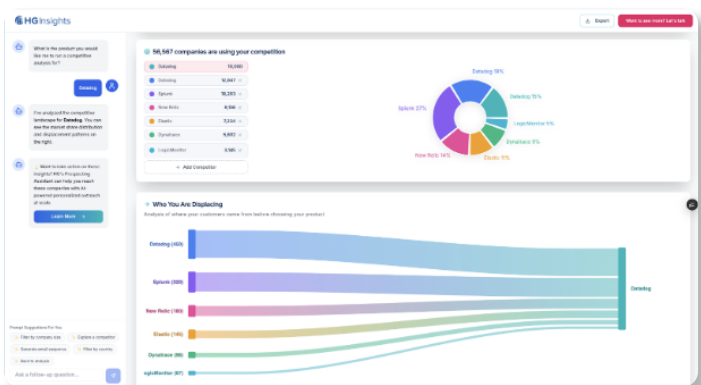


Market Sizing, ICP Design and Segmentation

Use data-driven insights to define TAM, SAM, and SOM for precise marketing, sales, and GTM planning.



Overview

Accurate market sizing and analysis help B2B marketers and GTM leaders allocate resources efficiently, reduce inefficient spend, improve forecasting accuracy, and align teams around forward-looking market and account data.

With HG Insights, you gain segmented market views, industry/geography filters, and account-level ICP lists. Leverage these insights to enable accurate territory planning, uncover growth opportunities, and execute tailored targeting strategies.

Impact

GTM, marketing, and sales leaders often struggle to access actionable market data, leading to missed targets, unproductive rep activity, and misaligned campaigns. Outdated TAM/SAM/SOM models cause resource misallocation and hinder growth.

With HG Insights, you can:

- Drive precise account and campaign targeting for pipeline quality
- Quantify and systematize ICP refinement for consistent growth and focus
- Enable territory and quota planning based on market intelligence
- Foster team alignment around verified, actionable opportunity data

Solves For:

- Eliminate reliance on outdated or assumption-driven market sizing.
- Reduce wasted spend on low-fit accounts and underperforming campaigns.
- Shorten sales cycles and improve pipeline velocity.
- Align GTM, sales, and marketing teams on accurate opportunity lists.

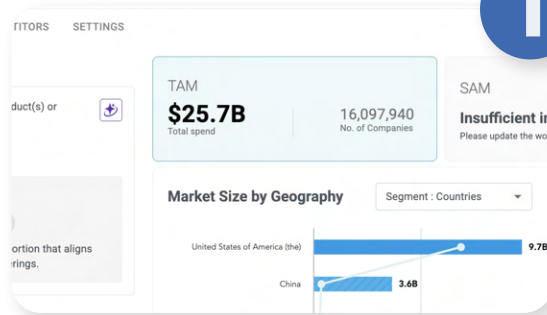
KPIs

- **Increased quota attainment and win rates.**
- **Higher opportunity conversion rates.**
- **Improved forecasting accuracy and marketing ROI.**
- **Lower customer acquisition cost (CAC).**

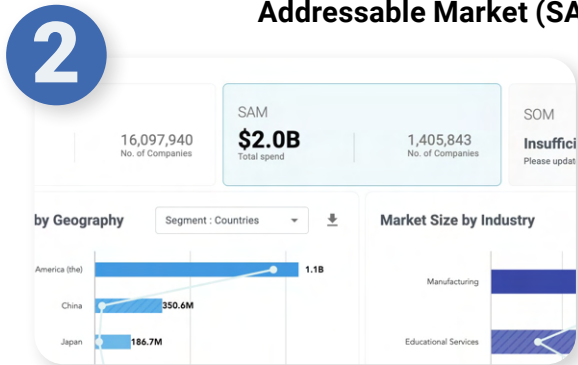
Market Sizing, ICP Design and Segmentation: How It Works

Define Your Total Addressable Market Criteria

- Select relevant IT segments and spend categories.
- Apply custom percentage allocations to reflect your specific solution focus.



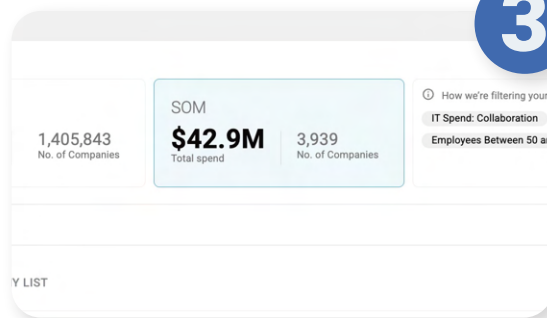
Step 2: Refine Your Serviceable Addressable Market (SAM)



Choose between a top-down approach (manually selecting target industries and geographies) or bottom-up analysis (leveraging your Ideal Customer Profile insights to identify where you're already succeeding).

Step 3: Identify Your Serviceable Obtainable Market (SOM)

Define company size parameters and technology requirements using either strategic targeting criteria or data-driven insights from your customer analysis, with Co-Pilot guidance on optimal parameters.



Step 4: Analyze Market Insights and Opportunity Segments



- Access interactive visualizations that break down your market opportunity by industry, geography, company size, and competitive presence
- Optionally export detailed company lists for each market segment to a system of your choice

Core Capabilities



Global Market Analysis:

High-level market size segmented by geography, industry, and IT spend for strategic planning.



Segment Analysis:

Deep dives into technographic and firmographic market segments for granular opportunity mapping.



Account-Level Granularity:

Drilldown to single-account ICP detail for laser-focused sales and marketing targeting.



Spend Dynamics Visualization:

Interactive tools compare market segments and reveal spend concentration for optimized allocation.



Real-Time Trend Analysis:

AI analytics surface market shifts and enable instant hypothesis testing and refinement.

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.

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



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