HG Insights

DATASHEET

Funding Data

Funding Data in HG Fabric shows which companies have raised capital, how much, and when, so you can reach the right accounts at the right time.

What is Funding Data?

Funding Data adds a company's latest funding activity to HG Fabric. For each matched company, you can see the stage of its most recent round, the amount raised, the date the round closed, total capital raised, and the investors involved wherever available.

Think of it as one more layer of context on the companies you already target, in the same place as the rest of your HG Insights data. You can filter by it, combine it with your other filters, and export it to the tools your team already uses.

Funding stages include pre-seed, seed, pre-Series A, and Series A through H.

Why it matters

A company's funding activity can offer an early indication of changing investment priorities and growth plans. Yet funding information alone provides limited visibility into where those investments may translate into relevant GTM opportunities. Connecting funding activity with company and technology intelligence gives teams the context to make more informed account prioritization decisions.

> FUNDING IS A CONTEXTUAL SIGNAL, NOT JUST A DATAPOINT
>
> A recent round shows where a company has new capital and may be setting its investment priorities. Paired with firmographics, technographics, and other signals in HG Fabric, it helps you decide which accounts to prioritize and when to engage.

WHAT IT TELLS YOU	HOW IT HELPS
New capital	A recent round shows where a company has new funds to invest.
Company stage	Stage and amount raised show how mature a company is and how much it raised.
Timing	The round date shows how recently it happened, so you can reach out while it's relevant.

Connect funding activity to your target accounts.

Funding Data isn't a standalone list to match, clean, and maintain. It's mapped to HG Insights company records, the same company identity behind the technology and market data in HG Fabric.

- **One company identity.** Funding sits on the same company records as the rest of HG Fabric, so you work from one source instead of stitching data together.
- **Technology context.** Use funding filters together with install-data filters to find companies that recently raised capital and the technology they use.
- **Ready for your workflow.** Build a list, filter it, and export funding fields with it. No new pipeline to set up.
- **Total VC Funding Covered by HG** - $696.7B

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Connect funding activity to your target accounts.

Funding Data is more than a standalone list of recently funded companies. It's mapped to HG Insights company records, bringing funding activity into the same data foundation as the company and technology intelligence your GTM teams already use.

- **One company identity.** Funding sits on the same company records as the rest of HG Fabric, so you work from one source instead of stitching data together.
- **Technology context.** Use funding filters together with install-data filters to find companies that recently raised capital and the technology they use.
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Funding Data: fields, filters, and activation

Funding fields

FIELD	WHAT IT TELLS YOU	EXAMPLE
Funding stage	The type of a company's most recent round	Series B
Amount raised	The amount raised in the most recent round, in USD	$45,000,000
Round close date	The date the most recent round closed	January 15, 2026
Total funding	Total capital raised across all rounds	$87,500,000
Top investors	Lead and participating investors, wherever available	Up to five names

Filters

- **Funding stage.** Narrow company lists with a multi-select stage filter.
- **Round date.** Find companies by how recently they raised, using preset recency windows or a custom date range.
- **Combine with install data.** Use funding filters together with your existing install-data filters in the same list or segment builder.

Delivery

- **CSV and XLSX export.** Add funding fields as selectable columns when you export a company list.
- **Your existing workflow.** Use the HG data export to bring funding into your CRM or marketing automation platform.

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Use cases

Sales

Prioritize accounts with new capital. Filter your target accounts to companies that raised a Series B or later in the past 90 days, then tailor your pitch to their budget context.

Marketing

Build growth-stage audiences. Segment by funding stage and round date, and run ABM campaigns with messaging tuned to growth-stage buyers.

Understand the funding landscape. Combine funding and install data across your ICP to find underserved segments where competitors haven't yet engaged.

Account management

Time your expansion conversations. Filter your customer accounts by funding stage and round date to find the right moment to talk about growth.

Data and operations teams

Enrich your records. Bring funding fields into your CRM and reporting through the HG data export, with no new data pipeline to build.

Funding gets more useful when it's connected

Funding shows a company has new capital. Read it alongside the technology, spend, and intent signals in HG Fabric, and you know which accounts to prioritize and when to reach out.

FUNDING SIGNAL	CONNECTED TO	WHAT YOU CAN DO
Series B or later, past 90 days	Technology install data	Prioritize accounts for outreach, with a pitch that fits what they use.
Funding stage and round date	The companies in your ICP	Build growth-stage ABM segments and see where funding is concentrated.
Round date	Your customer accounts	Spot the right moment for an expansion conversation.

About the data

BUILT FROM FUNDING NEWS

Funding Data is built from funding news and publicly available information across the web, so new rounds can surface as they're announced. It's designed as a timely signal on the companies you already target, rather than a manually curated funding database like Crunchbase or PitchBook. Coverage varies by company size, geography, and funding stage, and is strongest for Series A and beyond. Pre-seed and seed rounds are reported less often and may appear less completely.

See where capital is flowing.

Book a demo to see Funding Data in HG Fabric and how it works with the rest of your HG Insights data.

BOOK A DEMO

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