

Data Studio

AI-powered predictive scoring — no code required. Built for revenue growth.

HG Insights Data Studio is a no-code predictive modeling environment within the Revenue Growth Intelligence (RGI) Platform that lets RevOps and marketing teams build and deploy AI-driven propensity models for accounts, leads, and PQLs. No data scientists required. By combining first-party CRM data with HG Insights' RGI Fabric (firmographics, technographics, IT spend, and buyer intent), Data Studio generates transparent, continuously-learning scores that show teams exactly who to prioritize and why.

Built for B2B revenue teams who need:

- ✓ Score accounts and leads based on historical win/loss patterns
- ✓ Replace black-box scoring with transparent, explainable AI models
- ✓ Combine first-party CRM data with deep third-party market intelligence
- ✓ Push dynamic scores directly into CRM and GTM workflows
- ✓ Continuously improve scoring models as market conditions change

Key differentiators

- **No-code predictive modeling:** Build and manage propensity models in a guided, visual environment — no data science or engineering resources required.
- **Transparent, explainable scoring:** Every score includes clear reasoning, showing which signals drive a high or low score so teams can act with confidence.
- **First-party and third-party data fusion:** Combines CRM win/loss data, engagement signals, and behavioral insights with HG Insights' Fabric to produce richer, more accurate models.
- **Multi-model flexibility:** Apply different machine learning models across segments, products, or outcomes and compare them side-by-side to identify the best fit for each GTM play.

The screenshot shows the HG Insights Data Studio interface. At the top, there's a navigation bar with 'Sales' selected and various menu items like 'Home', 'Tasks', 'Accounts', 'Opportunities', 'Contacts', 'Leads', 'Campaigns', 'Dashboards', 'Reports', and 'PathFactory for Revenue Intelligence...'. Below the navigation bar, the main content area is titled 'Accounts' and 'HG Account Prioritization'. It features a search bar, a list of actions (New, Discover Companies, Import, Printable View, Update Account), and a table of 17 accounts. The table columns are: Account Name, Website, MK Custome..., MK Customer Fit Signals, MK Accou..., and MK Account Engagement Signals. Each row represents an account with various status indicators (stars, checkmarks, X's, and fire icons) and engagement history.

Account Name	Website	MK Custome...	MK Customer Fit Signals	MK Accou...	MK Account Engagement Signals
Account Name 1	accountname1.com	✗	✓ Company size is 420 ✓ Company is...	🔥🔥🔥	2026-03-05: RGI Platform: Opened Product Email (2 times) 2026-03-05: Sales Copilot: A
Account Name 2	accountname2.com	★	✓ Company size is 2000 ✓ Company i...	🔍	2026-02-26: Attended our live webinar. Salesforce campaign name: WBN 2026-02-26 Bu
Account Name 3	accountname3.com	★★★	✓ Company size is 2216 ✓ Company l...	🔍	2026-03-05: Opened Email: 2026 Q1 IT Spend Report.Email 2.Subject Line Test 2026-03
Account Name 4	accountname4.com	✗	✓ Company industry is Software ✓ Co...	🔍	2026-02-13: LinkedIn: Added reaction 🍌
Account Name 5	accountname5.com	★★★	✓ Company size is 480 ✓ Company in...	🔍	2026-02-24: Opened Email: WBI 2026-02-24 HG Insider Customer Webinar.Email 1 - Invi
Account Name 6	accountname6.com				
Account Name 7	accountname7.com	★★★	✓ Company size is 721000 ✓ Compan...	🔍	2026-03-05: Opened Email: EM Q12026 (Drip Nurture) GTM Strategy Promoting Use Cas
Account Name 8	accountname8.com	★★★	✓ Company size is 2000 ✓ Company l...	🔍	2026-03-04: Opened Email: 2026 Q1 IT Spend Report.Email 2.Subject Line Test (3 times)
Account Name 9	accountname9.com	★	✓ Company size is 161 ✓ Company is ...	🔍	2026-03-04: Opened Email: VE 2026-04-03 Coffee Tasting - Expansion.Invite #3 2026-C
Account Name 10	accountname10.com	★	✓ Company size is 500 ✓ Company in...	🔍	2026-03-05: Sales Copilot: User Logged In (2 times) 2026-02-13: Admin: Viewed Admin
Account Name 11	accountname11.com	★★★	✓ Company size is 29239 ✓ Compan...	🔥🔥🔥	2026-03-05: Email Bounced (12 times) 2026-03-05: Opened Email: 2026 Q1 IT Spend Re
Account Name 12	accountname12.com	★★★	✓ Company size is 58000 ✓ Compan...	🔍	2026-03-05: Clicked Email: 2026 Q1 IT Spend Report.Email 2.Subject Line Test 2026-03-
Account Name 13	accountname13.com	★★★	✓ Company size is 25000 ✓ Compan...	🔍	2026-02-24: Clicked Email: WBI 2026-02-24 HG Insider Customer Webinar.Email 5 - Invi
Account Name 14	accountname14.com	★★★	✓ Company size is 3500 ✓ Company ...	🔍	2025-08-25: Viewed Page: https://hginsights.com/ 2025-08-25: Visited web page. Most
Account Name 15	accountname15.com	★★★★	✓ Company size is 180 ✓ Company in...	🔍	2026-03-05: Opened Email: EM Q12026 (Drip Nurture) Marketing Promoting Use Cases.E
Account Name 16	accountname16.com	★★★	✓ Company size is 750 ✓ Company is...	🔍	2026-03-03: Opened Email: 2026 Q1 IT Spend Report.Email 2.Subject Line Test 2026-02-
Account Name 17	accountname17.com	★★★	✓ Company size is 8700 ✓ Company l...	🔥🔥🔥	2026-03-05: Cloud Dynamics: Company Page View (9 times) 2026-03-05: Cloud Dynam

Purpose-built for strategic GTM roles

Marketing and ABM

Build precise ICPs, score inbound leads, and orchestrate campaigns using predictive scores and buyer behavior signals.

RevOps and Sales Ops

Create predictive scoring, segmentation rules, and activation playbooks using robust market and account data — without requiring data science expertise.

Sales Leadership

Arm reps with prioritized, scored account lists so sellers focus on the accounts and buyers most likely to convert.

Corporate Strategy and Finance

Leverage the same predictive models and signals to size markets, evaluate whitespace, and prioritize high-upside segments.

Key capabilities at a glance

Capability	Description
Predictive scoring	AI-driven propensity modeling for accounts, contacts, and product users based on historical conversion patterns.
Buyer-level scoring	Score individual contacts based on likelihood to buy using behavioral, firmographic, technographic, and product-usage signals.
Account propensity	Account-level scoring that combines market data and engagement patterns into a single, transparent score.
Model comparison	Compare models side-by-side, identify which signals drive lift, and select the scoring approach that best fits each GTM play.
CRM integration	Push ranked leads and accounts into CRM, MAP, and sales workflows where scores surface directly in Salesforce and other key tools.
Continuous learning	Models learn from historical win/loss data and continuously adapt as market and pipeline conditions evolve.

The HG Insights advantage

95% of Fortune 1000 B2B technology companies rely on HG Insights.

AI-driven scoring is only as accurate as the data that powers it. HG Insights' RGI Fabric delivers deep, granular, and trustworthy signals — spanning firmographics, technographics, spend data, and buyer intent — that traditional lead scoring tools, static rules, and black-box models cannot match.

Ready to replace guesswork with predictive precision?

Visit www.hginsights.com or speak with your HG Insights representative today.

Contact Us: sales@hginsights.com