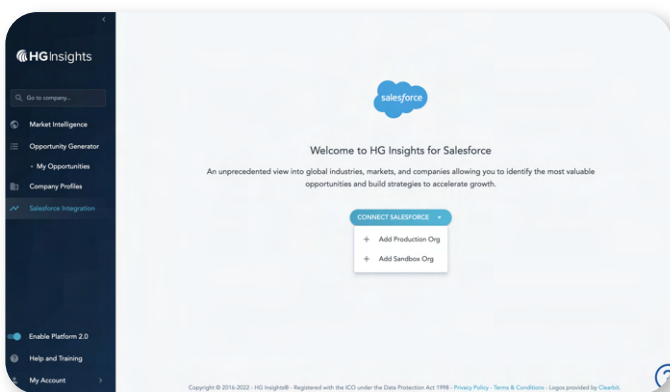# B2B Data Enrichment for GTM Precision

Enrich CRM and MDM systems with comprehensive technographic, firmographic, spend, contract, and intent data to improve targeting precision and strengthen GTM execution.

Overview

Accurate, current customer and account data is essential for effective sales, marketing, and operations. Data enrichment ensures organizations have complete, reliable information to improve outreach precision.

Beyond basic firmographic data, HG Insights can enrich records with verified technographics, spend models, contract details, and intent signals. This provides teams with accurate, granular, and actionable data that accelerate pipeline growth and increase marketing and sales performance.

Impact

RevOps and DataOps teams often struggle with incomplete, inconsistent, or outdated customer data, which slows GTM activities and reduces campaign effectiveness. Data enrichment fills these gaps to improve targeting accuracy and operational performance across revenue teams.

With HG Insights, you can:

- Perform more accurate outreach using complete contact and account information.

- Speed pipeline progression enabled by enriched prioritization data.

- Strengthen campaign performance through precise segmentation and personalization.

- Reduce manual research, increasing efficiency and decision quality.

Solves For:

- Incomplete or outdated CRM/MDM account and customer records.

- Missing or inaccurate indicators that hinder GTM execution and lead to wasted effort.

- Underperforming ABM programs due to poor foundational data.

- Fragmented, manual research processes across sales and marketing teams.
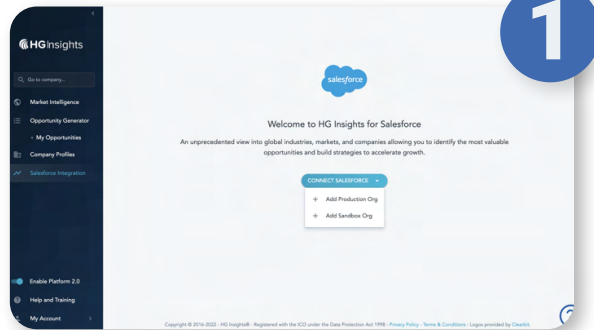
KPIs

- **Improved data accuracy and completeness in CRM/MDM systems.**

- **Reduced false positives and mis-qualified accounts.**

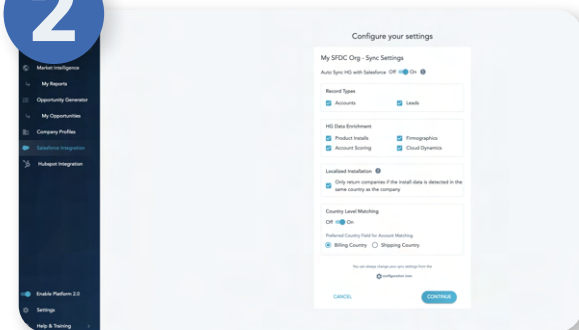- **Higher sales conversions and accelerated pipeline velocity.**

Market Sizing, ICP Design and Segmentation: How It Works

Step 1: Connect to Your CRM

- Log in to HG Insights, navigate to Integrations, and select your CRM.

- Choose the option to connect to your preferred CRM platform.
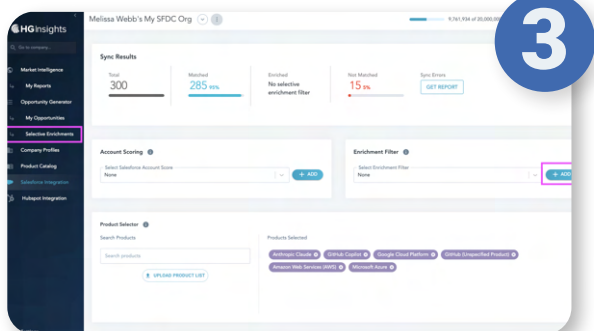

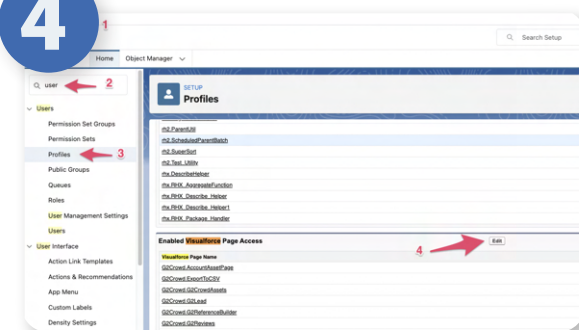## Step 2: Configure Sync Settings

- Enable automatic syncing of HG data to your CRM org.

- HG Insights will review your org on a nightly cadence, match New Accounts/Leads, and enrich all HG data with technology install information.

Step 3: Set and Save Enrichment Filters

- Set filters to determine which matched records will be enriched with data.

- Filters can be based on HG Insights' general filter set.

Step 4: Customize Views

- Customize views for Technographics, Firmographics, Fit Score, Intent Score and more.

Let's explore how HG Insights can help you win with enriching CRM data - Schedule a custom demo

Core Capabilities

Global Technology Install Intelligence
Enriches CRM and data lakes with verified, detailed data on technology stacks across more than 120 million organizations to improve qualification and targeting.

Spend and Budget Enrichment
Provides predictive insights on IT spend and budget allocations, allowing teams to segment accounts and prioritize opportunities based on projected investment levels.

Technographic and Account Enrichment
Adds essential attributes such as industry, employee size, locations, and hierarchies to support accurate segmentation and better account assignment.

Contract and Intent Signal Integration
Incorporates timely contract data, renewal indicators, and intent signals to support proactive outreach, upsell motions, and prioritization.

Automated API and Platform Integrations
Delivers enriched data directly into CRM and workflow systems like Salesforce, HubSpot, and Snowflake, enabling real-time updates and automation without manual processes.

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.

HG Insights

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