

Salesforce Connector

A bidirectional Salesforce integration enabling effective targeting by connecting selected company data to a Salesforce organization.

HG Insights' Salesforce Connector solution enables you to review customized technology insights alongside your existing Salesforce account information. We add technology data from companies in your Salesforce database, allowing you to see products used and level of spend without ever leaving the Salesforce platform.

Find the Best-Fit Buyers Before the Competition

HG runs your list of accounts and leads against our thousands of data points that allow our platform to identify companies with the highest propensity to buy based on various technology products and IT spend. Integrating your Salesforce organization with the HG Insights Platform allows you to:

- Reach buyers earlier in the process to guide decision-making before a competitor is aware of their prospect's interest
- Run targeted campaigns to dynamic audiences driven by insights about which companies will benefit most from your solution
- Equip and enable sales teams to target companies with the highest propensity to buy

Our customers use Salesforce Connector to get insights into which companies will be the best fit for their product or solution and uncover new business opportunities by importing accounts that use specific products.

KEY BENEFITS



Ease of Use and Quick Onboarding:

Salesforce Connector lets you seamlessly sync selected data to your existing Salesforce organization to get up and running in minutes and avoid the hassle of traditional integrations.



HG Data Access Within a Salesforce Organization:

Access to an industry-leading, quality dataset that includes broad coverage with access to 15,000+ installed technologies. Companies can share HG data across their teams within their Salesforce organization.



Customization:

Users are able to select which products and IT spend categories they're interested in viewing to help them to better understand their target markets.



Industry-Leading Company Match Logic:

Our match rates average 90% to enable efficient uploading of target data to the Salesforce organization.

KEY BENEFITS

With the HG Insights Salesforce Connector integration, you'll be able to see which technology products a prospective customer uses directly in the Salesforce platform, discern whether they're a fit for your products, and effectively target and win accounts before your competitors can identify the opportunity.

Production and Sandbox Organizations

Users can connect and manage multiple Sandbox and Production organizations through the HG Platform, allowing them to perform quality assurance on the companies that will be matched with selected data.

Integration Lists for Matched Records

Once matching is complete, users can see which Salesforce accounts were matched to accounts in the HG Platform.

Data Refresh and Enrichment

Data will refreshes automatically on a nightly cadence, or you can select if you would not like HG to automatically refresh data. Data is also enriched via updates and database sync.

Quick-Start Support

Access our services that support training to get you started quickly with setup in Salesforce.

Achieve an effective and seamless integration to Salesforce with Data Enrichment and Leading Match Rates



Our Salesforce Connector integration provides powerful insights on the technology products used by companies, enabling you to make better business decisions and craft a hyper-targeted approach. Whether you are trying to decide which companies will be the best fit for your product or solution, uncover new business opportunities, or simply provide your teams with better data, HG Insights Salesforce Connector will give a boost to your targeting and sales outcomes.

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.

 **HG Insights**

hginsights.com

