HG Insights

The Definitive Guide to TAM SAM SOM

Laying the Foundation for a Precise GTM Strategy



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PART 1

TAM SAM SOM: The Foundation of a Precise GTM Strategy

The High-Stakes Market: Why Precision Defines Winners & Losers

> **"It's simple, really: if you don't have precision, you're going to sell to the wrong people, and you will go out of business."**
>
> — Rohini Kasturi, CEO at HG Insights

Here's something you already know: sustaining growth in today's saturated B2B markets is more challenging than ever. The competition is fierce and customer acquisition costs are soaring. The reasons for this are complex, but a big one is that the traditional market-sizing methods – top-down, non-actionable market reports, combined with assumptive models – aren't working like they used to.

Most companies have at least a broad understanding of TAM SAM SOM, and work to operationalize these metrics. But in reality, many are still stuck working with broad top-down estimates that oversimplify the market and lead to poor decisions.

The result? Resources are misallocated, the wrong customers are targeted, GTM teams get frustrated – and revenue goals slip out of reach.

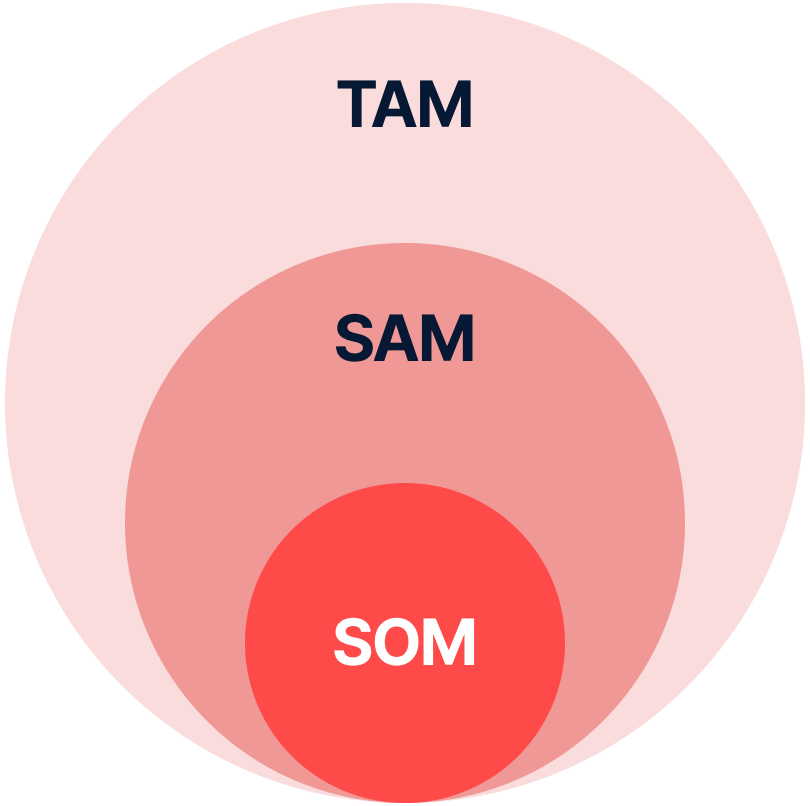
- When **Total Addressable Market (TAM)** is overstated, leadership sets unrealistic expectations and chases after a market that's not within reach.
- When **Serviceable Available Market (SAM)** is too vague, marketing wastes valuable budget on unqualified prospects who are unlikely to convert.
- When **Serviceable Obtainable Market (SOM)** lacks the precision needed to target the right accounts, sales teams end up with misaligned territories and low conversion rates.

This is your guide to allocating resources more effectively, moving faster, and aligning your teams around real opportunities – not broad assumptions.

The companies that are winning today are those that have moved beyond static market reports and estimates to true precision. They are using granular, real-time intelligence to clearly define the markets they can actually capture.

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Decoding TAM, SAM, and SOM: A Comprehensive Overview



Total Addressable Market (TAM)

The total demand for a product or service in a specific market, representing the maximum revenue opportunity.

Serviceable Addressable Market (SAM)

The segment of the TAM that your product or service can serve, considering geographic, regulatory, and operational constraints.

Serviceable Obtainable Market (SOM)

The portion of the SAM that you can realistically capture based on your go-to-market capabilities, competition, and resources.

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TAM: Total Addressable Market – Defining the Full Landscape

> **"In reality, the TAM is typically most useful for startups and smaller companies that are trying to convince investors, and analysts in vendor briefing calls. But this doesn't mean that, for any company, having an accurate TAM isn't a powerful starting point."**
>
> — Rajat Bhatnagar, SVP of Business Operations at HG Insights

Your TAM is often presented as a large, shiny number — an estimate of your product's potential market reach. While it might look impressive on an investor deck, these big numbers can be misleading. TAM isn't the same as potential revenue. It represents theoretical market demand, not what your company can realistically capture.

Overestimating TAM can lead to wasted efforts. If you define your market too broadly, you risk misallocating resources, and chasing audiences that are unlikely to convert.

Conversely, being overly cautious with TAM — narrowing it too much — can hold you back from spotting untapped opportunities or whitespace that could fuel growth.

Analyst reports might give you an eye-catching, massive market size, but this isn't a realistic view of your potential customers. Defining TAM isn't about chasing the largest number. Instead, it's about aligning your market definition with how your customers actually buy, not just what seems theoretically possible.

COMMON MISCONCEPTIONS ABOUT TAM

TAM is the same as potential revenue: FALSE
TAM represents potential demand, not actual revenue.

Bigger TAM is always better: FALSE
A massive TAM might look great, but it can lead to wasted resources.

All TAM is equally reachable: FALSE
Not every part of TAM is serviceable; geography, budgets, and competition matter.

TAM doesn't change: FALSE
Market dynamics shift, and TAM can evolve over time.

TAM is static once defined: FALSE
Defining TAM is only the beginning – it requires constant review and adaptation.

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SAM: Serviceable Available Market – Identifying Your Real Market Opportunity

> **"The biggest mistake companies make with SAM is assuming they can serve everyone in their TAM. Just because a market exists doesn't mean you can reach it. The reality is, your true market opportunity depends on your capabilities, distribution, and competitive position."**
>
> — Rohini Kasturi, CEO at HG Insights

If TAM is your total potential market, SAM is where the rubber starts to meet the road. It's the subset of your TAM that you can actually target and serve, based on your company's specific product, capabilities, distribution channels, and available resources.

Judging your SAM is a balancing act. Defining it too broadly can stretch your resources thin and leave your teams chasing unqualified prospects, while defining it too narrowly can result in missed opportunities. A well-defined SAM requires being realistic about your reach and focusing on accounts you can win.

TAM was about who might buy from you; SAM is about who you can actually serve and convert.

Many companies overestimate their ability to serve certain segments. Competitive barriers, for instance, can limit your access to certain markets. A segment might be part of your TAM, but if it's already dominated by a strong competitor, it might not truly belong in your SAM.

By focusing on a well-defined SAM, you'll align your teams around opportunities that are both realistic and achievable, and direct resources toward the accounts with the greatest potential for success.

COMMON MISCONCEPTIONS ABOUT SAM

SAM is the same as your full audience: FALSE
SAM is a targeted subset of your TAM that aligns with your capabilities.

SAM is every segment in your TAM: FALSE
Not every part of your TAM is serviceable. Geography, budgets, and competition create constraints.

SAM is static: FALSE
SAM must evolve based on changing market and competitive conditions.

SAM includes ambitious segments: FALSE
If you can't sell to certain regions or industries due to constraints, they're not part of your SAM.

SAM can be estimated without data: FALSE
SAM must be based on clear data, reflecting your company's actual capabilities and resources.

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SOM: Serviceable Obtainable Market – Prioritizing the Right Accounts

> **"SOM is what turns strategy into execution. For marketing, it means knowing exactly where to allocate budgets — by product, by territory, by real opportunity. For sales, it's about resource prioritization: which accounts, which channels, which partners will move the needle. Without precision at this stage, execution falls apart."**
>
> — Rajat Bhatnagar, SVP of Business Operations at HG Insights

SOM is where your strategy turns into action.

If TAM represents the vast potential of your market and SAM narrows that to what you can realistically serve, SOM zooms in on the portion of the market you can capture now — the high-value accounts within reach in the short to medium term.

SOM is the most tactical of the three segments and provides the clarity you need to move from planning to execution.

For marketing, SOM is the compass that ensures resources are being used efficiently. With a precise SOM, marketing can target accounts that are ready to buy, rather than spreading efforts across an overly broad and unfocused audience.

For sales, SOM gives them a laser-focused roadmap for resource allocation. Knowing which accounts are the most promising helps sales prioritize their efforts, ensuring they're targeting high-potential opportunities rather than wasting time on leads unlikely to convert.

When SOM is misaligned, it creates inefficiencies across GTM teams: Marketing budget will be spread too thin, targeting low-intent accounts or regions with low demand. Sales teams will waste valuable time pursuing accounts that are too far from purchasing or don't align with their solution.

COMMON MISCONCEPTIONS ABOUT SOM

SOM is basically the same as SAM: FALSE
SAM shows the markets you can serve, while SOM is the tactical segment you can actually win.

Bigger SOM means better: FALSE
A larger SOM can drain resources by targeting accounts that don't fit your ICP.

SOM is only about high-volume accounts: FALSE
SOM is about targeting high-quality accounts that are the best fit for your offering.

Sales capacity is secondary to SOM: FALSE
Your SOM must be aligned with your team's capacity.

Competitive intelligence is a luxury: FALSE
Assessing winnability through competitive intelligence is essential.

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How Traditional Market Sizing Fails in B2B

Analyst reports from venerable sources like Gartner, Forrester, and IDC are great. They're packed with solid information and have been the backbone of B2B research for decades.

However, though these reports offer valuable industry-wide insights, on their own, they don't provide the level of granularity that is crucial for success in modern B2B markets.

Why? Because these reports offer a broad, one-size-fits-all view of the market. While this is useful for getting a sense of the overall market size, it lacks the specificity needed to develop a targeted and effective GTM strategy. Generic reports don't account for your ICP or the nuances of your product offerings and competitive advantages. What traditional reports miss is the granular data that allows businesses to go beyond the "big picture" and understand what they can actually capture.

> **"Market reports, even the best reports, are catch-all. They're being read by all your competitors."**
>
> — Rajat Bhatnagar, SVP of Business Operations at HG Insights

By Team: The Drawbacks of Legacy Market Sizing

TEAM	DRAWBACKS
C SUITE	• Strategic decisions are made based on broad, high-level market intelligence that lacks the granularity needed for actionable insights, leading to misalignment with operational teams. • Over-reliance on theoretical data from static reports results in inefficient resource allocation and unrealistic revenue targets.
REVOPS	• Misalignment in execution due to fragmented data, making it difficult to prioritize territories and optimize resources across teams, causing delays in market penetration. • Lack of precise, account-level insights leads to inefficient processes and slow decision-making that hinders the speed of GTM execution.
MARKETING	• Marketing strategies are poorly targeted due to low-detail ICPs, causing resources to be spent on non-ideal accounts that don't align with the business's true market fit. • An over-reliance on intent data without considering deeper market context results in missed opportunities and wasted ad spend on unqualified leads.
SALES	• Sales teams struggle to prioritize the right accounts, relying on outdated or generalized data, leading to wasted time on low-potential opportunities and poor territory alignment. • Lack of granular data forces sales reps to make decisions based on incomplete information, leading to missed quotas and inefficient prospecting efforts.

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A Tale of Two Paradigms: Broad Analysis Versus Granular Intelligence

BROAD MARKET ANALYSIS	GRANULAR MARKET INTELLIGENCE
Strategy is too broad, leading to highly inefficient use of resources.	**Strategy is laser-focused, ensuring efficient resource allocation and execution.**
Flat conversion rates—chasing bad-fit customers where there's no product-market fit.	**Higher conversion rates—targeting well-matched customers who align with your offering.**
Marketing dollars and sales effort wasted discovering there's no real market opportunity.	**Marketing and sales efforts are directed at high-value opportunities where demand is real.**
Disjointed intelligence leads to misalignment—sales, marketing, and RevOps operate in silos.	**Data-driven intelligence ensures full GTM team alignment—sales, marketing, and RevOps operate in sync.**
Growth stagnates because market potential is miscalculated—wrong prospects, wrong partners.	**Growth accelerates as companies understand their true market potential and competitive gaps.**
Sales teams work accounts blindly—territories are unbalanced, key opportunities are missed.	**Sales teams prioritize the right accounts—balanced territories lead to higher quota attainment rates.**
Marketing is "spraying and praying"—generic outreach, wasted ad spend, low conversions.	**Marketing is precision-targeted—ads and campaigns focus on real demand signals for high conversion.**

"It's weirdly reassuring to think you have a billion-dollar market – there's plenty to target! Distilling this down to a $50- or $100-million market can feel daunting at first. But the reality is, if it's accurate, it's real, you'll stop wasting resources. Poor market analysis has a damaging trickle-down effect – bad thinking at the top level doesn't just lead to inefficiency; it erodes morale across every team."

Rohini Kasturi, CEO at HG Insights

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The Critical Data Inputs for Actionable Market Sizing

CHECKLIST: THE MUST-HAVE DATA INPUTS

- [ ] **Firmographics:** Industry, company size, revenue, and geographic location
- [ ] **IT Spend:** Total IT budget, specific technology investment levels
- [ ] **Technology Installations:** Existing technology stack, software, and hardware deployments
- [ ] **Cloud Maturity:** Cloud adoption levels, migration status, and infrastructure
- [ ] **AI Maturity:** Adoption and usage of AI-powered tools and platforms
- [ ] **Contracts:** Existing vendor relationships, contract renewals, and expiration dates
- [ ] **Buying Centers:** Key decision-makers, influencers, and procurement structures
- [ ] **Partner Intelligence:** Channel partners, reseller relationships, and strategic alliances
- [ ] **Contextual Intent:** Behavioral signals connected to underlying tech stack to derive greater context.
- [ ] **Cloud Spend:** Investment in cloud services, SaaS, IaaS, and PaaS
- [ ] **Org Hierarchies:** Decision-making structures, reporting lines, and budget control
- [ ] **Firmographics (FIRMOS):** Granular company attributes relevant to segmentation

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PART 2

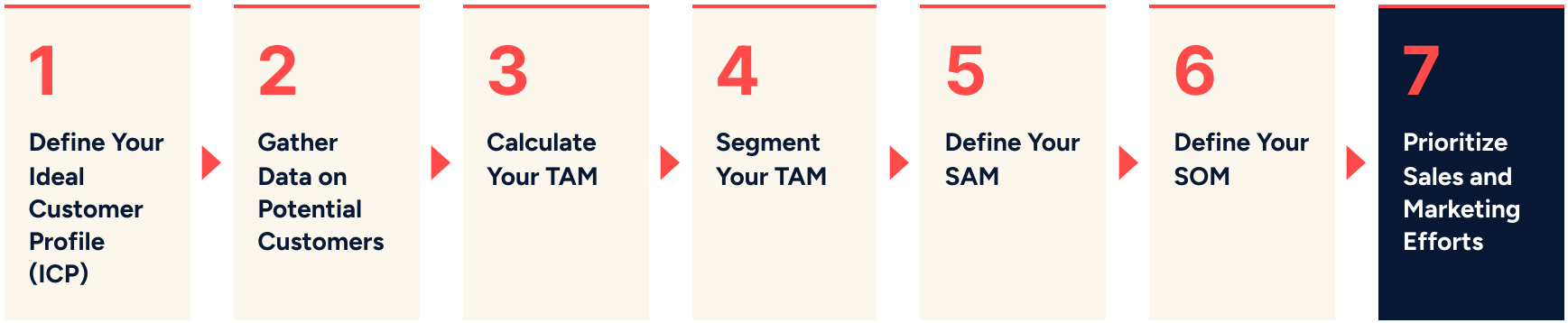
Turning TAM SAM SOM into Revenue

A Step by Step Guide to TAM SAM SOM Analysis

Now that you understand the importance of precisely defining TAM, SAM, and SOM for go-to-market strategy and execution, let's dive into the definitive framework for how to calculate these metrics for your organization.

Calculating market opportunity is both an art and a science, but with this approach, you can arrive at reliable figures to guide your strategic planning and identify the right accounts to target in your sales and marketing efforts. Here's the step-by-step breakdown.

PATHWAY TO EXECUTION



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A STEP BY STEP GUIDE TO TAM SAM SOM ANALYSIS

1 Define Your Ideal Customer Profile (ICP)

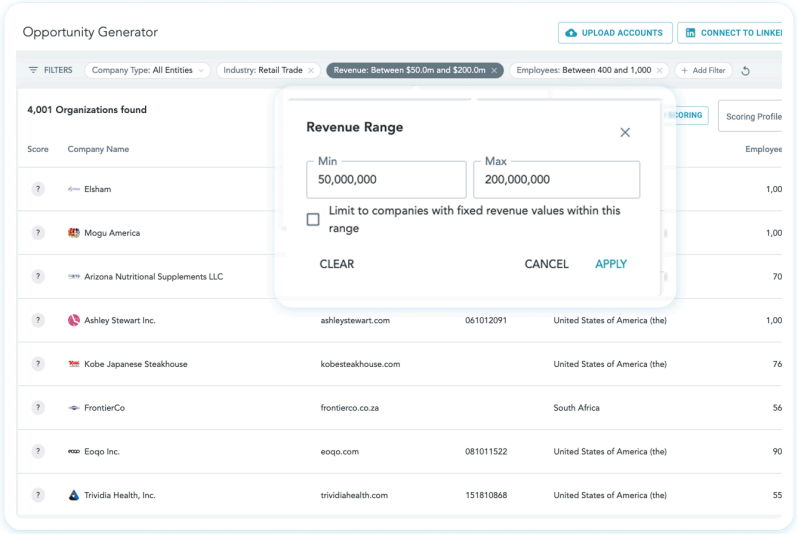
Defining your Ideal Customer Profile (ICP) is crucial for an effective TAM, SAM, and SOM analysis. It helps ensure your resources are focused on the accounts most likely to convert and bring high value.

Purpose: To pinpoint the characteristics of customers who will benefit the most from your product or service. Defining your ICP ensures that you direct your resources and marketing efforts toward the most promising opportunities.

Process: Identify key attributes of your best-fit customers across three categories: firmographics (company size, industry, location), behavioral (growth stage, challenges, purchasing behavior), and technographics (technologies used, particularly those signaling a need for your product).

Example for an ERP Software Company

- **Firmographics:** Target mid-sized businesses with 500-1000 employees, annual revenues of $50M to $200M, and industries like manufacturing or retail.
- **Behavioral:** Focus on companies that are looking to improve operational efficiency, or are actively seeking to replace legacy systems.
- **Technographics:** Target businesses currently using outdated ERP systems, have fragmented IT infrastructure, or lack integrated business processes.



Define and surface your ideal customers using factors such as exact revenue ranges and detailed categories, as shown in the HG Platform.

THE OUTCOME

By clearly defining your ICP, you focus efforts on high-potential accounts, avoiding wasted resources and ensuring a more targeted approach to your market.

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A STEP BY STEP GUIDE TO TAM SAM SOM ANALYSIS

2 Gather Data on Potential Customers

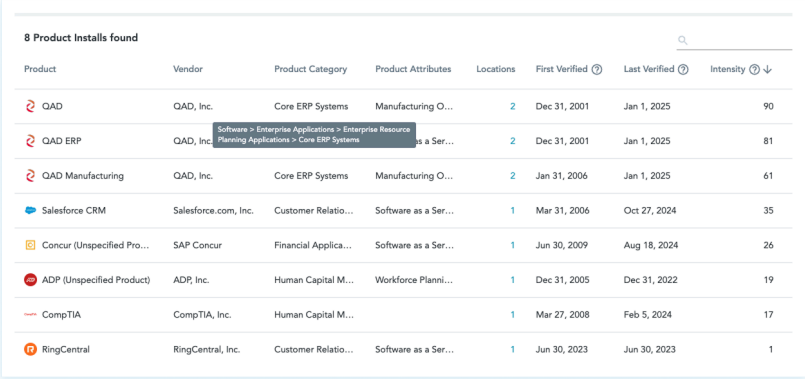
Gathering accurate, detailed data on potential customers ensures your efforts are focused on high-value prospects, optimizing your ability to convert and grow.

Purpose: To access detailed information about companies that match your ICP and understand their specific needs, technology, and potential opportunities.

Process: Leverage available tools and resources to identify companies that align with your ICP. This process involves gathering data about the technology they use, their spending habits, and any current challenges they may face.

Example for an ERP Software Company

- **Technology Usage:** Look for companies using specific ERP systems that may not cover all business needs or companies lacking key functionalities.
- **Spending Habits:** Focus on companies that are investing heavily in IT and software, particularly those investing in categories related to ERP, indicating a willingness to upgrade.
- **Pain Points:** Target companies that have openly expressed dissatisfaction with their current ERP systems or have shared plans to digitally transform, signaling a need for a new solution.



8 Product Installs found

Product	Vendor	Product Category	Product Attributes	Locations	First Verified	Last Verified	Intensity
QAD	QAD, Inc.	Core ERP Systems	Manufacturing O…	2	Dec 31, 2001	Jan 1, 2025	90
QAD ERP	QAD, Inc.	Software > Enterprise Applications > Enterprise Resource Planning Applications > Core ERP Systems	…s a Ser…	2	Dec 31, 2001	Jan 1, 2025	81
QAD Manufacturing	QAD, Inc.	Core ERP Systems	Manufacturing O…	2	Jan 31, 2006	Jan 1, 2025	61
Salesforce CRM	Salesforce.com, Inc.	Customer Relatio…	Software as a Ser…	1	Mar 31, 2006	Oct 27, 2024	35
Concur (Unspecified Pro…	SAP Concur	Financial Applica…	Software as a Ser…	1	Jun 30, 2009	Aug 18, 2024	26
ADP (Unspecified Product)	ADP, Inc.	Human Capital M…	Workforce Planni…	1	Dec 31, 2005	Dec 31, 2022	19
CompTIA	CompTIA, Inc.	Human Capital M…		1	Mar 27, 2008	Feb 5, 2024	17
RingCentral	RingCentral, Inc.	Customer Relatio…	Software as a Ser…	1	Jun 30, 2023	Jun 30, 2023	1

Identify companies that match your ICP using critical data points like technology usage with first and last verified dates to ensure you're targeting with accuracy, as shown in the HG Platform.

THE OUTCOME

By gathering these insights, you will better understand where your best opportunities lie, ensuring you focus your sales and marketing efforts on high-potential targets.

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A STEP BY STEP GUIDE TO TAM SAM SOM ANALYSIS

3 Calculate Your TAM

Calculating your TAM provides the foundation for your market strategy, helping you understand the total opportunity and focus your efforts on the most promising segments.

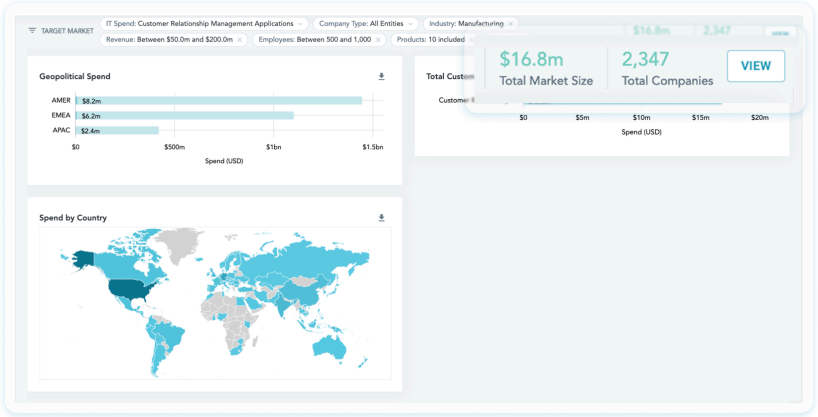
Purpose: Gauge the overall market size and the potential revenue you could capture. Ensure you align resources to pursue the most lucrative opportunities and avoid wasted efforts.

Process: Use data-driven tools to calculate the number of companies that align with your ICP and determine their spending on relevant solutions. By aggregating this data, you can project the total size of your target market. A bottom-up approach that factors in individual company spend can provide a more accurate estimate than broad estimates alone.

Example for an ERP Software Company

- Market research indicates there are 5,000 companies within your ICP and each spends an average of $500,000 annually on software related to your product category.
- This means that your TAM would be $2.5 billion (5,000 x $500,000).

5,000 × $500,000 = $2.5B TAM



Apply the same ICP attributes at the market-level to accurately size the number of companies and projected spend, as shown in the HG Platform.

THE OUTCOME

By carefully calculating your TAM, you can make informed decisions about where to invest your time, energy, and resources, ensuring you're targeting markets that align with your business potential.

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A STEP BY STEP GUIDE TO TAM SAM SOM ANALYSIS

4 Segment Your TAM

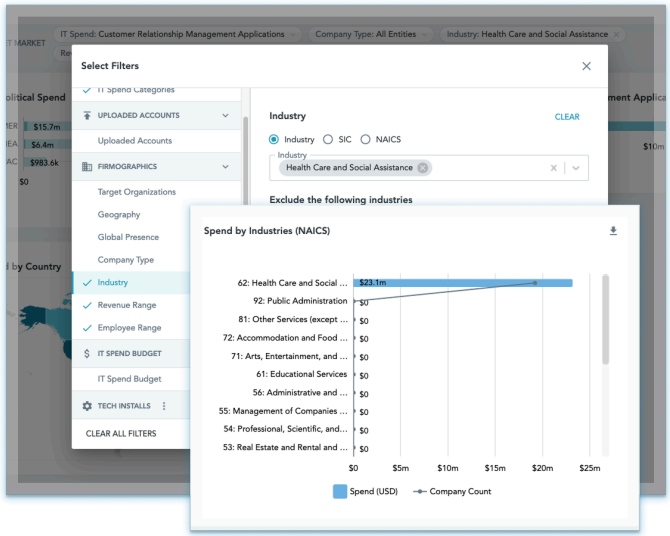
Segmentation is where strategy meets precision. By focusing on specific segments, you turn your broad market into actionable, high-potential targets.

Purpose: To break your total addressable market (TAM) into smaller, manageable segments based on shared characteristics. This allows for more effective targeting and ensures that your sales and marketing teams are focusing on the most relevant opportunities.

Process: Use segmentation criteria based on factors that align with your business goals. By categorizing your TAM into smaller, targeted segments, you can tailor your approach to the most promising accounts and avoid wasting resources on less relevant targets.

Example for an ERP Software Company

- **Industry:** Prioritize industries experiencing rapid growth, where new technology adoption is high and your solution has strong use cases.
- **Company Size:** Focus on mid-sized businesses that are growing quickly and need scalable solutions to manage their expansion.
- **Technology Usage:** Target companies that are using legacy systems that may be outdated and looking for an upgrade, or those that use technology stacks that your solution integrates with seamlessly.



Once you have your TAM defined, use additional conditions to segment companies by traits like industry, size, and installs, as shown in the HG Platform.

THE OUTCOME

By segmenting your TAM effectively, you can concentrate your resources on specific groups that are most likely to convert, optimizing your go-to-market strategy.

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A STEP BY STEP GUIDE TO TAM SAM SOM ANALYSIS

5 Define Your SAM

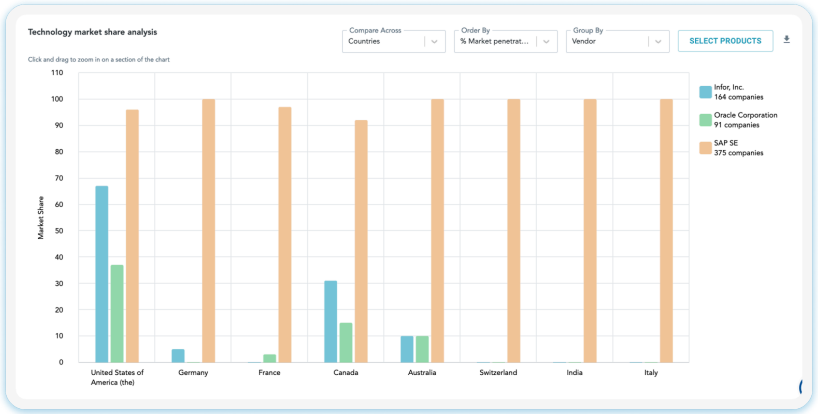
Defining your SAM is about identifying the sweet spot where your capabilities and opportunities intersect—it's the portion of your TAM you can actually serve today.

Purpose: To determine that portion of your TAM that you can realistically target and serve, based on your current capabilities, resources, and market reach. This helps ensure that you're focusing on opportunities that are achievable in the short to medium term.

Process: Evaluate factors like your geographic reach, distribution channels, available resources, and existing partner network to identify the market segments you can realistically target. By defining your SAM, you can create a more focused and actionable go-to-market strategy.

Example for a Cloud Security Software Company

- **Geographic Reach:** If your product is currently only available in English and your support network is limited to North America, you might exclude European or Asian markets from your SAM and focus on North America for the time being.
- **Partner Network:** If your ERP solution integrates with specific business tools (e.g., Salesforce or Microsoft Dynamics), and you only have strategic partnerships with companies in the U.S., you may limit your SAM to U.S.-based companies that use these platforms.



Define your SAM based on factors such as partner presence, regions, or market share trends (as shown in the HG Platform) to understand your market opportunities.

THE OUTCOME

By segmenting your TAM effectively, you can concentrate your resources on specific groups that are most likely to convert, optimizing your go-to-market strategy.

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A STEP BY STEP GUIDE TO TAM SAM SOM ANALYSIS

6 Define Your SOM

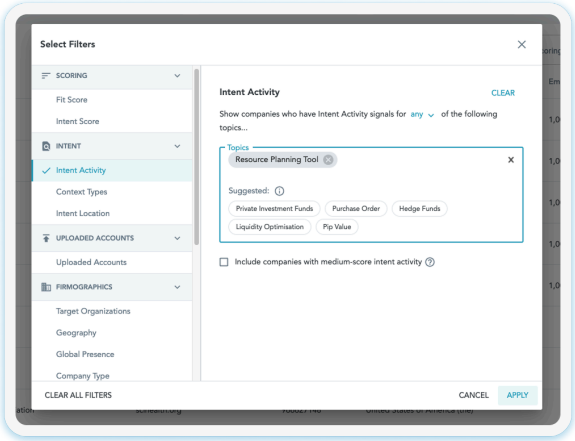
Your SOM is your tactical reality check. It's about understanding what part of your SAM you can actually win in the short- to medium-term, based on your sales capabilities, competitive position, and market dynamics.

Purpose: To realistically estimate the share of the SAM that your company can capture. Defining your SOM enables you to focus resources on the prospects that are most likely to convert, ensuring a more actionable and achievable go-to-market strategy.

Process: Combine data from your pipeline, market research, and internal assumptions about market penetration to project your SOM. This involves analyzing spending patterns, technology adoption trends, and contract renewal cycles to identify high-value, high-probability opportunities. Use these insights to prioritize your go-to-market efforts effectively.

Example for a Cloud Security Software Company

- **Historical Data:** If your sales team's past win rate is 25%, apply this to your SAM to project how much of it you can realistically win. For instance, if your SAM is $100 million, you might set your SOM target at $25 million.
- **Spending and Technology Needs:** Focus on companies within your SAM that are in the midst of a digital transformation or those planning to upgrade their IT infrastructure soon.



Use factors like intent data to narrow your SAM, ruling in or out accounts based on their buying cycle journey, as shown in the HG Platform.

THE OUTCOME

Defining your SOM allows you to narrow your focus and maximize your chances of success, ensuring you target only the highest-potential accounts with tailored strategies.

Remember: if there's an incumbent you have a hard time displacing, or if a company only just recently switched to a new product of the type you're selling, they will not be in a buying cycle for many years, so should be removed from SOM.

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A STEP BY STEP GUIDE TO TAM SAM SOM ANALYSIS

7 Prioritize Sales and Marketing Efforts

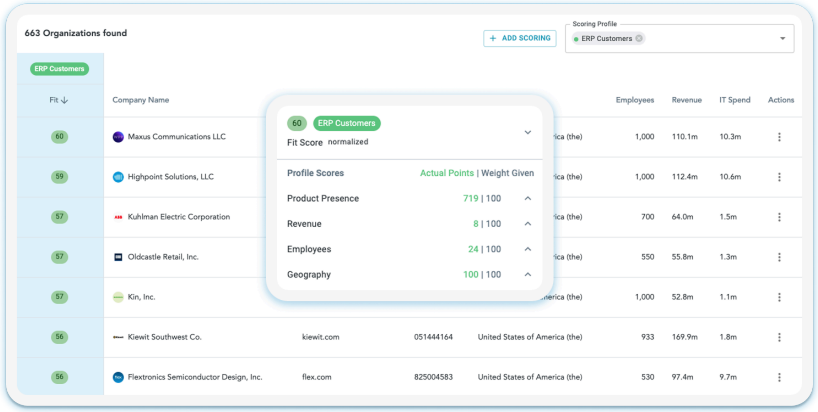
Aligning sales and marketing efforts with the most promising prospects within your SOM ensures you're not wasting resources on low-conversion targets but focusing on high-potential opportunities.

Purpose: To ensure that your sales and marketing teams focus their efforts on the most valuable accounts within your SOM. Prioritizing based on your analysis of the TAM, SAM, and SOM maximizes your chances of success and ensures resource efficiency.

Process: Use insights from your market analysis to identify the accounts with the highest potential. Then, develop targeted sales and marketing campaigns aimed at those segments. This means creating customized outreach that speaks to the specific needs of each segment while tracking performance to continuously refine your approach.

Example for a Cloud Security Software Company

- **Targeted Lists:** Using your SOM data, build a list of companies based on ERP spending and install age
- **Tailored Messaging:** Create marketing materials that emphasize your ERP solutions' ability to streamline operations, reduce inefficiencies, and integrate business processes.
- **Sales Outreach:** Prioritize companies coming up for contract renewals or those actively researching ERP solutions. Tailor outreach by highlighting your ERP system's unique capabilities, such as scalability and ease of integration.



Score and prioritize a target account list for sales and marketing efforts based on your TAM, SAM, and SOM, as shown in the HG Platform.

THE OUTCOME

By prioritizing your sales and marketing efforts based on actionable insights from your TAM, SAM, and SOM, you ensure that your teams are working on high-value targets that are most likely to convert, thus driving revenue more effectively.

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Best Practices for Applying TAM SAM SOM to GTM Execution

- **1. Clearly define** your market and align it with your ICP
- **2. Use both** top-down and bottom-up approaches to validate market size
- **3. Validate TAM** with spend and intent data to confirm actual market demand
- **4. Segment TAM** into actionable categories like industry, region, and company size
- **5. Use** firmographics, technographics, and intent signals to identify high-value accounts
- **6. Align** sales and marketing by tracking target accounts in a shared system
- **7. Continuously monitor** and adjust market definitions as conditions evolve
- **8. Ensure** RevOps and strategy teams refine market definitions over time
- **9. Optimize** pipeline efficiency by aligning data with GTM execution
- **10. Align** sales, marketing, and customer success teams on the definition of ICP and tactics for engagement
- **11. Leverage** AI and predictive analytics for ongoing refinement of SOM
- **12. Monitor** competitive intelligence to adjust your GTM strategy and identify opportunities

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PART 3

How HG Insights Can Help

CASE STUDY

HiBob: A Case Study in Powerful TAM SAM SOM Analysis

> **"The TAM SAM SOM analysis, from a data analysis and comparison perspective, ensures we only target accounts with the appropriate tech stack."**
>
> — Will Vasquez, Global Director, Account-Based GTM Strategies, HiBob, Inc.



Challenge

HiBob struggled with ABM using ZoomInfo and consultants, faced with poor data quality, limited market visibility, and difficulty aligning sales and marketing teams.

Solution

They adopted HG Insights to refine their TAM SAM SOM analysis, focusing on technographics to qualify their ICP and gain a clearer, global market view. This helped them target the right accounts based on tech stack and market potential.

Results

- **Global Expansion:** Successfully expanded into new geographies with accurate market sizing.
- **Data Quality:** Cleansed data improved alignment between sales and marketing.
- **Focused Targeting:** Prioritized high-potential accounts, reducing wasted resources.

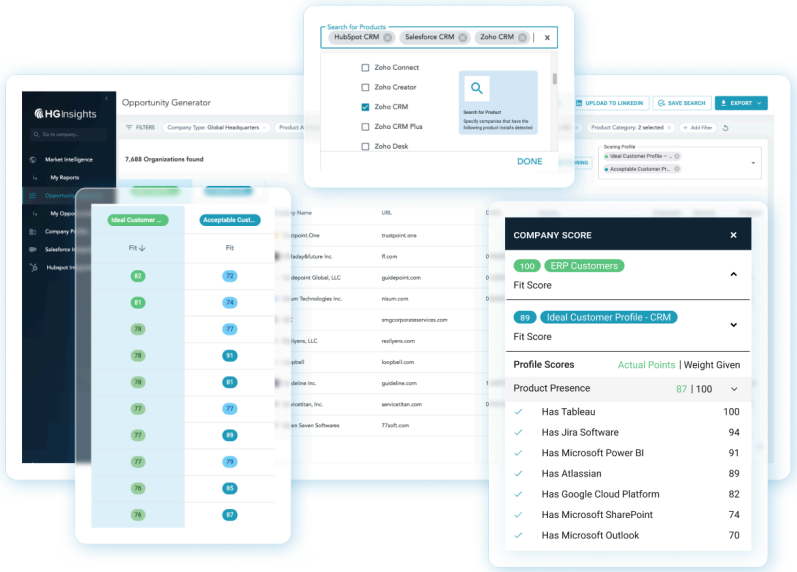
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The HG Insights Market Analyzer – A New Approach to TAM SAM SOM

Traditional analyst reports provide broad insights without offering the level of account intelligence needed for actionable go-to-market execution.

By connecting market level intelligence to granular intelligence on the underlying accounts, Market Analyzer ensures that you're not just aiming at theoretical numbers, but real opportunities with defined spend, technology stacks, and buying behaviors that match your ICP.

> **"TAM, SAM, and SOM have to go beyond just theoretical numbers; they need to penetrate down to the account level. Without that granular account intelligence, your GTM hopes are doomed. At the account level, the more dimensions you have, the better—small factors, like a staff member leaving or a contract coming to an end, can be the tipping point that turns a prospect from 'unavailable' to 'very viable'."**
>
> — Rohini Kasturi, CEO at HG Insights



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What Market Analyzer Brings to Your TAM, SAM, SOM Analysis

> **"When you get all these data points aggregated together at an account-level, and all the accounts add up to your TAM, SAM, SOM, that's fantastic. Now you have a precise solution you can actually use. That's why we are a leader in Contextual Intelligence that drives revenue growth, customer retention, operational efficiency, and, most importantly, strategic alignment across the entire organization."**
>
> — Rohini Kasturi, CEO at HG Insights

Market Analyzer is the only solution that allows you to create your TAM, SAM, SOM based on your ICP and then drill down to account-level insights across multiple dimensions of intelligence. Whether it's technology, product, spend, competitor, contract, partner, or AI-related, everything can be viewed through a unified lens at the account level.

In short, Market Analyzer breaks down the silo between market level strategy and GTM execution. With actionable data, teams can confidently assess market opportunities, allocate resources effectively, and make smarter decisions on product development, pricing, and GTM strategies.

What Market Analyzer Brings To Your GTM Team

TEAM	WHAT CHANGES
C SUITE	With precise, data-driven market insights, the C-suite can align strategy with real, actionable data. Resources are allocated efficiently, enabling informed decision-making and targeted GTM execution.
REVOPS	Granular, account-level insights enable RevOps to build equitable territories, align teams, prioritize high-value accounts, and optimize resources for faster, more effective market penetration.
MARKETING	With clearer, data-driven ICPs, marketing focuses on high-fit opportunities, optimizing budget allocation and targeting high-conversion segments. Campaigns are more efficient, with better engagement and ROI.
SALES	Data-driven account prioritization enables sales teams to focus on high-value accounts with clear potential for conversion. Efforts are streamlined, sales cycles shorten, and win rates increase, leading to higher quota attainment.

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Market Analyzer Use Cases

Market Analyzer makes it easy to go from market-level analysis to account-level detail for GTM planning and execution. Here's how it can be used across your GTM functions:

1

Align Your ICP to Market Intelligence

Ensure that your TAM, SAM, and SOM are in line with your ideal customer profile, enabling focused, data-driven decision-making.

2

Accurate Market Sizing

Use precise, account-level data to validate and fine-tune your TAM, SAM, and SOM, ensuring you're targeting the right segments.

3

Prioritizing with Confidence

Understand not just the size of your market, but your true competitive position. Whether it's adjusting your targeting, prioritizing high-value accounts or aligning resources, Market Analyzer helps you act on reliable, real-time data.

4

Evolving with Market Dynamics

Markets are in constant flux. With HG Insights, your TAM/SAM/SOM is constantly updated based on real-time data, helping you stay ahead of competitors and continuously optimize your GTM efforts.

For companies selling technology, no solution will give you more visibility into the size of your exact market or the technology landscape of your customers than HG Insights. Take a guided tour to understand the different types of data you can view on our platform.

TAKE A TOUR →

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Get a free, custom market view tailored to your specific category directly in your inbox.

Access a more precise view into the size, shape and structure of specific market segment than you've ever seen. Custom market reports include:

- **Market Size (TAM/SAM/SOM)**
- **Competitor/Partner Footprint**
- **Whitespace Analysis**
- **Market Trend Reports**
- **Market Share Reports**



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Request your free analysis and get visibility into the size of your specific market, adoption rates of your competitors and/or partners, and competitor market share across different segments.

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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, contacts, competitors, 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.

Get More Insights

Get your personalized demo to see how to target the right accounts, make better business decisions, and go-to-market with confidence.

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