

# HG Insights Case Study

## Unity Drives Revenue Growth with Targeted Digital Ad Segments from HG Insights

### Background

Unity is the creator of the world's most widely used real-time 3D (RT3D) development platform, giving developers around the world the tools to create rich, interactive 2D, 3D, VR and AR experiences.



### Challenge

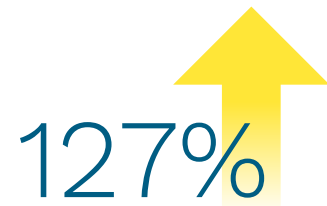
Unity was looking for a way to leverage online advertising for its ABM program in order to generate demand, nurture prospects and drive revenue growth across its gaming and non-gaming verticals. However, the targeting capabilities in advertising platforms such as Facebook, Twitter, and LinkedIn, were too broad making it challenging for Unity to penetrate its target accounts with its digital marketing campaigns. To be more effective, the company needed more targeted criteria.

72%

of qualified ICP leads come from paid media

### Solution

By using HG Audience segments from HG Insights, Unity was able to target its digital advertising campaigns to the target accounts that matched its ideal customer profile (ICP). This means that it could use criteria from its ICP definition to deliver ads to prospects at the right companies, in the right industry, and with the right job title. In addition, Unity was able to target using valuable topics such as 3D modeling, 3D rendering, and hundreds of other project and priority related intent signals relevant to its prospects.



127%  
Lift in target account penetration

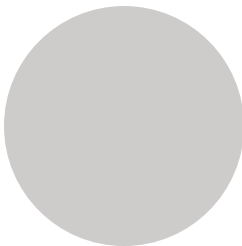
Through better targeting, Unity is now seeing a substantial boost in performance in its paid digital advertising program. In fact, 40% of Unity's overall net-new lead volume came from HG Audience segments. In addition, 72% of the leads match the company's ICP and it's achieved a 127% lift in penetration on target accounts, highlighting the quality and effectiveness of using HG Insights to precisely target ads.

### Results

- Able to reach exact prospects, companies, and job roles from their list of target accounts
- Easy to build segments for Facebook, Twitter and LinkedIn advertising platforms
- High-quality segments that dramatically exceed expectations in performance metrics
- A responsive support team that provides data services, use cases, and recommendations

40%

of net new leads come from HG Insights



“We were looking for a way to penetrate our target accounts more effectively using paid media on Facebook, Twitter, LinkedIn and other advertising platforms. HG Insights gave us the precise targeting we needed to achieve the results we wanted. Nearly 40% of our net-new lead volume now comes from HG segments.”

— Jesus Requena, Director of Growth

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