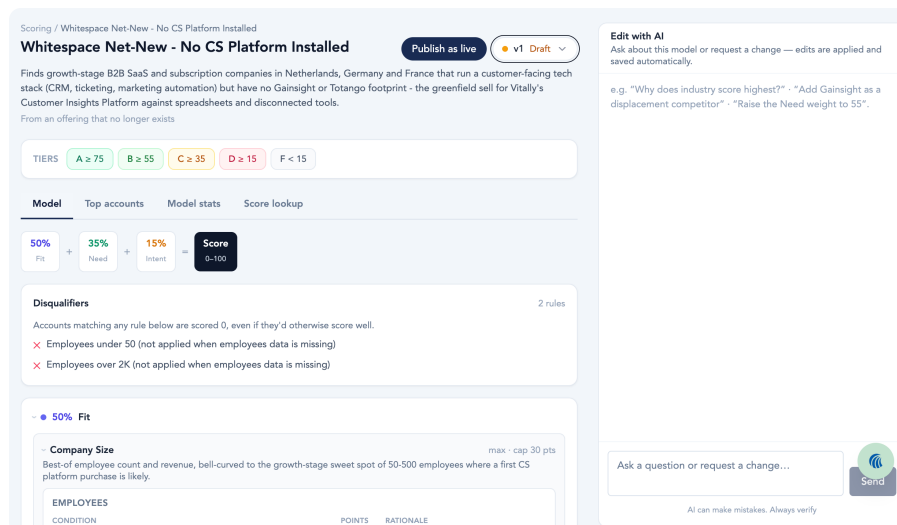
The problem this solves

Most revenue teams prioritize outbound accounts manually — a spreadsheet, some filters, or intuition. The list goes stale, and when the person who built it leaves, so does the logic. Ops ends up assigning accounts based on what's already sitting in the CRM, not what's actually happening in the market. AI Scoring takes the technographic and firmographic data HG customers already use and turns it into a ranked account list from HG's full universe.

What changes

Before AI Scoring, building a model that reflected your actual ICP took months of setup and technical expertise most teams don't have in-house. With AI Scoring, a customer can go from a rough idea of their ICP to scored accounts in Market Analyzer in a single session. The AI doesn't produce the scores — it assists in building the model: researching your company and products, applying best practices, and configuring the signals and weights.

The result is a deterministic, point-based scoring system, and every score is the output of a visible, auditable rule your team can read and adjust. What makes it different is the underlying data: technology installs, IT spend, and TrustRadius buyer intent — all proprietary to HG, and unavailable through CRM exports, generic AI tools, or firmographic providers.



The screenshot displays the AI Scoring interface. At the top, it shows the model name 'Whitespace Net-New - No CS Platform Installed' and a 'Publish as live' button. Below this, a description of the model's purpose is provided. The interface includes a 'Tiers' section with a bar chart showing scores for different tiers (A, B, C, D, F). A 'Model' section shows the breakdown of the score: 50% Fit, 35% Need, and 15% Intent, resulting in a total score of 100. A 'Disqualifiers' section lists rules that disqualify accounts from scoring. The 'Score lookup' section shows the '50% Fit' rule, which is based on 'Company Size' (Best-of employee count and revenue, bell-curved to the growth-stage sweet spot of 50-500 employees where a first CS platform purchase is likely). The interface also includes a 'Send' button and a 'Send' button.

Every score has a reason you can read

The model scores each account on three things:

Fit

Whether the account matches your ICP based on company size, industry, revenue, IT spend, and multinational presence.

Need

Whether the account has signals indicating they need your product, based on what technology they use, which competitors they run, and how long they have been using those technologies.

Intent

Topic intent (research activity on your product, category, or competitor) and buyer intent (research activity on TrustRadius for your product, competitors, or category).

Each score shows its reasoning. You can see why an account ranked where it did and adjust the model if something does not look right.

Scoring / Whitespace Net-New - No CS Platform Installed

Whitespace Net-New - No CS Platform Installed

Publish as live

v1 Draft

Finds growth-stage B2B SaaS and subscription companies in Netherlands, Germany and France that run a customer-facing tech stack (CRM, ticketing, marketing automation) but have no Gainsight or Totango footprint - the greenfield sell for Vitaly's Customer Insights Platform against spreadsheets and disconnected tools.

From an offering that no longer exists

TIERS

A ≥ 75

B ≥ 55

C ≥ 35

D ≥ 15

F < 15

Model

Top accounts

Model stats

Score lookup

☒ Show only relevant

1. Constructconnect, Inc.

A

80

2. Turnitin, LLC

A

79

3. Lytx Inc.

A

75

4. EPTURA INTERNATIONAL LIMITED

A

75

5. Coldwell Banker Gundaker Inc

B

73

6. Tbwa Chiat/Day Inc.

B

73

Edit with AI

Ask about this model or request a change — edits are applied and saved automatically.

e.g. "Why does industry score highest?" · "Add Gainsight as a displacement competitor" · "Raise the Need weight to 55".

Ask a question or request a change...

AI can make mistakes. Always verify

Send

- **Ops identifies the best accounts from the full universe, not just the CRM.** Scores run against HG's constantly growing universe of 43 million+ accounts so teams can identify the top accounts to go after. Sellers only receive A and B tier accounts, already qualified by the model.
- **Sales and marketing work from the same account set.** Scores surface in Market Analyzer so both teams are working from the same ranked list, not separate exports built at different times.
- **The model does not depend on one person, and scores are not a black box.** AI Scoring builds a point-based model where every signal, weight, and scoring reason is documented. Anyone can open it, read the logic, and adjust it. When the person who built it leaves, the methodology stays intact.
- **Run a different model for each offering or product.** Each has its own ICP and competitive landscape. Run separate models, each producing its own scored account set.
- **The account list stays current.** As companies change their tech stack or start researching your category, the model picks that up automatically. The list does not reflect last quarter's research.

HG Insights is the global leader in technology intelligence, providing data-driven insights that help B2B companies understand their markets, identify opportunities, and accelerate revenue growth. HG Insights delivers actionable intelligence on technology adoption, IT spend, and contract details for millions of companies worldwide, enabling sales, marketing, and strategy teams to make smarter decisions faster. Learn more at [hginsights.com](https://www.hginsights.com).

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