

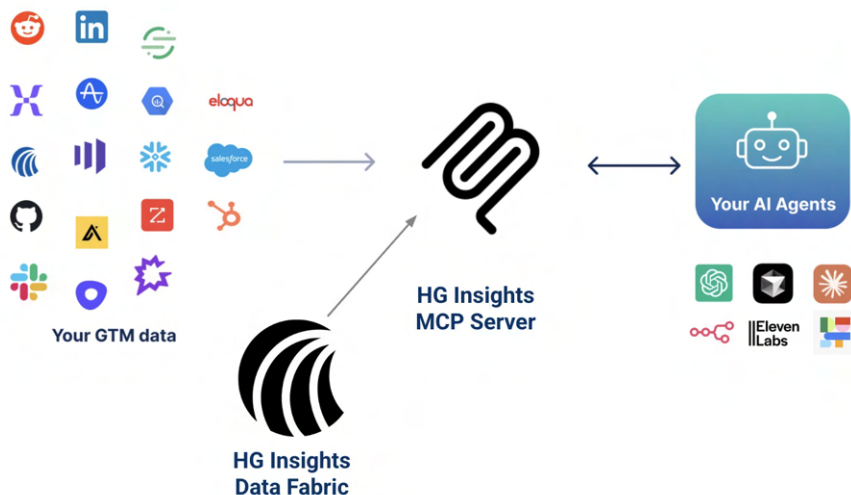
GTM Infrastructure for AI Agents

Provide AI agents with instant access to HG Insights data to support enrichment, workflow triggers, and contextual actions directly within other AI-driven tools and processes.

Overview

HG Insights' AI agent infrastructure connects GTM data and automation, delivering up-to-date prospect context for B2B teams. This allows for relevant engagement, rapid workflow prototyping, and streamlined operation with minimal engineering effort.

The solution provides programmatic prospect research, account briefs, real-time enrichment, and workflow integrations via the MCP protocol. This allows GTM teams to use AI agents with direct access to HG Insights intelligence. Teams can also enhance personalization, improve outreach prioritization, accelerate onboarding, and automate workflows more effectively.



Solves For:

- Fragmented access to actionable market intelligence.
- Cumbersome integration of multiple data platforms and APIs.
- Slow, inefficient workflow development or prototyping processes.
- AI agents lacking context on leads and accounts

KPIs

- **Faster onboarding and deployment of AI agents.**
- **Increased actionability of prospect and customer data.**
- **Improved engagement and response rates through contextual and relevant messaging.**
- **Reduced operational costs by eliminating redundant integrations.**

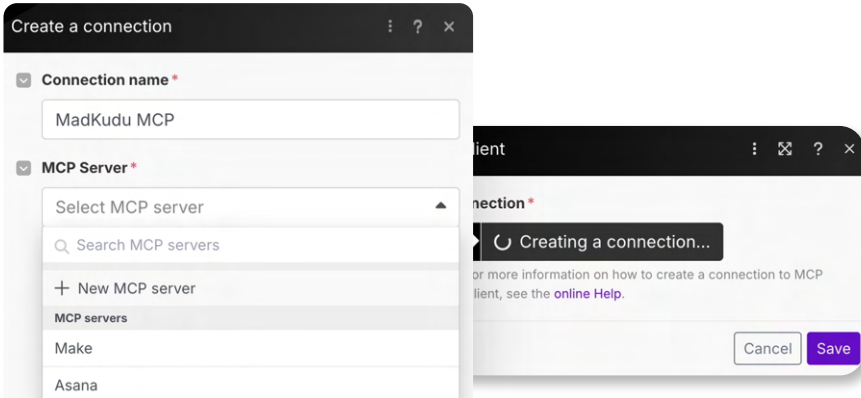
RevOps, developers, and GTM teams often experience delays and inefficiencies caused by disconnected tools, limited visibility into customer insights, and challenges in operationalizing AI agents.

With HG Insights, teams can:

- Deliver a governed protocol to unify signals and workflows across all AI tools.
- Enable AI agents to instantly generate prospect-relevant actions.
- Remove integration and engineering overhead for go-to-market programs.
- Enable scalable, low-code triggered automation across sales and marketing tools.

GTM Infrastructure for AI Agents: How It Works

Define Your Total Addressable Market Criteria



Step 1:

Your AI agent asks a question

Step 2:

HG Insights MCP retrieves real-time intelligence from all your integrations, firmographics, engagement data, top users, and scores. All of this is pulled from the HG Insights RGI Data Fabric

Step 3:

The agent returns an output enriched with complete GTM context, including signals, summaries, and prioritization indicators. This helps generate targeted outreach, create summaries, recommend next steps, or trigger workflows.

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.

Core Capabilities



Server:

Connects AI agents with unified, managed market intelligence and prospect signals in a single prompt for seamless decision support and workflow automation.



Public API Access:

Facilitates programmatic access to enrichment, scoring, and brief-generation endpoints for direct tool and workflow integration.



Real-Time Account Intelligence:

Provides continuously updated firmographic, technographic, engagement, and intent data for precise, relevant AI-driven actions.



No-Code/Low-Code Workflow Building:

Allows users to compose, trigger, and automate GTM processes within AI copilots or platforms like Zapier and Make without manual coding.



Native Integration Layer:

Bridges AI solutions and data sources, so agents work with CRM IDs, domains, or emails across a unified landscape, removing the need for bespoke engineering or ETLs.

Let's explore how HG Insights can help you win with AI - schedule a custom demo.



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