

HG Insights Case Study

Alfresco Uses Tech Intelligence to Drive ABM and Demand Gen Results

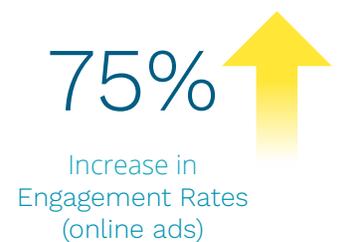
Background

Alfresco is a commercial, open source software company that provides a better, more effortless way for people to work, making sure they have the information they need, exactly when they need it most. Its platform is used to digitize processes, manage content and securely govern information.



Challenge

Alfresco had a rudimentary way of selecting accounts for its sales and marketing teams. In summary, they selected accounts using general firmographic criteria and revenue data. This meant marketing targeted their outbound toward accounts with large revenue sizes, while sales used time-intensive phone or desk research to qualify them. Alfresco needed a way to prioritize accounts more efficiently to align the efforts of sales and marketing, and achieve results.



Solution

Alfresco is now using technographics from HG Insights to score their accounts. These insights let their sales and marketing teams see the technologies installed at their accounts, enabling them to quickly identify accounts matching their ideal customer profile, such as companies using legacy solutions or competitive products, or companies considered innovators based on their technology profile. This level of intelligence allows Alfresco to precisely target prospects or high-value ABM accounts with relevant messages and conversations that drive results.



For example, by using technographics to select their accounts and customize their message, Alfresco has seen a 75% increase in engagement rates on its online ads supporting ABM and demand gen programs. It has also decreased the cost per lead for its ads by 50%.

Why HG Insights Was Chosen

- Ability to see technology installation on accounts worldwide, including Americas and EMEA
- Provide accurate insights sales and marketing teams can trust in their outreach
- HG for Salesforce makes accessing and using technographics in Salesforce easy and seamless
- Responsive support team that provides data services, use cases, and recommendations



“HG Insights helps us target the right prospects and accounts for our ABM and demand gen programs, leading to much better results on our campaigns. One example of this is our online ad program where we’ve increased engagement rates by 75% while reducing our cost per lead by 50%.”

— Ian Norton, Vice President of Digital Experience & Operations

To see how HG Insights’ Tech Intelligence can help grow your business, visit hginsights.com