HG Insights®

A Data-Driven Approach For ABM Marketing

At the heart of account-based marketing (ABM) is the choice between quality over quantity. Proactively identifying and focusing on a smaller set of best fit accounts cuts out wasted effort, increases deal sizes and win rates, and shortens the sales cycle. But executing ABM effectively — and maximizing revenue — requires marketers to have a deep understanding of their customers on the account-level, and a solid grasp of account structures.

HG's combination of deep account-level insights and high-level Market Intelligence empowers B2B technology-focused companies to ace ABM initiatives and start seeing wins immediately.

Market research shows that 73% of B2B buyers now demand a personalized, B2C-like experience.[1] With ABM, marketers focus on a smaller set of accounts that fit their ICP, allowing them to provide a tailored experience and accelerate the buyer journey.

ABM enables marketers to maximize revenue, retention, and win rates from their most prized accounts. But, the key challenge is knowing which accounts to focus efforts and resources on.

INTENT DATA

ACCOUNT PRIORITIZATION

SUBSIDIARY STRUCTURE

ACCOUNT PLANS

BUILD MESSAGE
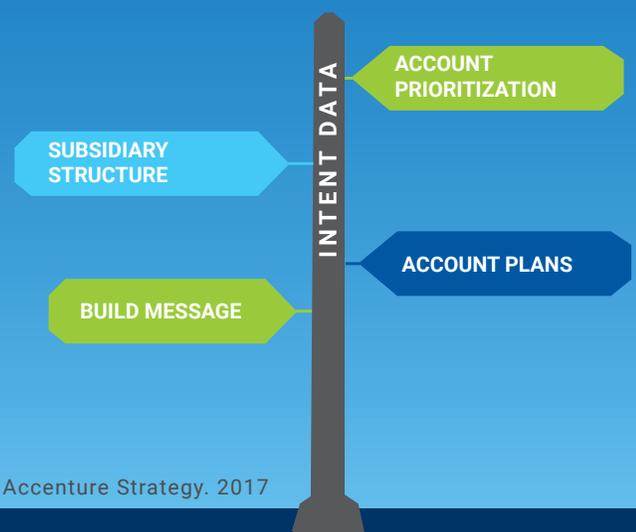
[1] Make Music, Not Noise. Accenture Strategy. 2017

**ABM: QUALITY OVER QUANTITY MEANS MORE WINS AND LESS WASTE**

In today's ultra-competitive environment where companies are weaponizing data, prioritizing accounts based on basic firmographics like industry, revenue, and geography won't cut it. These attributes can be found by anyone and don't give a detailed understanding of the technology landscape. To see increased win rates, shorter sales cycles, and larger deals, marketers need a competitive edge.

B2B tech vendors need to know:

- **Which technologies a company has installed, where, and for how long**
- **How much they are spending on technology, down to a specific category**
- **Which products and topics they are researching and/or evaluating**
- **Which Global Systems Integrators (GSIs) are influencing their technology buying decisions**

The HG Insights Platform offers answers to these questions with more depth, accuracy, and granularity than any other solution so businesses can focus their marketing budget and sales resources on the companies with the highest propensity to buy.

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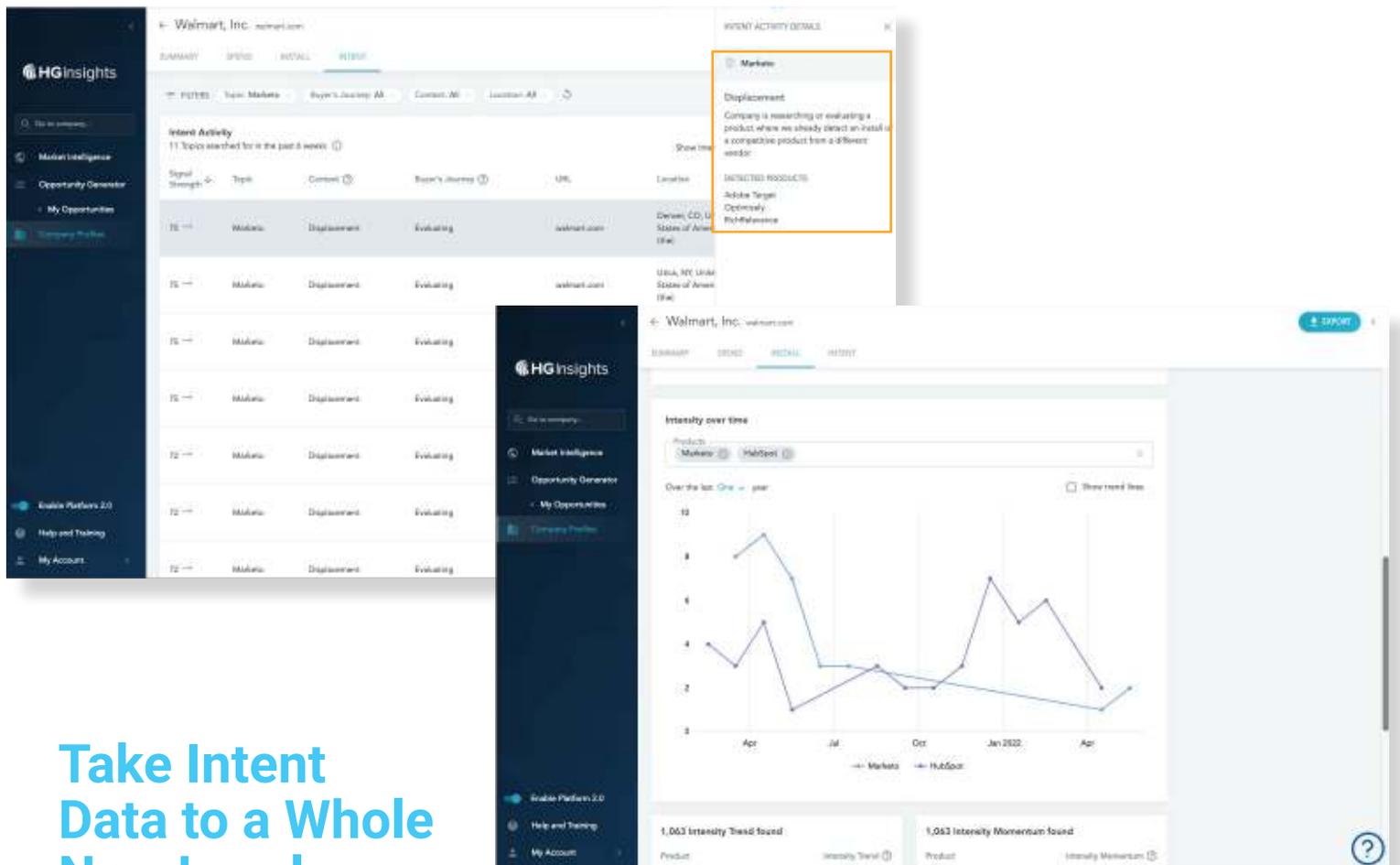BUILD MESSAGE
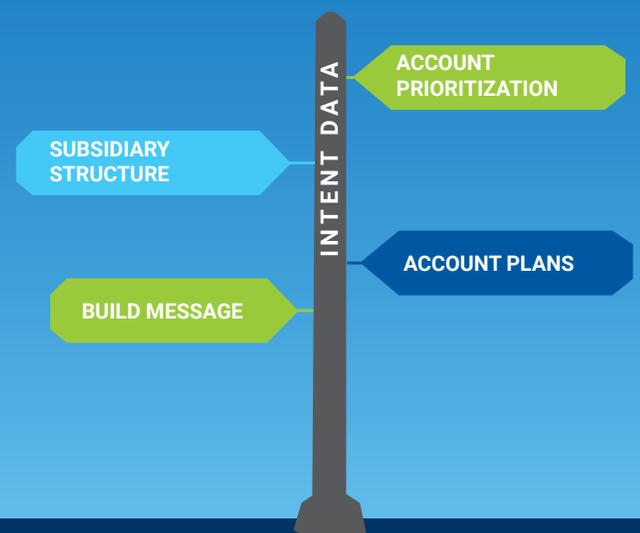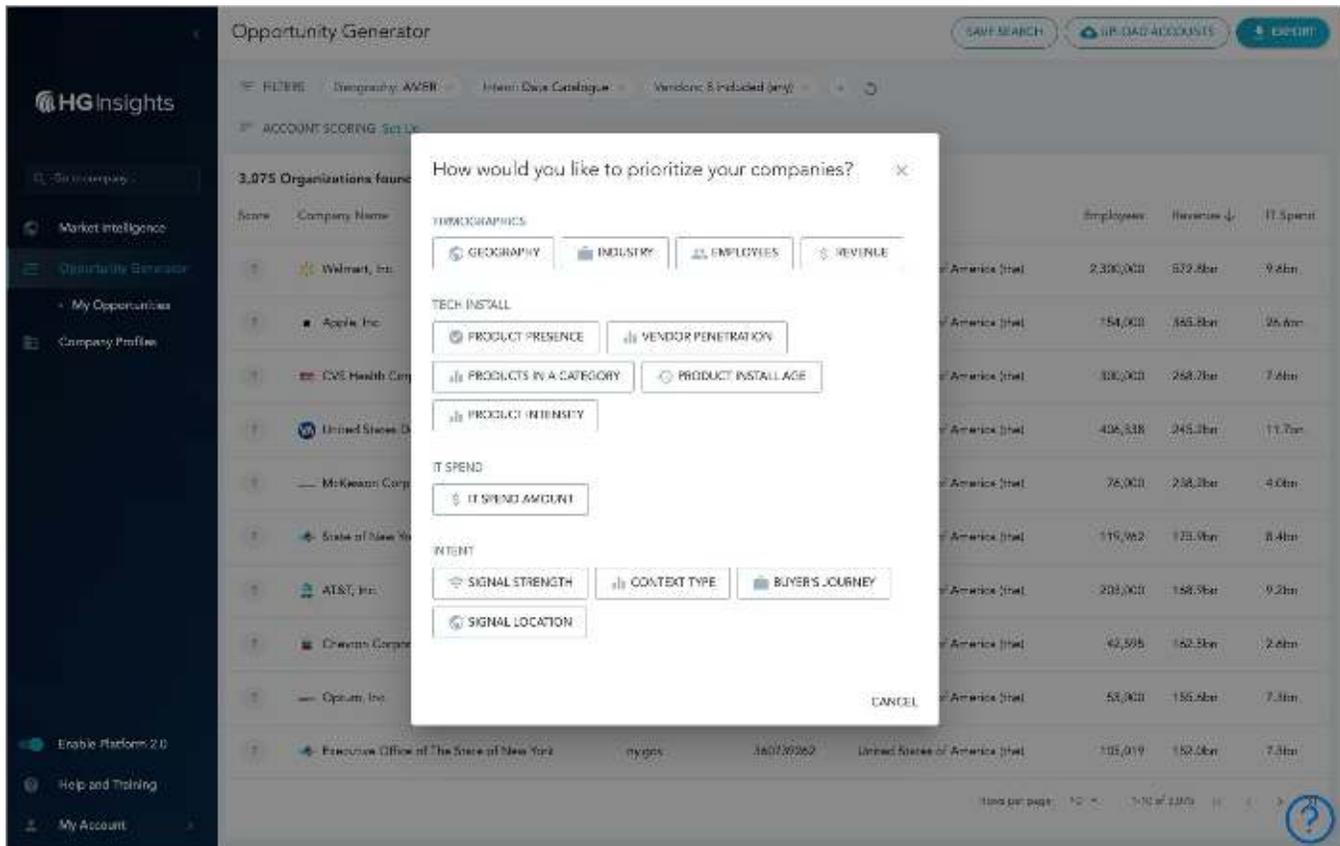
Account Prioritization Tiering

- **Scoring and prioritizing based on spend, intent, and interest in competitors**
- **Location and understanding where to focus your time**
- **Laser-focus on the best fit accounts**

The HG Platform 2.0 account scoring engine enables marketers to prioritize accounts based on a combination of firmographics, tech install, IT spend, and intent. Create powerful scoring models by combining attributes and weighting them according to an Ideal Customer Profile.

HG's Platform 2.0 outpaces the traditional firmographic data offered elsewhere, providing a laser-focused list of best-fit accounts:

- Firmographics: Basic segmentation information on a company
- Tech Install: What products, vendors, and categories a company is using; for how long; and with what intensity
- IT Spend: How much a company is spending on IT
- Intent: The intent signals for a given purchase, the context of the intent, stage of buyer journey, and geography of the signal
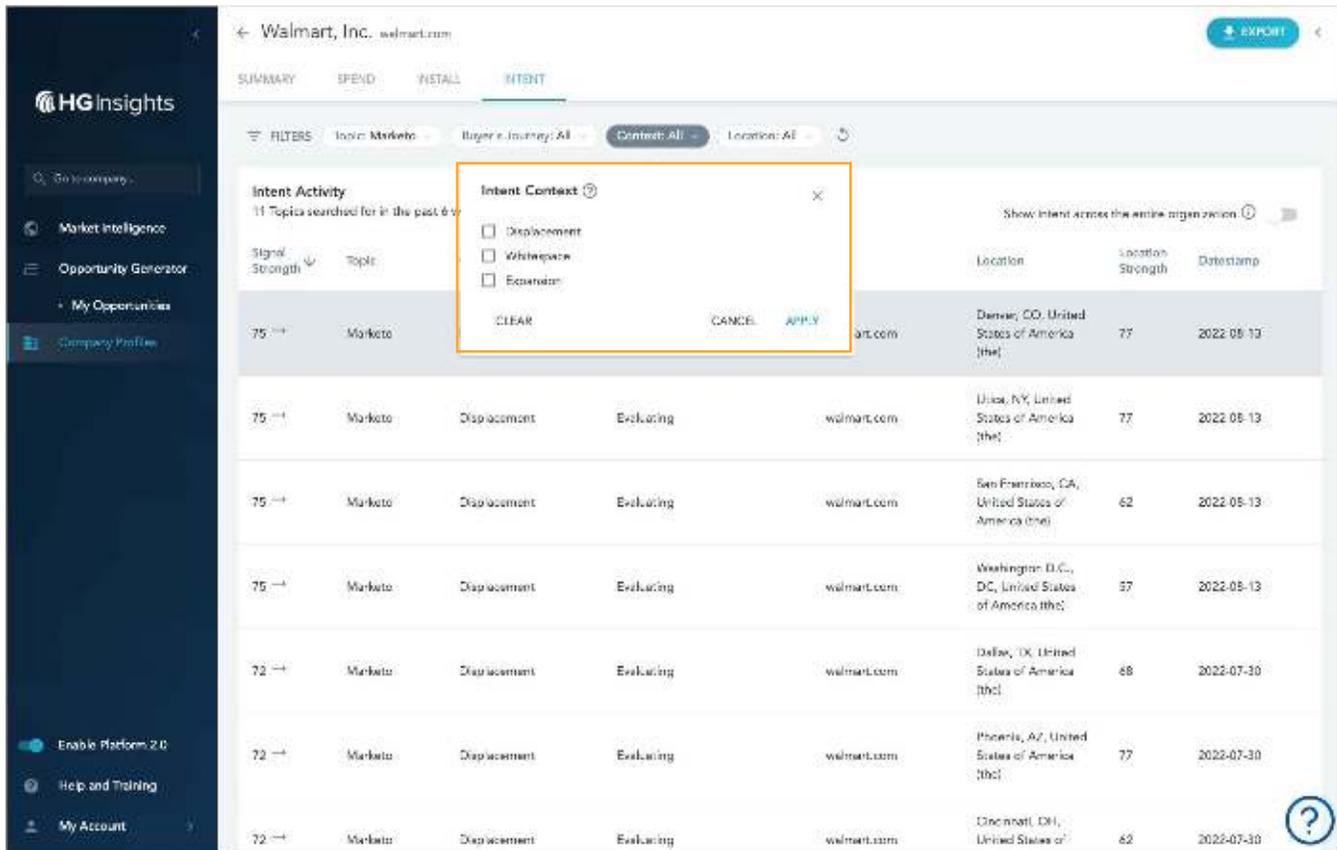
Understand Subsidiary Structures

- **Gain access to visual diagrams of complex global organizations**
- **View subsidiaries by revenue and location**
- **Drill into technology install, spend, and buyer intent of each subsidiary**

Some platforms offering account intelligence show companies as monolithic entities. In reality, these are complex organizations, where the technology stack at one subsidiary might be completely different than at another. Without HG's granular view that presents technology install, spend, and intent down to the subsidiary level, businesses are missing out on large revenue expansion opportunities.

Take Intent Data to a Whole New Level

- **Understand the actual context behind intent signals to enable more relevant outreach**
- **Know the exact location within an organization that is generating the intent signal**
- **Know whether the signal represents a displacement, expansion, or whitespace opportunity**

Traditional intent solutions show what topic a company may be researching and provide a numerical score, but don't provide much context. HG combines granular intent signals with our deep understanding of their technology stack to give a more holistic picture of what the signal means. Are they looking to replace an existing technology? Are they looking at adding more from an existing vendor? Or are they looking at adding something white space.

This in-depth view can help drive new revenue or spot potential churn accounts early sin order to improve growth retention. Gain a strong advantage over the competition and spot opportunities and risks before they happen. HG Contextual Intent helps marketers understand what prospects are researching and whether the opportunity is for displacement, whitespace, or expansion. Then it's possible to further narrow opportunities by drilling down to the buyer journey stage.

Understand Account Plans and Intent Context

- **View partner ecosystems**
- **See contract renewals**
- **Identify expansion opportunities**

For both existing accounts and prospects, having a solid grasp of their tech stack and contextualized intent ensures there's no money left on the table.

Consider this: A Marketo employee is using HG Insights to better understand target accounts. The platform provides insights into their partner and integration ecosystem, whether they have intent to buy from Marketo or another vendor, and when they have contracts up for renewal.

Customers also use HG to understand their current accounts better. For example, to identify where there might be expansion opportunities might or if a customer is showing interest in leaving for another competitor.

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2 Product Installs found						marketo
Product	Vendor	Product Category	Locations	First Verified ⍰	Last Verified ⍰	Intensity ⍰
Marketo	Marketo, Inc.	Marketing	14	Sep 30, 2008	Aug 1, 2022	19
Bizible	Marketo, Inc.	Marketing	1	Mar 17, 2021	Mar 31, 2021	

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Build a Message For a Target Audience

- **Craft a personalized message for a target audience based on intent or tech installs**
- **See complementary technology tools**
- **Understand intensity of intent**

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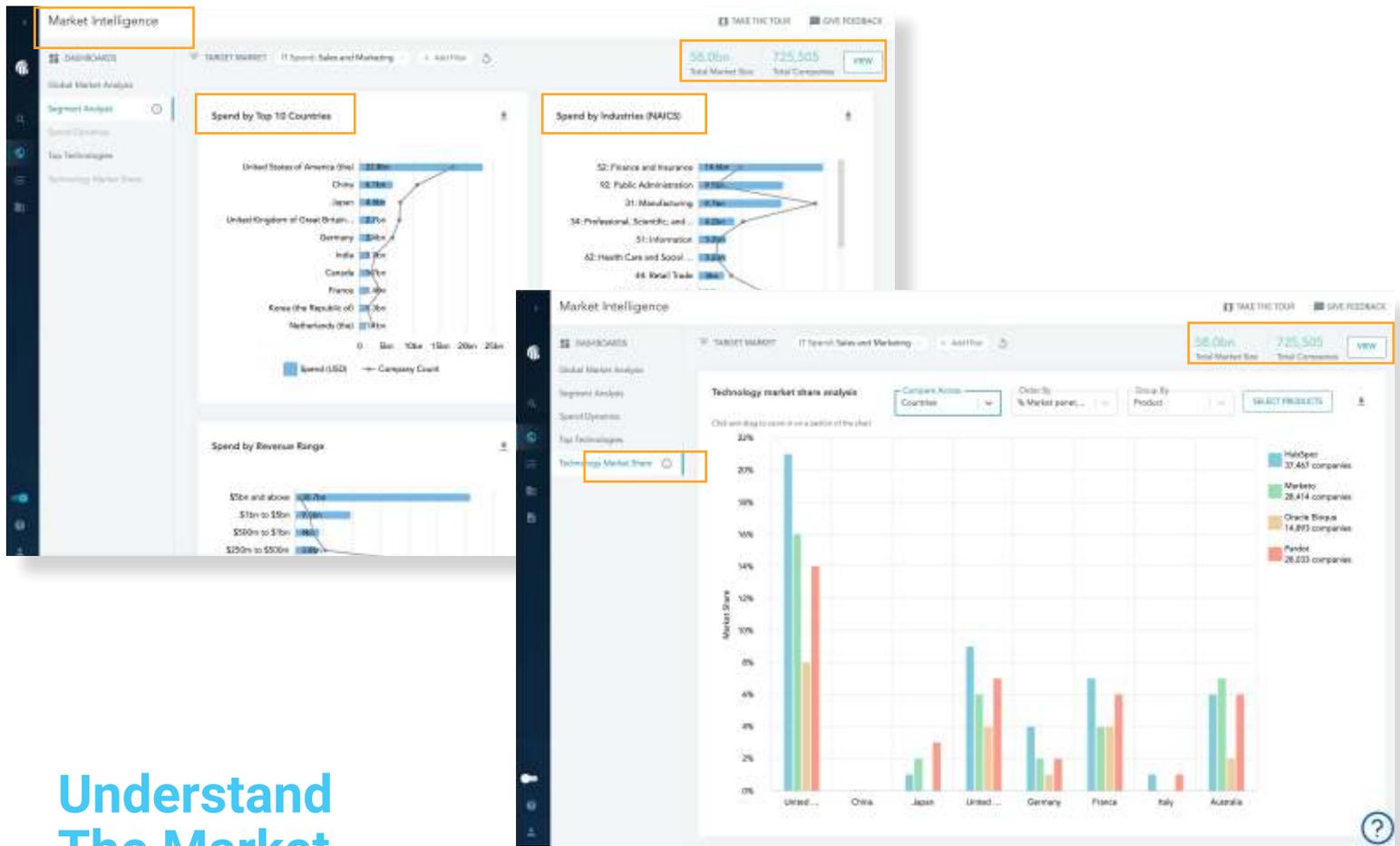
Understand
The Market

- **See a bottom-up, unbiased view of the size, shape, and structure of global markets**
- **Analyze the market opportunity according to an exact ICP**
- **Segment global markets by country, industry, revenue, employee range to help with resource allocation**
- **Understand market share, competitor market share by industry, country, revenue, employee range**

Dive into any market's composition— country, company size, industry, spending, market share, where a company fits—and use it to focus campaigns and resources on the highest-impact areas. View global market analyses, segment analytics, spend dynamics, top technologies across markets, industries, and technology market shares.

About HG Insights

HG Insights is your Go-To-Market provider.

Using advanced insights into IT installations, spend, contract, and intent data, HG Insights provide B2B companies a better way to analyze markets and target prospects – we call this Technology Intelligence. Our customers achieve unprecedented results in their marketing and sales programs thanks to the most comprehensive data insights in the industry, which includes the indexing of billions of unstructured documents each day to produce a detailed census of the technologies companies use to run their businesses.

Use Technology Insights to out-market, out-sell, and outgrow your competition.

Trusted by Global Technology Vendors

Hewlett Packard Enterprise · ORACLE · EQUINIX · CLOUDERA · CISCO · NetApp

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