INSIGHT REPORT

The Hidden Cost of a 50% Hit Rate

A technographic accuracy benchmark for marketing operations teams evaluating data providers.

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FOR

Marketing operations and RevOps leaders comparing technographic data providers, who need a defensible accuracy bar before committing budget to the data layer under their scoring models and target lists.

The Core Finding

Most technographic data used to feed scoring models, targeting lists, and intent signals clears a hit rate of only 50 to 60 percent, and the category has quietly learned to treat that as normal rather than as a shortfall. That means for every ten accounts a typical vendor claims to identify correctly, four or five are wrong, and that error rate is baked into how the category prices and positions itself, not flagged as a gap to close.

One independent evaluation tells a different story. A third-party consulting firm, engaged specifically to benchmark data providers on behalf of a prospective buyer, tested a technographic hit-rate sample and found it well outside that range: 87 to 88 percent, with a notably low false-positive rate on top of it. For a marketing operations team currently comparing providers, the real question isn't whether any single vendor's data is "good." It's whether 50 to 60 percent should still count as an acceptable bar to hold a vendor to at all.

50–60% is the typical technographic hit-rate range across much of the category, according to an evaluator who benchmarks vendors for a living.

Context: What the Market Shows

Technographic and firmographic data has become foundational infrastructure for marketing operations teams: it feeds account scoring, shapes target lists, and increasingly informs the AI-driven prospecting workflows teams are standing up now. When that foundation is wrong four times out of ten, the error doesn't stay contained. It propagates into every model built on top of it.

The reason the category has settled at 50 to 60 percent isn't a technical ceiling. It's a measurement gap. Unlike categories with independent audit standards, technographic accuracy is almost never verified by a disinterested third party. Buyers are largely left to evaluate vendors against the vendor's own reported numbers, which means the accepted baseline reflects what vendors are comfortable claiming, not what's actually achievable.

That gap surfaced directly in one recent, structured vendor evaluation. The buyer didn't take any single provider's word for its accuracy. Instead, they brought in an outside consulting firm whose job was specifically to assess vendors on the buyer's behalf, an approach still rare enough in this category that it produced one of the more credible accuracy readings available anywhere in current market research.

KEY TAKEAWAY

A vendor's self-reported accuracy number and an independently verified one are not the same evidence. Most of the market only has access to the first. And the downstream consequence isn't abstract: a target account list built on 50 to 60 percent accurate data is a list where nearly half the accounts have no real business being there.

The same evaluation surfaced a second point worth separating from raw accuracy. A model can post a respectable hit rate and still generate a high volume of false positives, and false positives carry their own cost. Every account a scoring model or targeting list flags incorrectly is an account a rep spends time on before discovering it was never a real fit. The evaluator in this case called out the low false-positive rate as mattering nearly as much as the headline accuracy figure, precisely because that wasted time is the part accuracy numbers alone don't capture.

50–60%
TYPICAL TECHNOGRAPHIC HIT RATE ACROSS THE CATEGORY

87–88%
INDEPENDENTLY BENCHMARKED RESULT FOR ONE PROVIDER'S SAMPLE

~1.6x
APPROXIMATE ACCURACY LIFT OVER THE CATEGORY NORM

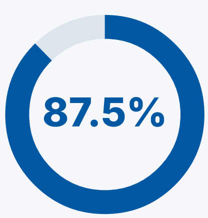
The Evidence

Here's what the independent benchmark actually involved, described without identifying the account or the individuals on either side of it, consistent with how this kind of vendor evaluation should be handled: a prospective buyer brought in an outside consulting firm specifically to assess technographic data providers before committing budget. That firm ran a blind validation sample of roughly 100 accounts and scored the result against its own broader experience benchmarking similar categories of data.

The finding: the sample cleared 87 to 88 percent accuracy, a result the evaluator described as unusually strong relative to the 50 to 60 percent range they typically see when assessing other technographic data providers. The evaluator's framing is worth sitting with, because it didn't come from the vendor being evaluated. It came from someone whose job is to find the gaps.

DIMENSION	CATEGORY NORM	INDEPENDENTLY BENCHMARKED RESULT
Technographic hit rate	50–60%	**87–88%**
False-positive rate	Rarely disclosed by vendors	**Called out as low, reducing wasted rep time**
Evaluation method	Vendor self-reported	**Blind sample, assessed by an outside consulting firm**

Source: Third-party consulting firm evaluation, blind validation sample of approximately 100 accounts, 2026.



Independently benchmarked technographic hit rate

Midpoint of the 87 to 88 percent range returned by a blind validation sample, measured against a category norm of 50 to 60 percent.

- Accounts correctly identified
- Accounts incorrectly identified

It's worth being precise about what this evidence does and doesn't prove. This benchmark moved that particular evaluation to its next stage of review. It did not close a deal, and no evaluation referenced in this report has closed one yet. Treat this as a validated, promising data point, not a guarantee. A single strong sample from one evaluation is real signal; it isn't a substitute for running your own validation before you buy.

One pattern worth noting from this research: buyers consistently respond more to seeing their own historical data analyzed back to them than to any abstract accuracy claim. A view showing which share of their past pipeline came from accounts that matched a specific technographic or firmographic profile lands harder than a vendor presenting an 87 percent accuracy figure in the abstract. If a vendor offers to run that kind of lift or cohort analysis against your own historical data before you commit, take them up on it. That's the version of an accuracy claim that's actually verifiable.

KEY TAKEAWAY

The strongest reaction in this research didn't come from a bigger accuracy number. It came from a buyer seeing their own pipeline data analyzed back to them. Numbers convince faster when they're the buyer's own.

Implications: What This Means For You

If you're currently evaluating technographic or firmographic data providers, the practical takeaway isn't "look for a vendor claiming 87 percent." Vendor-claimed numbers are exactly what got the category stuck at 50 to 60 percent in the first place; self-reporting is the mechanism that let that become the norm.

The takeaway is procedural. The evaluation that produced this result worked because the buyer refused to accept a vendor's own claim as sufficient evidence and paid for independent verification instead. Most marketing operations teams don't have budget for an outside consulting firm, but the underlying move, testing a vendor's data against a sample you can verify yourself before committing, doesn't require one.

There's a second implication specific to false positives. A model that scores accurately most of the time but still generates a meaningful volume of false positives is quietly expensive in a way that doesn't show up on a vendor's accuracy slide. For marketing teams, false positives mean campaign budget allocated to accounts that will never convert and spend that reads as underperformance when the real cause is upstream data error. Every rep-hour spent working an account that was never in-market is an hour not spent on one that was. If a provider can't tell you their false-positive rate, or hasn't measured it, treat that as a gap in the pitch, not a detail they simply forgot to mention. Neither cost appears on a vendor's accuracy slide. Both are real.

KEY TAKEAWAY

Ask every provider two questions, not one: what's your hit rate, and what's your false-positive rate? A vendor that can only answer the first question hasn't measured the part of accuracy that actually costs your team time.

What To Do About It

Five changes to how you run a data provider evaluation, in the order they matter.

1. **Request a blind validation sample, not a vendor-reported hit rate**

   Give the provider a set of your own accounts where you already know the right answer, and have them score it without knowing which accounts you've verified. This is the single change that produced the strongest evidence in this report.

2. **Ask for the false-positive rate explicitly, alongside accuracy**

   A high hit rate paired with a high false-positive rate can still cost more in wasted rep time than a lower, cleaner number. If a vendor can't answer this, that's information too.

3. **Treat the 50 to 60 percent range as a negotiable floor, not an industry ceiling**

   It reflects what most current providers have been comfortable claiming, not a technical limit on what's achievable. Use it as your baseline for comparison, not your target.

4. **Tie any accuracy claim to a downstream conversion metric before you commit budget**

   Ask to see a lift or cohort analysis run against your own historical pipeline data, not just a technographic accuracy figure presented in isolation. Buyers in this research responded far more strongly to their own data than to any general claim.

5. **Budget time for validation, not just vendor claims, in your evaluation timeline**

   The strongest proof point in this entire research base moved one evaluation to a next step, not a signed contract, on its own. Build your own evaluation to expect the same: a good benchmark earns the next conversation, it doesn't replace the rest of the process.

Next Step

If this benchmark raises questions about the accuracy of the technographic data currently feeding your scoring models and target lists, HG Insights can run a sample validation against your own accounts. See how the numbers hold up, or reach out directly at marketing@hginsights.com.

Book a Demo

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