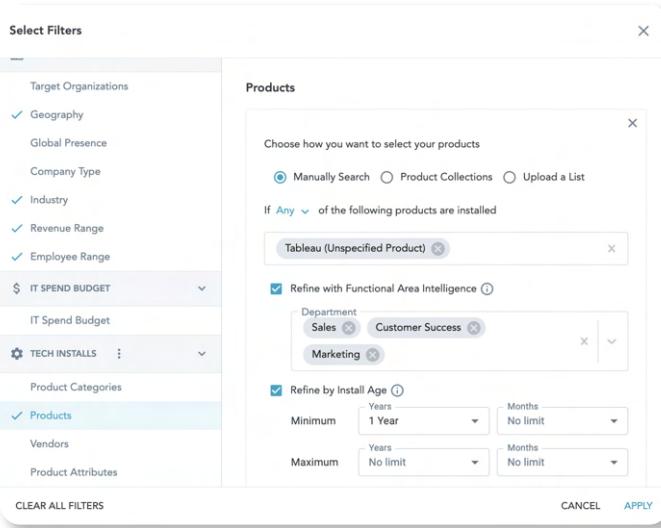


# Maximize ABM Performance

Refine and prioritize ABM account lists using technographics, firmographics, and intent signals to target accounts with the right profile and active buying interest.



## Impact

Marketers struggle with incomplete buyer data, unclear account fit, and limited insight into real-time buying behavior. These challenges result in misaligned targeting, and wasted resources on low-propensity accounts. With HG Insights, organizations can:

- Achieve more accurate identification of accounts with strong profile fit and active interest.
- Allocate resources efficiently toward high-propensity accounts.
- Strengthen sales and marketing alignment through shared scoring and insights.
- Enhance campaign focus and relevance using technology and intent-driven segmentation

## Overview

Optimizing ABM performance requires precise ICP alignment, accurate account data, and actionable buying signals. This solution improves account selection, segmentation, and personalization, ensuring campaigns are relevant and impactful.

HG Insights delivers refined account segments based on technology stack data, competitive displacement opportunities, and intent indicators. Outputs include prioritized account lists, segment-specific scoring, and exportable profiles for targeted campaigns and improved engagement.

## Solves For:

- Missed high-value opportunities due to poor account selection.
- Inaccurate or outdated buyer and account profile data.
- Limited visibility into intent signals for prioritizing active accounts.
- Ineffective personalization due to limited ABM segmentation inputs.

## KPIs

- **Higher response and engagement rates.**
- **Reduced cost-per-lead.**
- **Shorter sales cycles.**
- **Improved ROI of ABM campaigns.**

# Maximize ABM Performance : How It Works

## Step 1: Define Advanced Segmentation Criteria

- Define your ICP: Use the data from the HG Insights platform.
- Incorporate technographic details, competitive product usage, cloud maturity levels, and complementary technology presence to create precise account segments.

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## Step 2: Create Segment-Specific Scoring Models

- Develop a scoring framework that incorporates HG Insights data like technology stack, product use, and spend potential.
- Assign scoring weights based on key characteristics and higher intent signals.

## Core Capabilities



**Technographic + Intent Integration**  
Integrates real-world technology adoption data with first-party intent signals to identify accounts showing both fit and active research behavior.



**Technology-Based Account Refinement**  
Enables segmentation using installed technologies, competitive product usage, cloud maturity, and spend levels to surface relevant opportunities.



**Segment-Specific Scoring Models**  
Provides weighted scoring frameworks tailored to segment types, distinguishing high-value displacement, expansion, and net-new opportunities.



**Conversion Propensity Prioritization**  
Ranks accounts based on "why now" likelihood, using fit and intent indicators to highlight those most likely to engage or convert.



**Direct Export to ABM & CRM Systems**  
Allows refined, scored segments to be exported into ABM and CRM platforms for consistent targeting and delivery of personalized messaging.

## Step 3: Layer Intent Intelligence for Engagement Timing

- Analyze account fit: Go beyond basic firmographics (like industry and size) and use HG Insights' intent and IT data to identify accounts that are a better fit.
- Prioritize high-value accounts: Use the data to pinpoint high-propensity accounts that have the highest revenue opportunity and are most likely to convert.

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## Step 4: Activate Tuned Segments Across ABM Channels

- Focus sales and marketing efforts on prioritized, high-potential accounts.
- Create targeted campaigns based on account technology, intent, and needs.
- Align sales and marketing teams with a shared strategy powered by HG Insights data for coordinated outreach.

## 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 win with maximizing your ABM performance - Schedule a custom demo**

 **HG Insights**

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