

Turn Buyer Trust Into Pipeline, Everywhere Buyers Look.

HG Customer Voice, powered by TrustRadius



WHAT WE DO

AI now answers a buyer's first question, not a salesperson or a search result, with whatever content it trusts most. HG Insights acquired TrustRadius to serve both sides of that moment: buyers get trustworthy answers, and vendors get a say in what those answers are.

TrustRadius is where B2B tech buyers read verified reviews, compare software, and decide what to buy. It's also crawled 60M+ times a year by AI engines like ChatGPT, Claude, and Perplexity.

HG Insights' install data shows who actually uses your product, by industry, department, and company size. Paired with TrustRadius, no other platform can connect what buyers research, what companies actually run, and what AI tells the market.

The result: verified customer reviews that build brand preference, generate pipeline, and now, visibility inside the AI answers buyers trust most.

WHY IT MATTERS NOW

72% of B2B buyers now use AI tools to research software, and 63% read AI Overviews before ever clicking a link. If AI can't find your product's strengths, you're out of the deal before the RFP. TrustRadius is already the source AI cites most for buyer questions, and now gives you the tools to shape what it says.

THREE THINGS TO KNOW

1. Reviews That Convert

400+ word verified reviews, 4x longer than other review sites, build brand preference and put you in front of serious, in-market buyers.

- ▶ 66% of visitors are Manager, Director, VP, or C-level;
- 72% plan to make a purchase decision within 6 months.

2. Pipeline From Real Intent

Downstream Intent Data and Intent-Driven Leads convert buyers already comparing you on TrustRadius into verified, ICP-matched pipeline.

- ▶ 1B+ in pipeline generated for customers; 8.5x first-year ROI on intent data alone.

3. GEO Monitoring & Optimization

Builds a custom prompt library around your buyers' real queries, optimizes your TrustRadius page content to close the gaps AI is flagging, and tracks citation, mention, and sentiment per engine so you keep winning as models update.

- ▶ 60M+ annual AI crawls of TrustRadius content; 30M+ questions answered in LLMs annually

360 DEGREES OF BUYER INFLUENCE

- **Awareness: Discoverability, SEO & GEO:** LLM & AIO Optimization, Review Sourcing & Syndication, Category Visibility, TrustRadius Awards
- **Identify: Brand Preference:** Custom Review Questions, Competitive Market Reports
- **Engage: Demand & Lead Generation:** Intent-Driven Leads, ABM Integrations, Lead Forms
- **Propose: Sales Intelligence:** Intent Activities for Sales Prioritization, Sales Integrations
- **Loyalty: Advocacy:** Reference Management, Reviews-as-a-Service, Incentive Delivery
- **Renew: Retain & Expand:** Sentiment Analysis, Churn & Upsell Intelligence

WANT TO SEE IT IN ACTION?

[Book a meeting with our team.](#)

OTHER WAYS TO GET IN TOUCH

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