

Case Study

Zendesk Uses Technographics For Competitive Conquering

“HG Insights has helped our team identify accounts using products from our competitors and build lists for targeted campaigns. HG Insights’ Technographics had the strongest coverage of new net accounts in our category. **We were able to 3x our number of contacts and launch competitive marketing programs at scale.**”



Brianne Kimmel,
Growth Marketing Manager

Technographics Help Zendesk Win Back Market Share

The Customer

Zendesk provides a leading unified suite of products focused on improving customer relationships. Products on the Zendesk platform have a common user interface and are designed to perform a wide variety of support functions, including tracking, prioritizing and solving help desk tickets, engaging with customers through targeted communications, and using analytics to measure and understand the entire customer experience.

The Challenge

Zendesk has built a powerful and sophisticated customer support platform, resulting in a loyal following of more than 119,000 paid customers. However, over the years, other competitors have entered the market with their own products. After surveying the competitive landscape, Zendesk realized that many of these other offerings weren’t nearly as robust as their own platform. In a number of cases, churned customers would organically come back to Zendesk after going to a lowend competitor.

Based on this insight, Zendesk felt they had a great opportunity to win back market share by targeting companies using competitor solutions. But to do this, they would first need a way to quickly find these companies.



The Solution

Dataset/Products

- HG Insights’ Technographics for Helpdesk Management Software + contact and enrichment data from other providers

Benefits

- Ability to quickly identify net new accounts, churned customers and at-risk accounts
- 3-5x increase in net new marketable accounts
- Surpassed goal of 20% email open rate on cold outbound campaigns

The Trusted Leader in Technographics

Why HG Insights was Chosen

Zendesk chose HG Insights based on the following criteria:

- Ability to identify back-end technologies that have no digital footprint
- Ability to quickly match HG Insights tech install data to existing accounts in Salesforce
- Delivery of net new accounts for Help Desk Management software category
- Delivery of granular account data at the sub-product level. For example: Salesforce Service Cloud vs. Salesforce Desk.com

Business Benefits

- 3-5x increase in net new accounts allows Zendesk to win back market share and expand its business
- Marketing efforts are focused on the right accounts/prospects, leading to email open rates of more than 20% on all demand generation campaigns

About HG Insights

HG Insights uses advanced data science to deliver actionable insights that give B2B companies the competitive advantage they need to succeed. The best-in-class leader for accurate technographics, based on machine learning and advanced data science, HG Insights provides B2B marketers with better intelligence to increase their ability to analyze, segment, and speak to their target markets, while innovative OEMs use our information to enhance and differentiate their product offerings. Our proprietary processing platform continuously analyzes billions of documents to curate a comprehensive and unparalleled business intelligence library of the software and hardware that companies use to run their business. HG Insights delivers precision targeting at scale.



OVER
83,000,000
TECHNOLOGY
INSTALLATIONS



USED AT OVER
12,400,000
COMPANIES
GLOBALLY



OF
8,000+
TECHNOLOGY
PRODUCTS



MANUFACTURED BY
4,000+
TECHNOLOGY
VENDORS



VERIFIED BY
369,000,000
DISTINCT DATE
STAMPS

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