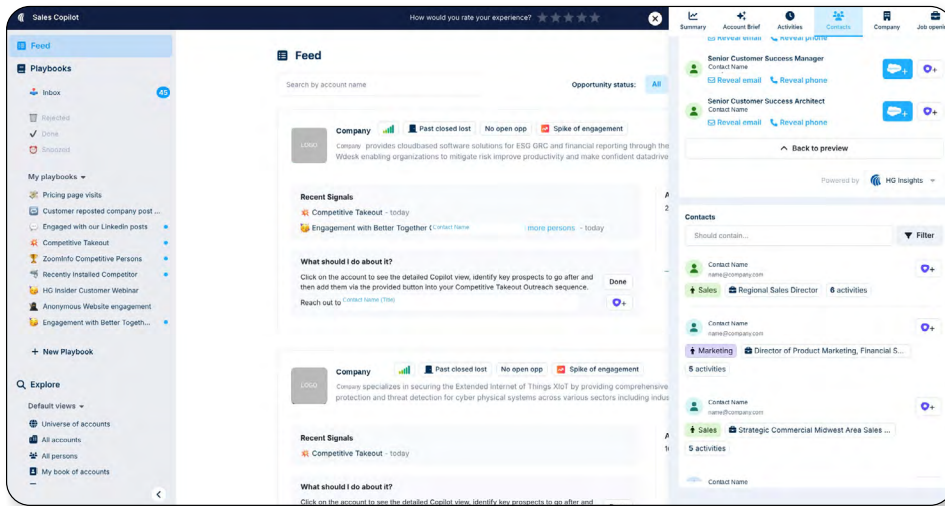


Contact Intelligence

From Account Strategy to Revenue Activation

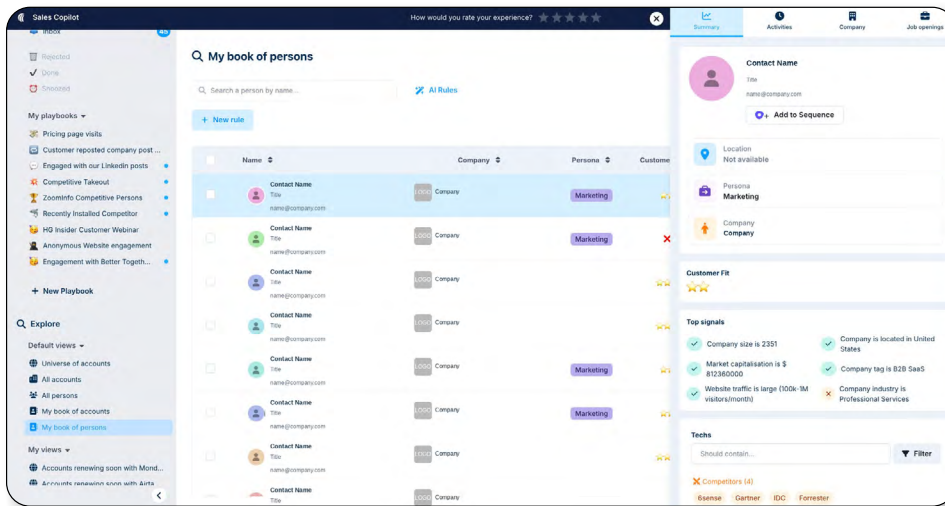
Contact Intelligence, powered by HG Insights, helps revenue teams identify, enrich, recommend, and activate the right contacts within a revenue workflow.

Within Sales Copilot, Contact Intelligence brings together two key capabilities:



Recommended contacts from HG Insights:

discover new contacts not present in your CRM to expand account outreach and multi-threading efforts.



Intelligence on existing CRM contacts:

additional context and signals for contacts already stored in systems like Salesforce.

Unlike commoditized contact databases, Contact Intelligence is contextual to the account showing buyer intent and tech signals. It operates directly within Sales Copilot across workflows such as competitive displacement, sales playbooks, and account views, ensuring that contact recommendations are relevant to the account strategy.

Contact intelligence connects account strategy, buyer intent signals, and GTM execution workflows inside the RGI platform.

This enables teams to move seamlessly from account insight to contact outreach without switching tools, supporting end-to-end prospecting from account to contact directly within HG Insights.

Contact Intelligence goes beyond simple contact lookup by:

- **Recommending relevant contacts** using AI-driven analysis
- **Enriching contacts with verified email and phone data**
- **Providing high data accuracy** through real-time validation and enrichment workflows
- **Enabling immediate activation** by adding contacts directly to Salesforce, Gong, Outreach, Salesloft, or HubSpot

Recommendation + enrichment + activation = Contact Intelligence.

Embedded within the sales workflow, it turns contact data into actionable revenue execution.

Key Advantage

By combining account intelligence and contact intelligence in one platform, HG Insights enables end-to-end prospecting without switching tools. Revenue teams can move from identifying the right accounts to reaching the right people within a single workflow.

Additionally, HG Insights delivers high-accuracy contact data, ensuring that contacts are current and reachable, helping teams avoid the common challenge of stale contact records often found in traditional contact databases.

Ready to help your reps book 2x more meetings?

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

Contact Us: sales@hginsights.com
