SOLUTION BRIEF

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.

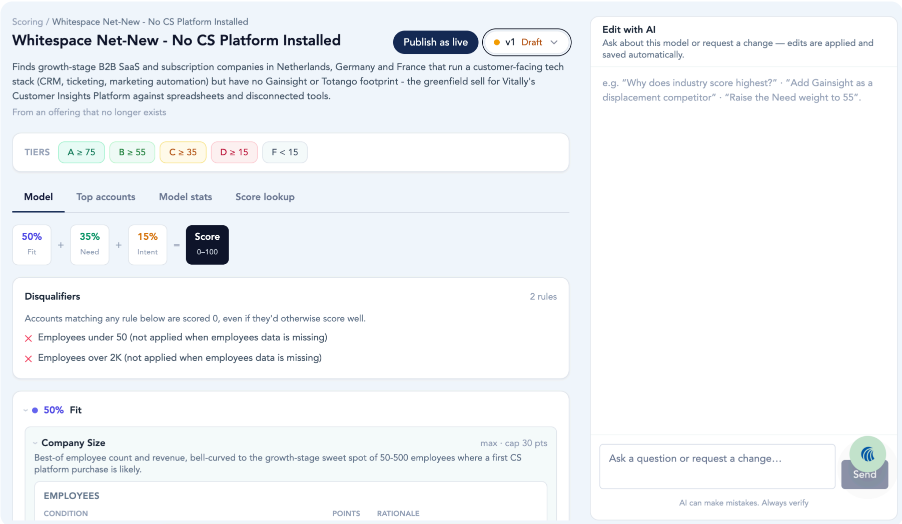
The problem this solves

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.



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

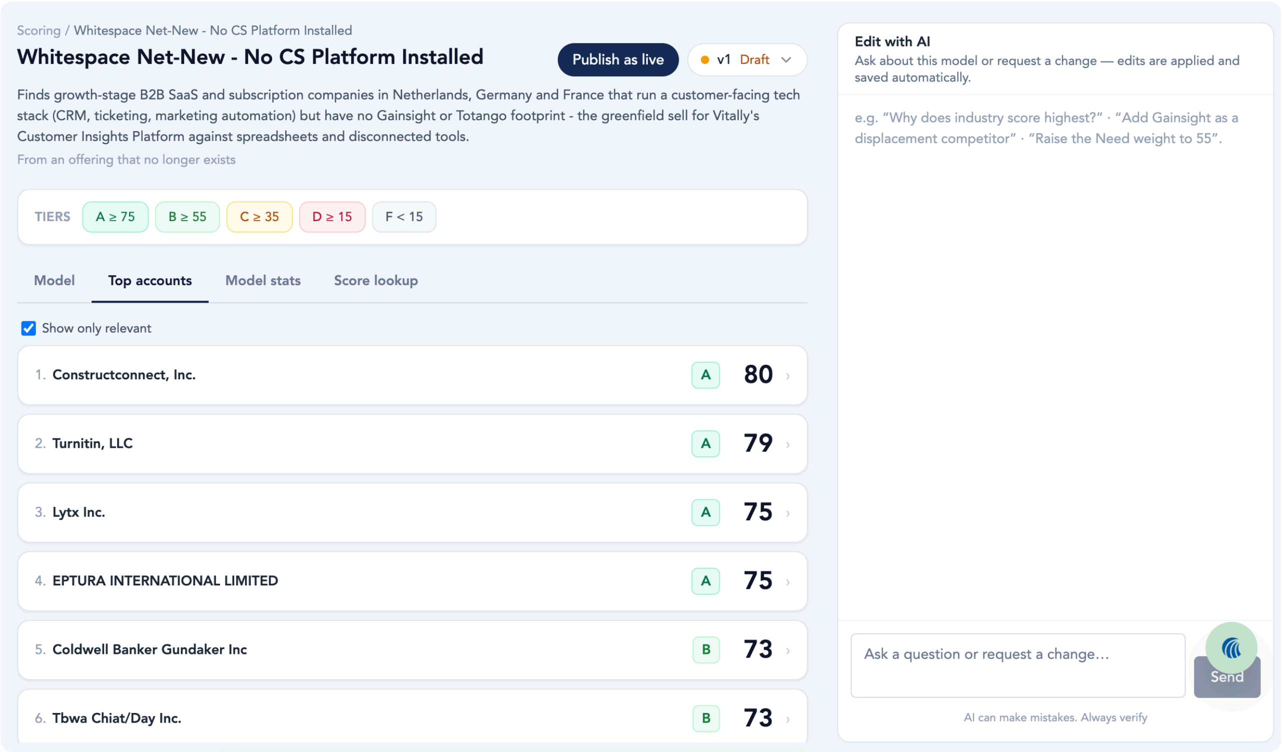
Whether the account has signals indicating they need your product, based on what technology they use, which competitors they run, and how long they have been using those technologies.

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.

Why does this matter to you



- **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 REVENUE GROWTH INTELLIGENCE

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.

Let's explore how HG Insights AI Scoring can help your team go from a rough ICP to a ranked account list; schedule a demo today.

Schedule a Demo

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