

# Introducing HG Insights Market Analyzer and Copilot

AI-Powered GTM Intelligence. Built for Speed, Precision, and Strategic Growth.

HG Insights Market Analyzer and Copilot is the industry's first AI-powered revenue growth platform that lets you interactively explore and act on your total addressable market, competitive dynamics, and whitespace with speed and confidence. Instead of guessing where your ideal customers are or which market segments hold the most promise, our AI-powered platform delivers instant, data-backed clarity from 28+ billion data points, moving beyond static analyst reports and surveys.

## Built for B2B Technology Leaders Who Need to:

- ✓ **Quantify opportunities** (TAM/SAM/SOM) with superior flexibility & granularity
- ✓ **Pinpoint ideal customer segments** using tech + firmographic signals
- ✓ **See where competitors win (or don't)** to optimize your edge
- ✓ **Uncover whitespace** to expand into new, high-potential areas
- ✓ Replace guesswork with **AI-driven market clarity**



## Key Differentiators

### Conversational AI Co-Pilot:

An assistive tool to help you seamlessly configure and optimize your workspace.

### Visual Insights in Seconds:

No more spreadsheets or manual slicing. Get interactive market intelligence dashboards in real time.





### Bottom-Up or Top-Down Analysis:

Start with your ICP or use the total addressable market to estimate your market size. Or do both.

### Cross-Functional Alignment:

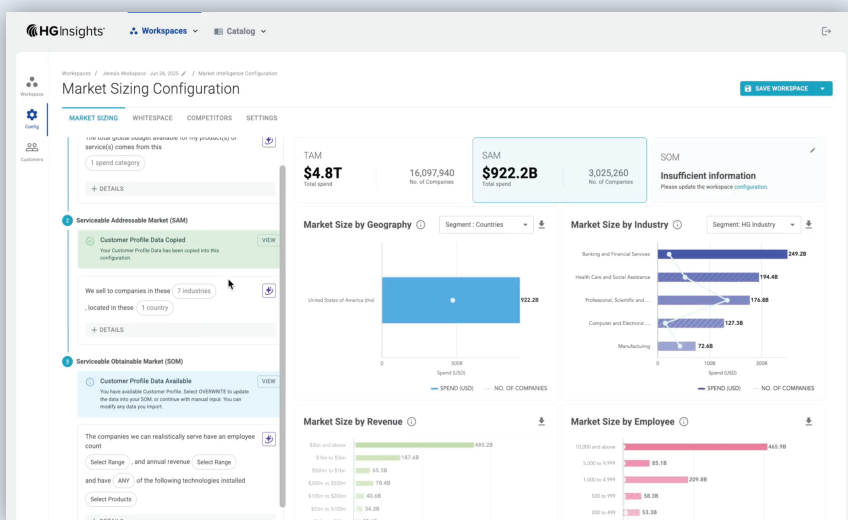
Shared workspaces ensure consistent market views across GTM functions.

## Purpose-Built for Strategic GTM Roles

			
Marketing & ABM	RevOps & Sales Strategy	Corporate Strategy & Finance	Product Marketing
Enrich campaigns with precise ICPs and deeper opportunity insights	Optimize territories, prioritize accounts, and align sales using actual market data	Validate and size new markets, M&A targets, and investments no matter how narrow or broad	Ensure product investments are driven by validated demand rather than isolated features

## Key Capabilities at a Glance

<b>AI Copilot</b>	Conversational queries for data navigation and setup
<b>ICP Analysis Module</b>	Define accurate ICPs using customer or win/loss data
<b>Market Sizing</b>	Define and visualize TAM / SAM / SOM
<b>Whitespace Detection</b>	Discover low-competition segments
<b>Competitive Intelligence</b>	Track competitor gains/losses by region, industry, product
<b>Workspaces &amp; Collaboration</b>	Align GTM teams with consistent market views



## HG Insights Advantage

95% of Fortune 1000 B2B tech companies rely on HG Insights

AI guidance is only as powerful as the data behind it. HG's Revenue Growth Intelligence Fabric delivers quick, granular, and trustworthy signals that analyst reports, enrichment tools, and surveys simply can't compete with.

Ready to explore your true market potential?

Visit [www.hginsights.com](http://www.hginsights.com) or talk to your HG Insights representative today.

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