

# Market Analyzer

AI-powered GTM intelligence. Built for speed, precision, and strategic growth.

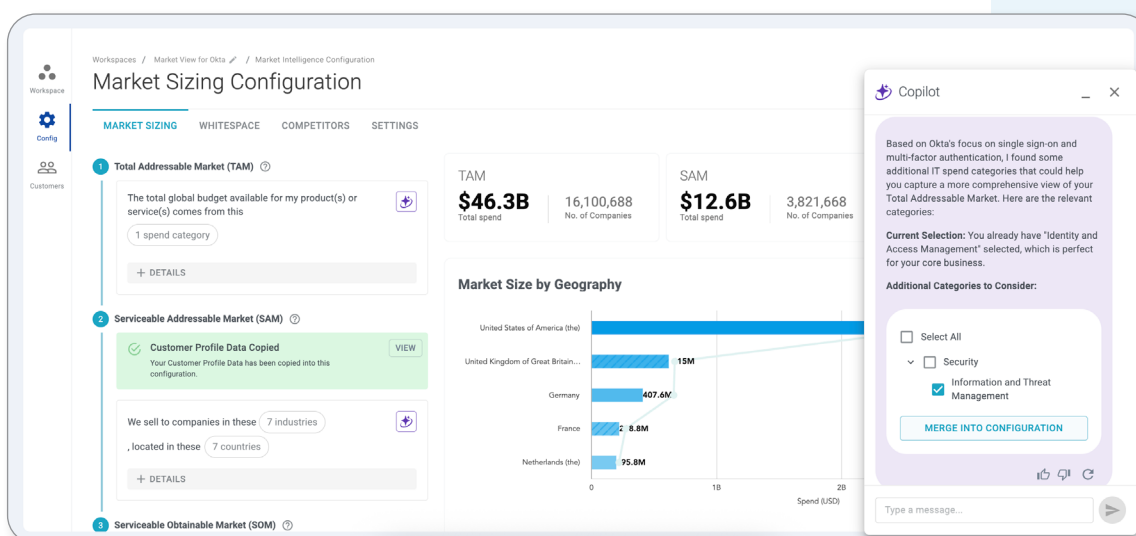
As one of three AI copilots on the Revenue Growth Intelligence (RGI) Platform, Market Analyzer lets your GTM team interactively explore and act on your total addressable market, competitive dynamics, and whitespace with speed and confidence. Instead of guessing where your ideal customers are or which market segments hold the most promise, our AI-powered platform delivers instant, data-backed clarity from 28+ billion data points, moving beyond static analyst reports and surveys.

## Key differentiators

- Conversational AI copilot:**  
 An assistive tool to help you seamlessly configure and optimize your workspace.
- Visual insights in seconds:**  
 No more spreadsheets or manual slicing. Get interactive market intelligence dashboards in real time.
- Bottom-up or top-down analysis:** Start with your ICP or use the total addressable market to estimate your market size. Or do both.
- Cross-functional alignment:**  
 Shared workspaces ensure consistent market views across GTM functions.

## Built for B2B technology leaders who need:

- ✓ Quantify opportunities (TAM/SAM/SOM) with real-world data
- ✓ Pinpoint ideal customer segments using tech and firmographic signals
- ✓ See where competitors win (or don't) to optimize your edge
- ✓ Uncover whitespace to expand into new, high-potential areas
- ✓ Replace guesswork with AI-driven market clarity



## Purpose-built for strategic GTM roles

### Marketing and ABM

Enrich campaigns with precise ICPs and deeper opportunity insights

### RevOps and Sales Strategy

Optimize territories, prioritize accounts, and align sales using actual market data

### Corporate Strategy and Finance

Validate and size new markets, M&A targets, and investments no matter how narrow or broad

### Product Marketing

Position products based on demand patterns

## Key capabilities at a glance

Capability	Description
AI copilot	Conversational queries for data navigation and setup.
ICP analysis module	Define accurate ICPs using customer or win/loss data.
Market sizing	Define and visualize TAM/SAM/SOM.
Whitespace detection	Discover low-competition segments.
Competitive intelligence	Track competitor gains/losses by region, industry, product.
Workspaces and Collaboration	Create, share, and align GTM teams with consistent market views.

## The HG Insights advantage

### 95% of Fortune 1000 B2B tech companies rely on HG Insights

AI guidance is only as powerful as the data behind it. HG's Revenue Growth Intelligence Fabric delivers quick, granular, and trustworthy signals that analyst reports, enrichment tools, and surveys simply can't compete with.

## Ready to explore your true market potential?

Visit [www.hginsights.com](http://www.hginsights.com) or speak with your HG Insights representative today.

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