HG Insights

DATASHEET

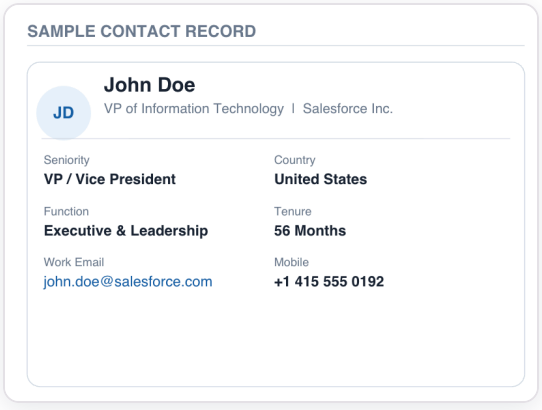
Contact Intelligence via Data Feed

Enrich, filter, and activate the right contacts. Delivered inside the same data feed that powers your account strategy.

Contact Intelligence via Data Feed lets revenue teams move from an account list to fully enriched, outbound-ready contacts inside a single pipeline, with coverage of up to **200 million contacts** across industries, job levels, departments, and geographies. No separate contact vendor, manual data matching, or stitched workflows. Every contact record arrives pre-joined to the firmographic, technographic, IT spend, intent, and AI maturity signals your team already relies on.

Key Differentiators

- **No second contract or vendor.** Contacts are delivered through the same data feed already powering your account intelligence. One pipeline, zero additional integration work.
- **Contextual by design.** Every contact is pre-joined to account-level signals including technographics, IT spend, intent, and AI maturity. Outreach is grounded in full account context, not just a name and email.
- **Active contacts only.** The contact universe is filtered to current employees only: records with a confirmed start date and no end date. You reach people who are actually in the roles you are targeting.
- **Real-time enrichment.** Verified email and direct phone are appended through a multi-source waterfall at the time of delivery, not pulled from a static, pre-aged database.



Built for high-performing GTM teams who need to:

- Move from account insight to contact outreach without switching tools
- Reach buyers already filtered to match their ICP by level, function, tenure, and location
- Receive verified email and direct phone at delivery, not from a stale database
- Scale outbound and ABM programs with 10M+ companies covered across 190+ countries
- Keep contact data current with a monthly refresh cycle

200M
contacts across industries, levels, departments, and geographies

10M+
companies covered across 190+ countries

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From Account Signal to Outbound Activation

Define your target accounts using HG data, filter to the right buyers, and receive enriched, delivery-ready contacts through the same pipeline.

01 Build Your Audience

Define a target account segment using firmographic, technographic, intent, or IT spend signals from your existing HG data feed.

02 Filter to the Right Buyers

Apply up to five demographic filters: seniority, function, tenure, and location.

03 Enrich on Demand

Verified email and direct phone are appended at delivery time through a multi-source waterfall enrichment.

04 Activate at Scale

Receive a complete, delivery-ready contact file through the standard pipeline, ready for ABM, outbound, or CRM import. Supports 100,000+ records.

Key Capabilities and Advantages

CAPABILITY	DESCRIPTION
Integrated Data Pipeline	Contacts delivered through the same feed as firmographics, technographics, IT spend, intent, and AI maturity. Every contact is pre-joined to HG's Company ID and provided with full account intelligence signals.
Contact Fields You Receive	Full name, LinkedIn profile, verified work email, phone number, tenure, and all important contact-related fields as per the data dictionary.
Real-Time Enrichment	Verified email and direct phone appended at delivery via a multi-source waterfall, not pulled from pre-aged static exports.
Job Title Keyword Filter	Filter contacts by specific job title keywords using include and exclude rules, so only contacts matching your target persona are delivered. Eliminates downstream post-processing of large contact volumes.
Job Sub-Function Filter	Narrow contacts within each job function using 331 unique sub-function values, for finer granularity when targeting specific buying roles or personas within a department.
Active Employment Filter	Contact universe restricted to current employees only: confirmed start date, no end date.
Monthly Refresh Cycle	Demographic file re-ingested monthly to reflect role changes, new hires, and departures.

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CONTACTS X FIRST-PARTY INSTALLS

Install Matched Contacts (Contacts x FAI)

Connect contact intelligence with First-Party Install (FAI) signals through a pre-joined dataset that links contacts to the technologies installed at their companies. Identify the people behind specific technology deployments and build more targeted audiences using job function, sub-function, job title, and location filters. Move from understanding a company's technology stack to identifying the relevant decision-makers to engage, without manually matching separate data feeds.

Key Use Cases

- **Technology-led prospecting.** Identify relevant contacts at companies using specific products or technologies to make outreach more contextual.
- **Precision audience building.** Use job title filters to refine contact lists based on the roles relevant to your ICP.
- **Sales prioritization.** Focus outreach on relevant people within accounts based on their installed technology footprint.
- **Buying role targeting.** Filter contacts by job function and sub-function to reach professionals aligned with your target buying personas.
- **ABM and campaign activation.** Build targeted audiences around technology adoption, contact roles, and geography.

How Contacts x FAI Works

Install Matched Contacts is a subset of both the standalone Contacts and FAI datasets. It includes only contacts that can be matched to an FAI install record, so the available record volume will be lower than either standalone feed. Each record represents a contact-product combination, meaning a contact associated with multiple installed products may appear across multiple records.

Installs Mapped Contacts — Key Capabilities

CAPABILITY	DESCRIPTION
What it answers	Who are the contacts at companies that are associated with (or using) a specific product installed at their location?
How it works	Contacts and Tech Install records are joined on company domain, job function, and location. Each row represents a unique contact-product combination. A single contact may appear multiple times if the contact is associated with multiple products.
What you receive	Contact identity fields (name, email, phone), job title, job function, seniority, location, plus installed product, vendor, product category, and first and last detected date.
Volume context	A subset of both parent feeds. Current coverage: **300M+** total records, **5M+** unique contacts, **237K+** companies, **113** countries. Row count does not equal contact count; deduplicate on contact ID for a unique contact list.
How to access	Available as a separate feed configuration. Select "Export Installs Mapped Contacts" in the contact feed settings. Both Tech Installs and Contacts filters apply simultaneously with AND logic.
Delivery format	S3 delivery via CSV and Parquet, consistent with standalone Contacts and Tech Installs feeds.

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Purpose-Built for Strategic GTM Roles

One integrated contact pipeline, shaped to how each team plans, targets, and activates.



Sales & SDR Teams

Move from a target account list to fully enriched, outreach-ready contacts in one workflow. No extra tools.



Marketing & ABM

Build contact audiences that match your ICP exactly, enriched with verified email and phone for immediate campaign activation.



RevOps & Sales Strategy

Standardize contact enrichment across territories and programs using a single, integrated pipeline with a consistent monthly refresh.



Data & Analytics

Receive contact records pre-joined to the full HG account spine, ready to ingest into CRMs, CDPs, or data warehouses.

200M
contacts available through the feed

331
unique job sub-function values to filter on

Monthly
refresh for role changes, new hires, and departures

About HG Insights HG Insights delivers Contextual Intelligence for Agentic GTM Revenue, giving teams and AI agents a complete, connected, trusted view of markets, accounts, and buyers. The platform unifies technology, spend, intent, account hierarchies, buying centers, competitors, contacts, and change over time into decision-ready, agent-activated intelligence. It helps companies prioritize, engage, win, and expand the right accounts to accelerate pipeline and revenue at scale. HG Insights grounds the GTM decisions that drive over $1.5 trillion in revenue across Fortune 500 Technology companies.

Ready to activate contact intelligence inside your existing data pipeline? Visit hginsights.com or speak with your HG Insights representative today.

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