

# White Space Analysis and Activation

Identify untapped market and account opportunities to drive targeted expansion, cross-sell, upsell, and efficient resource allocation across GTM teams

## Overview

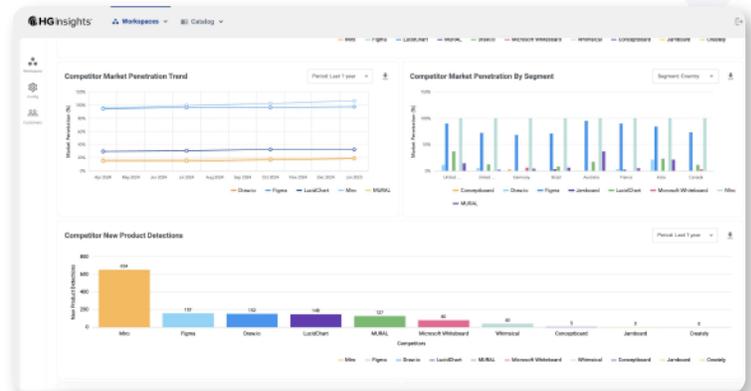
White Space Analysis helps GTM leaders uncover market gaps, underpenetrated segments, and growth potentials, while aligning sales, marketing, and product teams on real opportunities.

The solution delivers prioritized account lists, detailed market and segment maps, competitive saturation metrics, and opportunity scoring. This enables higher expansion revenue, improved campaign efficiency, and more precise targeting and planning.

## Impact

Sales, marketing, product, and strategy teams often struggle to pinpoint areas of unrealized growth due to data gaps, legacy territory design, and static CRM processes. These challenges can lead to missed revenue targets. With HG Insights, you can:

- Drive data-based identification of high-value expansion and new business targets.
- Enable tailored, prioritized messaging and campaign design for white space accounts.
- Automate account and territory prioritization to optimize resource allocation.
- Strengthen strategic planning and competitive response across GTM teams.



## Solves For:

- Unidentified or under-served segments that restrict growth.
- Missed expansion/cross-sell opportunities within the existing customer base.
- Sub-optimal account prioritization where Cost-of-Sales could be low
- Incomplete or outdated CRM data hindering GTM decisions.

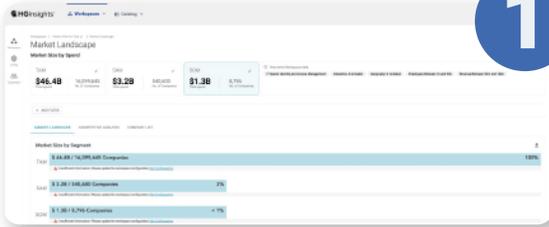
## KPIs

- **Growth in expansion revenue through upsell and cross-sell initiatives**
- **Increased new logo acquisitions and territory penetration.**
- **Improved campaign ROI and funnel velocity.**
- **Higher win rates on competitive takeout opportunities.**

# White Space Analysis and Activation: How It Works

## Step 1: Define Your Market Opportunity (TAM / SAM / SOM)

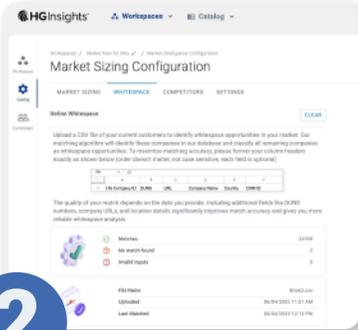
- Select relevant IT spend categories.
- Refine your serviceable market through top-down (manual industry/geography selection) or bottom-up (ICP-based) approaches.



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- Define your obtainable market, establishing the foundation for segmentation and whitespace analysis.

## Step 2: Upload and Match Your Customer Data

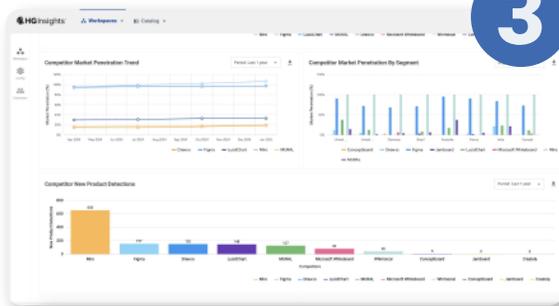


Upload your customer list and leverage HG's matching algorithm to identify your customers within our extensive database of millions of companies.

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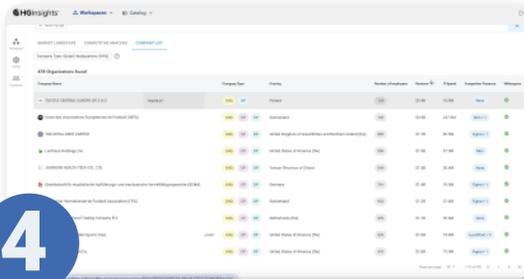
## Step 3: Track Competitive Velocity and Trends

- Monitor competitor customer acquisition rates and new product detections over time.
- Identify which competitors are gaining momentum, the pace of their growth, and the specific market areas in which they are expanding.



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## Step 4: Identify Strategic Opportunities



- Discover high-value accounts where competitors have recently won business
- Analyze department-level competitive presence patterns, and identify promising whitespace opportunities.

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## Core Capabilities



### Market & Account Mapping:

Visualizes whitespace opportunities with combined technographic, firmographic, and spend analysis at account and territory level.



### Competitive Intelligence Integration:

Tracks competitor account wins, market entry, and product launches for precise takeout targeting.



### Dynamic Opportunity Scoring:

Continuously updates potential based on live market shifts and new data for actionable prioritization.



### CRM & Workflow Integration:

Directly connects whitespace discoveries into sales and marketing execution platforms for streamlined activation.



### Custom ICP Segmentation:

Flexible filters and hierarchy mapping enable precise segmentation by product, geo, vertical, and strategic criteria.

## 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 help you win with White Space Analysis - schedule a custom demo.**



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