

What is HG Insights?

HG Insights delivers the most comprehensive technology intelligence in the world to enable smarter business decisions.

FLEXIBLE SOLUTIONS



HG Market Intelligence

See the size, shape, and structure of your market so you can scope your opportunities.



HG Platform

Look into global markets, industries, and companies to find opportunities.



HG Contextual Intent™

Predictions down to the department that's using a specific technology to improve sales activities, including territory optimization.



HG for LinkedIn

Increase engagement and conversions by interacting directly with companies using targeted technologies.



HG for Financial Services

Leverage commercial due diligence, investing, and market research to bring transparency to your portfolios.

Our Go-To-Market technology intelligence gives you and your team a deep understanding of what technology products your accounts and prospects have installed, what they spend on them, what the terms of their contracts are and if they are looking to buy so they can be engaged with early in their purchase journey.

Installed Technologies

HG Insights utilizes advanced data science to uncover **120 million installed technologies**, specific hardware and software products that companies are using, including those that are 'behind the firewall.'

IT Spend

The world's largest and most granular collection of account-based IT spending intelligence. **Profiling 740,000 global organizations and forecasting 140+ sub-segments of IT spend** at a global, regional and country level.

Contract Renewals

The most advanced IT contract renewals intelligence on the market. Tracking **32,000 IT software and services contracts** giving a unique view of what enterprises are spending on granular areas of IT.

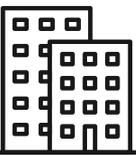
Intent Data

Contextual Intent data that is triangulated, enriched, and scored for precision, signal strength, and accuracy. Processing **2 billion intent records** each week, we show you accounts that are ready to buy your product or solution.

COMPREHENSIVE & ACCURATE INTELLIGENCE

HG Insights uses advanced data science to process billions of unstructured digital documents to produce the world's most sophisticated technology installation information, IT spend, contract intelligence and intent data.

WHO



740,000 ORGANIZATIONS
2B INTENT RECORDS

Companies

WHAT



15,000+ PRODUCTS
from **7,000+ VENDORS**

Tech Profile

WHERE



120,000,000 INSTALLATIONS
across
192 COUNTRIES

Geo / Location

Smarter Business Processes

At HG Insights we believe real value is in the intersections of data, enabling smarter processes and more strategic business decisions across your entire organization, including C-suite, sales, marketing and product teams. Cross-referencing install, spend, contract, and intent signals, alongside our core spend, technographic data and technology intelligence, delivers the very best Go-To-Market insights available in today's market.



Trusted by Global Technology Vendors



About HG Insights

HG Insights is your Go-To-Market provider.

We use advanced insights into technology intelligence on installations, spend and contract details to provide B2B companies a better way to analyze markets and target prospects. Our customers achieve unprecedented results in their marketing and sales programs thanks to the most comprehensive technographics in the industry, which index billions of unstructured documents each day to produce a detailed census of the technologies companies use to run their businesses.

Use these insights to out-market, out-sell, and outgrow your competition.



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