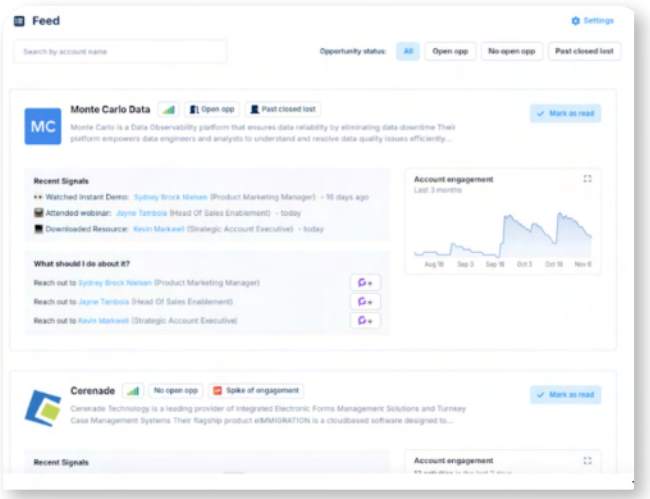
HG Insights®

SOLUTION BRIEF

Signal-Based Account Prioritization

Prioritize accounts showing active buying signals so sales teams focus on the most ready-to-engage prospects



Overview

Sales teams struggle to identify which accounts are truly in-market. Signal-based prioritization consolidates intent, usage, and behavioral data to highlight accounts most ready to engage, reducing wasted prospecting effort.

HG Insights aggregates first-party engagement, product usage activity, and external behavioral signals to deliver prioritized account lists with clear reasoning behind each score. These outputs help go-to-market teams time outreach, personalize engagement, and concentrate resources on accounts demonstrating strong buying readiness.

Impact

SDR and sales teams waste time on accounts unlikely to convert due to limited intent visibility and/or fragmented signals. Marketing and operations leaders lack reliable, real-time indicators to align GTM execution with actual buyer activity. WIth HG Insights, you can:

- Focus sales effort on accounts demonstrating active evaluation behavior
- Improve timing and relevance of outreach with clear “why” signals
- Increase efficiency by consolidating internal and external signals in one workflow
- Strengthen competitive positioning by showing engagement with competitors and market alternatives

Solves For:

- Chasing low-fit accounts lacking meaningful intent signals
- Missing indicators of true buyer readiness
- Inefficient prospecting driven by incomplete or outdated data
- Limited visibility into competitive activity and account engagement patterns.

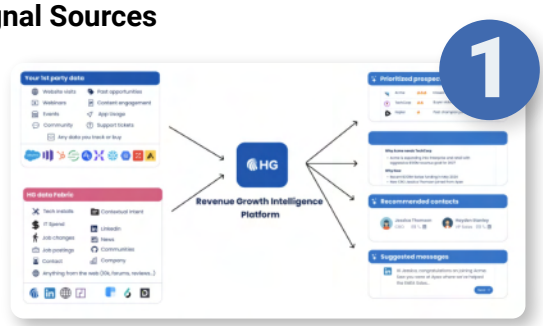
KPIs

- **Higher outbound response and conversion rates**
- **Increased sales velocity through better account focus**
- **More predictable pipeline quality and revenue outcomes**
- **Reduction in time spent on low-likelihood accounts**

Signal-Based Account Prioritization: How It Works

Step 1: Admin Connects Signal Sources

- Admin connects CRM to HG platform to import accounts and ownership by rep
- Admin connects other first-party data sources, such as website activity, downloads, webinar, email engagement to the platform



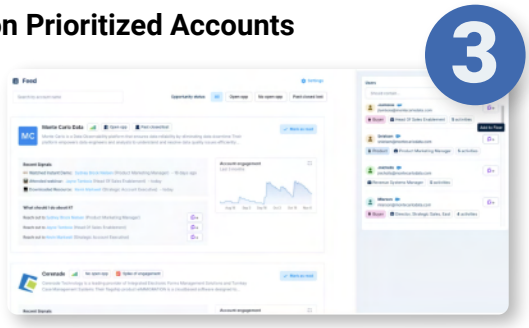
- All the accounts are automatically enriched in the HG Platform with detailed data

Step 2: AI Agent Prioritize Accounts

- The platform continuously aggregates all connected data — first-party + HG signals
- Each account is evaluated daily for changes in signal activity.
- Accounts are prioritized by an AI agent based on the analysis of the signals

Step 3: Sellers Take Action on Prioritized Accounts

- Sellers log in each morning to an AI-sorted list of their top accounts
- Each prioritised account shows the "why" — e.g., viewed demo page, started hiring for DevOps roles, installed new tech stack.



- Sellers can directly take action by messaging prospects using their sales engagement tool (Outreach, Salesloft, Gong Engage).

Step 4: Admins Refine Prioritization

Admins can adjust the signals weights, overriding the AI-powered prioritization to align with evolving GTM strategy

Let's explore how HG Insights can help you win with signal-based account prioritization - Schedule a custom demo

Core Capabilities

Multi-Signal Data Integration
Connects CRM, marketing automation, product usage, and external behavioral data to build a unified, continuously updated account view.

Daily AI-Driven Account Prioritization
Evaluates all accounts each day using aggregated signals, surfacing those with rising intent or meaningful changes in activity.

Transparent "Why" Explanations
Displays the specific actions driving each account's score - such as demo page views, hiring activity, or new tech installs - so sellers understand and trust the prioritization.

Embedded Sales Workflow Delivery
Delivers prioritized account lists directly into seller workflows, enabling immediate action via tools like Outreach, Salesloft, or Gong Engage.

Admin-Controlled Weighting and Refinement
Allows operations teams to adjust signal weighting or override AI-based prioritization to match evolving GTM strategies and market conditions.

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.

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