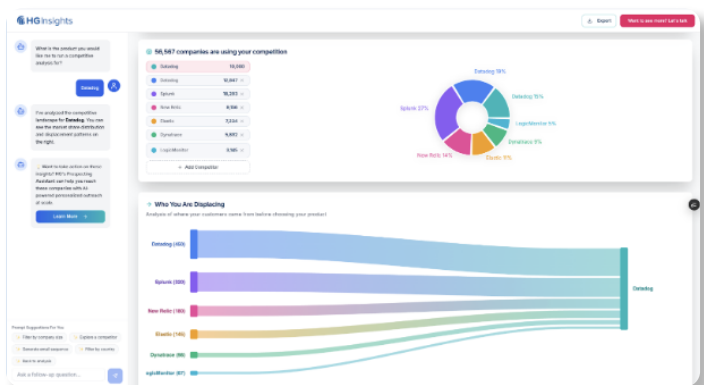# Competitive Analysis and Takeout

An AI-powered workflow that identifies your competitors' presence, account displacement opportunities, and recommends when to reach-out using the most relevant content.

Impact

GTM teams manually stitch together lists from multiple tools, export CSVs, and lose momentum before execution. Sellers lack context on who to target, why now, and how to act. With HG Insights, you can:

- **Drill into actionable account or competitive details:** Save time by uncovering critical competitive market moves, and avoid missing high-value opportunities.

- **Achieve competitive visibility in target accounts:** Give sales reps awareness of competitor presence, and takeout opportunities, accelerating pipeline.

- **Unified, comprehensive research:** Automate broad industry and account data collection and prioritization. Align sales and marketing targets and goals.

- **Easy-to-operationalize findings:** Track conversion of displacement target accounts into pipeline – resulting in clear takeout campaign ROI and improved sales effectiveness.

Overview

Competitor displacement is one of the highest-ROI motions in today's highly-competitive environment. Companies are consolidating vendors and re-evaluating their tech stacks, creating prime opportunities to take share from competitors.

HG Insights offers a fully integrated, insight-to-action workflow for competitive analysis and displacement campaigns. Through use of technology installation data, contextual buyer intent, and customer product usage insights, users not only see what technologies competitors have, but also understand the extent of their use, where intent signals reveal future strategic shifts, and even when renewals are due.

Solves For:

- Alignment of account targets and goals
- Lack of account or competitive detail
- Need for competitive visibility in accounts
- Manual, fragmented research
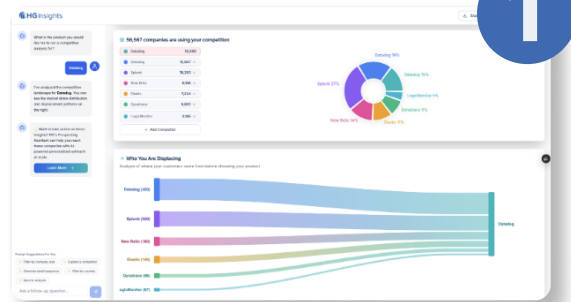- Poor operationalization of data / findings

KPIs

- **Accelerated campaign launch speed at 2x-5x efficiency gains**
- **Higher win rates** and outbound conversion
- **Improved penetration** in competitor accounts
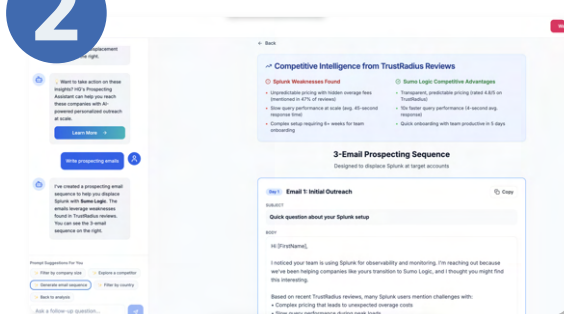- **Enhanced revenue** from high-potential segments

Competitive Analysis and Takeout : How It Works

Step 1: Analyze Your Competitors

- Search and select targeted competitive products or vendors using HG's comprehensive product database of over 100,000 technologies.

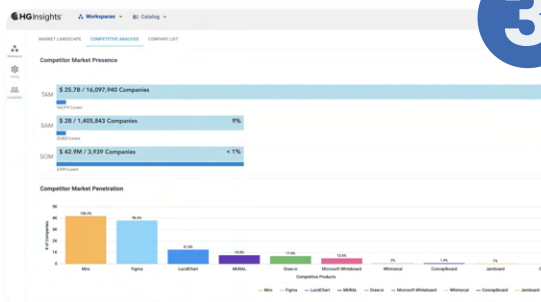- Identify both direct and indirect competitors across the market definitions
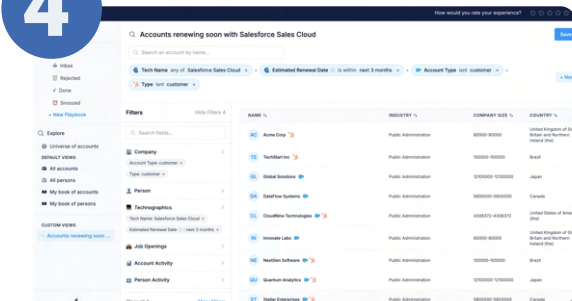

Step 2: Generate sales messages

- Generate first-part strengths and weaknesses of the competitor, as left on the TrustRadius review site.

- Then, auto-generate prospecting emails and workflows specific to the competitor.

Step 3: Segment, Activate & Engage

- Generate prioritized list of accounts to run a sales play.

Step 4: Measure and Optimize

- Track pipeline generated from each competitive segment.

- Measure campaign success and competitor penetration over time.

Core Capabilities

AI-powered search and segmentation
Instantly identify competitive opportunities by market, product, or region. Target ideal customers with precision.

Technology installation intelligence
Provide visibility into specific hardware/software deployed by competitors, enabling strategic displacement.

Pinpoint ICP and TAM modeling
Build highly targeted profiles and market segments using technographic, firmographic, and intent signals to maximize competitive targeting.

Agentic activation workflow
Set up, launch, and measure takeout campaigns through integrated AI agents and sales automation.

Real-time market signals
Analyze billions of data points, including your first-party and third-party intent data, to make informed displacement and churn action.

HG Insights Revenue Growth Intelligence
HG Insights delivers AI-powered Revenue Growth Intelligence (RGI) solutions that modernize GTM strategy and activation, enabling teams to efficiently prioritize, engage, and capture the most promising opportunities. Our Platform's AI analytics and agents turn deep, AI-driven market, account, technology, spend, and buyer-intent data, and first-party data, into actionable insights and automated workflows that drive pipeline velocity, conversion and predictability. Our intent-based leads and voice-of-the-customer verified content increase demand and strengthen brand trust. That's why 95% of Fortune 1000 B2B tech companies and all major hyperscalers rely on HG Insights to grow revenue, improve retention, and boost efficiency.retention, and boost efficiency.

Let's explore how HG Insights can accelerate your competitive analysis and takeout results - schedule a custom demo.

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