HG Insights

DATASHEET

Data Studio

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

Data Studio is HG Insights' no-code predictive lead and account scoring Copilot, part of the HG Insights Contextual Intelligence Platform. It builds Fit and Engagement (Likelihood to Buy) models from a company's CRM data, historical conversions, and HG's Contextual Intelligence, so RevOps and marketing teams can easily rank leads, accounts, and product users. By combining first-party CRM data with HG Fabric (firmographics, technographics, IT spend, and buyer intent), Data Studio generates transparent, continuously-learning scores that show teams exactly who to prioritize and why.

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

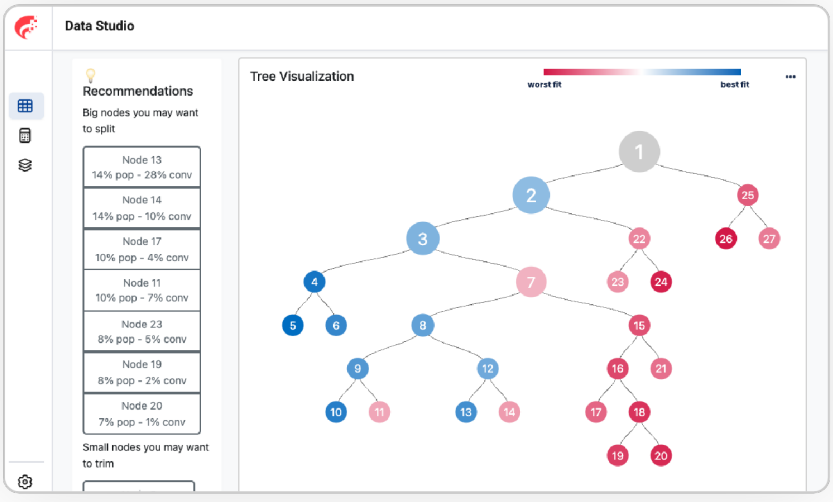
Every score includes clear reasoning, showing which signals drive a high or low score so teams can act with confidence.

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.



WHO IT'S FOR

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

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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

HG Insights drive over $1.5 trillion in revenue across Fortune 500 Technology companies

Ready to replace guesswork with predictive precision?

Book a Demo or reach out to sales@hginsights.com

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