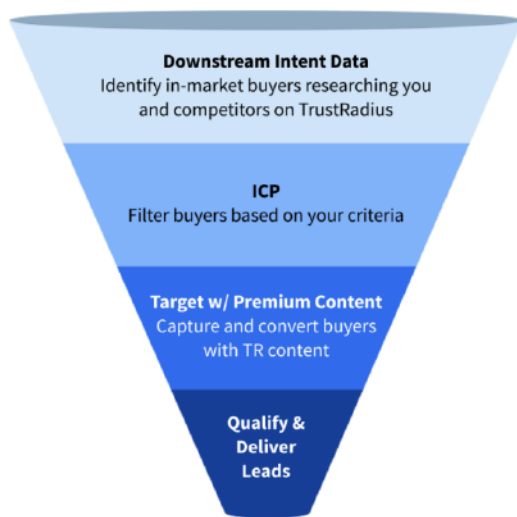


Intent-Based Lead Generation and Conversion

Turn real buyer intent into a conversion-ready pipeline using verified signals, customer proof, and AI-driven prioritization.



Impact

Marketing, sales, and revenue teams often struggle with low-quality leads, delayed buyer engagement, generic outreach, and inefficient qualification caused by limited visibility into real purchase intent. These challenges result in missed opportunities, longer sales cycles, and wasted spend. With HG Insights, you can:

With HG Insights, you can:

- Identify and prioritize in-market buyers using verified downstream intent signals.
- Increase GTM alignment with shared visibility into real-time buyer readiness.
- Boost conversion by engaging prospects with personalized, proof-driven messaging.
- Reduce waste and accelerate pipeline with automated, intent-triggered workflows.

Overview

Intent-Based Lead Generation and Conversion surfaces prospects who are actively researching your category, products, or competitors using downstream intent, review insights, and behavioral signals.

AI scoring and customer-proof enrichment prioritize high-propensity accounts and streamline follow-up, improving qualification, personalization, and overall pipeline conversion.

Solves For:

- Low lead quality caused by broad, unfocused outreach.
- Delayed or missed engagement with in-market buyers.
- Limited personalization due to insufficient buyer insights.
- Longer sales cycles and wasted nurture resources.

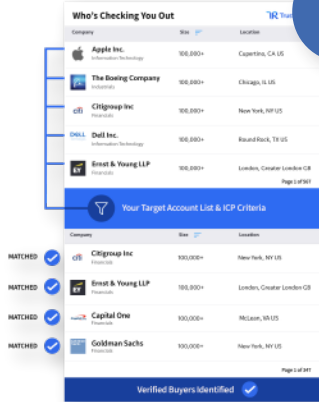
KPIs

- **Higher lead-to-opportunity conversion rates.**
- **Increased qualification accuracy and readiness scoring.**
- **Faster sales cycles and accelerated pipeline movement.**
- **Improved campaign ROI and engagement performance.**

Intent-Based Lead Gen and Conversion: How It Works

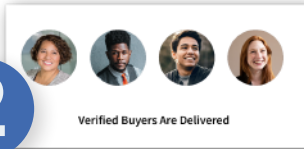
Step 1: Identify In-Market Buyers

- Connect your CRM and other first-party data sources. Capture downstream intent from buyer research activity such as reading reviews, comparing products, and exploring pricing.
- Layer firmographic and technographic filters to isolate accounts that align to your ICP.



1

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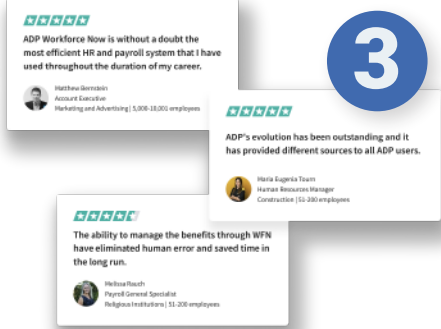
Step 2: Prioritize by Buyer Readiness

- Use buyer intent data and account scoring to rank accounts that are most ready to engage.
- Integrate directly with CRM, ABM platforms, and Sales Copilot for immediate follow-up.



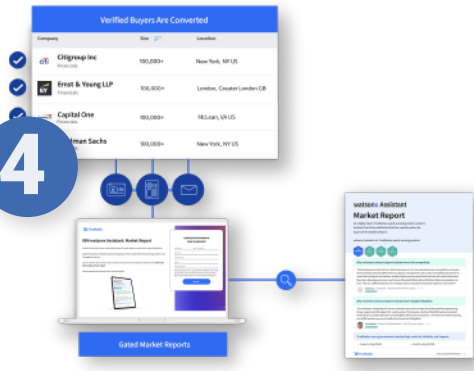
Step 3: Activate with Customer Proof

- Deploy authenticated customer review content across paid, owned, and sales channels.
- Use proof-based messaging grounded in buyer pain points and real customer feedback



3

4



Step 4: Convert and Measure Impact

- Attribute pipeline and revenue to intent-driven engagement and customer voice.
- Optimize targeting and messaging based on conversion and performance insights.

Core Capabilities



Integrated Buyer Intent Signals:
Surfaces research activity, review, product comparisons, and pricing exploration to reveal in-market accounts.



AI-Driven Lead Scoring Workflow:
Applies intent, review insights, and product-usage data to score and prioritize high-value leads.



Unified Buyer Readiness View:
Gives GTM teams real-time visibility into lead behavior backed by authentic customer feedback.



Personalized Outreach Enablement:
Uses review data and buyer pain points to tailor messaging and content across channels.



Automated Multi-Channel Activation:
Triggers campaigns using aggregated buyer signals and predictive models to boost engagement.

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 Intent-Based Lead Generation - schedule a custom demo.



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