Inbound Marketing Automation
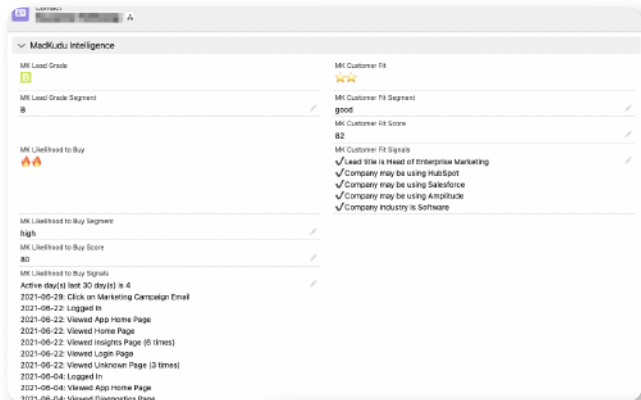
Automate inbound lead qualification and engagement with AI-driven scoring and unified lead intelligence.

Overview

Inbound Marketing Automation uses AI and predictive scoring to qualify and prioritize incoming leads using firmographic, behavioral, and product-usage data.

By unifying signals across systems, it segments leads, triggers tailored workflows, and accelerates conversion by instantly surfacing the highest-value opportunities.

Impact

Marketing and sales teams often struggle with manual qualification, slow response times, inconsistent segmentation, and inefficient nurturing resulting in wasted effort, missed opportunities, and lower conversion rates. With HG Insights, you can:

- Prioritize high-fit, high-intent inbound leads instantly.

- Align GTM teams with shared, data-driven qualification.

- Improve conversions through personalized automation.

- Reduce workload and accelerate follow-up with AI workflows.

Solves For:

Manual lead qualification slowing response times.

- Inconsistent segmentation reducing campaign performance.

- Inefficient follow-up causing lower conversions.

- Long sales cycles due to weak prioritization.

KPIs

- **Lead conversion rate.**

- **Lead qualification time.**

- **Lead response time.**

- **Volume of qualified inbound leads.**

# Inbound Marketing Automation: How It Works

Step 1: Ingest Multi-Source Data

- Gather behavioral data including web visits, email engagement, and product usage.

- Incorporate firmographic, demographic, and technographic details about companies and buyer roles.

- Include third-party intent and hiring signals from platforms such as 6sense and PredictLeads.


Step 2: Predictive Lead Scoring

- Analyze historical customer data to build custom scoring models.

- Assign Customer Fit and Likelihood-to-Buy scores to each lead.

- Combine scores into a Lead Grade (A−E) to prioritize follow-up.
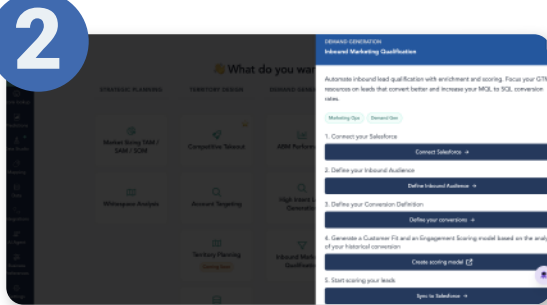
Step 3: Prioritize and Segment Leads

- Identify high-fit, high-intent leads requiring immediate sales action.

- Route lower-priority leads into nurture or delayed-follow-up segments.

- Create actionable categories for targeted workflows.
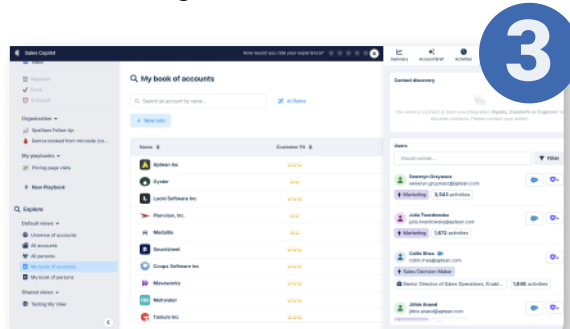
Step 4: Power Workflows with HG Signals

- HG Insights surfaces the scores and signals; your team configures workflows in CRM, MAP, or sales engagement tools.

- Enroll leads into sequences based on HG signals such as product usage, firmographics, or intent.

- Set real-time alerts when high-value accounts show key buying behaviors.
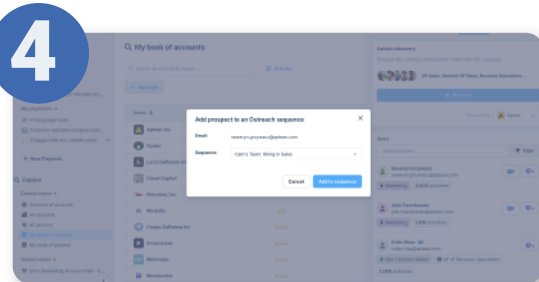
Core Capabilities

Real-Time Predictive Lead Scoring:
Scores inbound leads using behavioral, demographic, and fit-based data.

Automated Segmentation & Routing:
Instantly qualifies, enriches, and assigns inbound leads to the right workflows.

Deep CRM & MAP Integrations:
Connects directly to marketing and sales systems for unified execution.

Website & Content Engagement Tracking:
Uses dynamic inbound interactions to surface high-intent prospects.

Automated Multi-Channel Nurturing:
Delivers personalized follow-up sequences across channels.

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 help you build inbound marketing automations - schedule a custom demo.

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hginsights.com | sales@hginsights.com

1 N Calle Cesar Chavez, STE 100,
Santa Barbara, CA 93103 (805) 880-1100