HG Insights

DATASHEET

HG Fabric

Connected Intelligence for Modern GTM Teams

Modern GTM teams are overwhelmed with fragmented signals, disconnected systems, and incomplete account context.

HG Fabric helps organizations unify technographic, spend, intent, firmographics, contacts, services contract, and buying center intelligence into a connected intelligence layer that delivers a more complete view of accounts, markets, and buying activity.

Powered by 648M+ technology installations, 70,000+ products across 11,000+ vendors, and billions of data signals and intent records, HG Fabric transforms fragmented GTM data into trusted contextual intelligence that teams can use to prioritize accounts, identify opportunities, and drive more informed engagement.



Why This Matters to You?

Without connected intelligence, teams struggle to:

- Identify the right accounts and buying signals
- Understand market changes in real time
- Align sales, marketing, and RevOps around shared intelligence
- Deliver trusted context to AI agents and copilots
- Build a consistent view of accounts across systems

HG Fabric helps organizations create a connected view of the market by bringing together intelligence from across the GTM ecosystem into a unified and contextualized data foundation.

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What Makes HG Fabric Different?

Connected GTM Intelligence

HG Fabric unifies technographics, IT spend, buyer intent, contacts, services contracts, and buying center data into one connected intelligence layer.

Contextual Intelligence at the Company Level

Signals are connected through HG's unified company entity model, helping teams better understand account activity, technology adoption, buying behavior, and market movement.

AI Ready Data Fabric

HG Fabric delivers structured and contextualized intelligence designed to support AI agents, copilots, analytics workflows, and modern GTM operations.

Shared Market Visibility

HG Fabric helps GTM teams operate from a shared understanding of accounts, markets, technologies, and buying activity, enabling more aligned and informed decision making.

First Party + Third Party Signal Unification

HG Insights uses Fit, Need, and Intent as its core framework for identifying and prioritizing the highest-quality prospects.

Fit

Does the company match your ICP?

Firmographics such as size, industry, geography and more combined with technographics tell you what's already installed. HG's technographic data is central here: knowing a prospect's tech stack tells you whether your product is even relevant to them.

WHO TO TARGET?

Need

Does the company have a demonstrated, evidence-based need for your solution?

Surfaces through competitors they're running (displacement opportunities), gaps in their stack, or spending patterns in a relevant category. The question: not just do they look like our customers but do the signals suggest they actually need what we sell?

WHY THEY'D BUY?

Intent

Is the company actively researching right now?

Intent captures in-market buying behavior like content consumption, search activity, and behavioral signals that show a company is researching topics related to your solution. It tells you when to engage, not just who to target.

WHEN TO ENGAGE?

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Designed for AI Driven GTM Workflows

HG Fabric supports a wide range of modern GTM and AI use cases, including:

- Account prioritization, market and competitive analysis
- AI agents and copilots
- Intent driven targeting and outreach
- Territory planning and whitespace analysis
- Enrichment and scoring workflows
- Predictive modeling and analytics
- Sales, marketing, and RevOps alignment
- Identify and prioritize recently funded companies
- Find the right contacts by job title and function

With connected and contextual intelligence, organizations can deliver more trusted inputs into AI systems and GTM decision making.

THE IMPACT

Organizations using HG Fabric can:

- ✓ Improve lead-to-opportunity conversion
- ✓ Compress sales cycles
- ✓ Increase competitive win rates
- ✓ Expand pipeline coverage
- ✓ Improve ICP fit and reduce wasted outreach
- ✓ Accelerate AI agent ROI
- ✓ Align GTM teams on one source of truth

Ready to target smarter and close faster?

See how the HG Fabric helps your team focus on the right accounts and execute with confidence.

BOOK A DEMO

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