

HG Audience

Modernize Your Digital Targeting Strategy

Breathe new life into your digital strategy with [HG Insights](#), the worldwide leader for installed technology intelligence.

Engage Prospects and Customers with Data-driven Precision at Scale

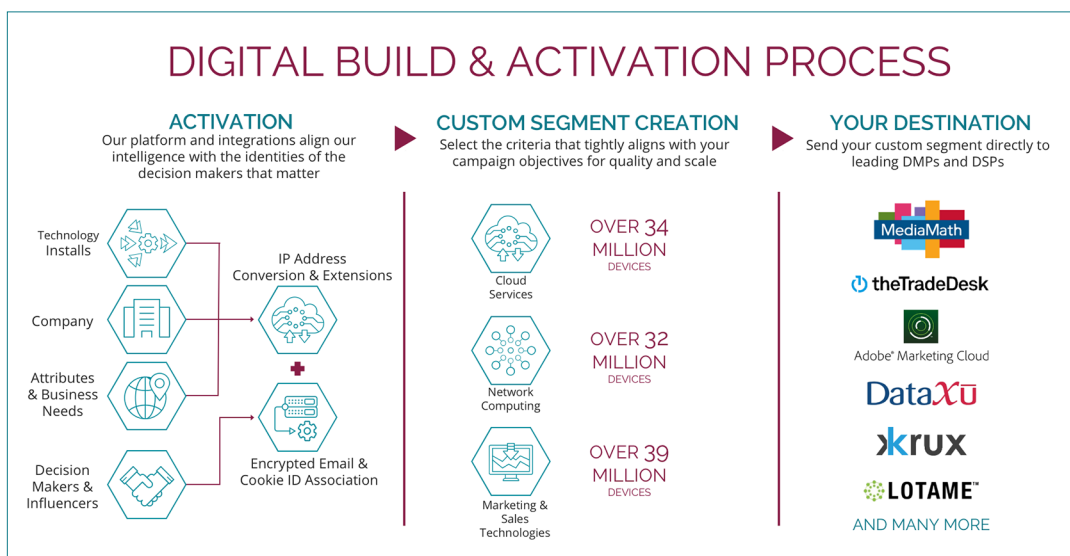
- Hyper-target prospective customers or entire market categories based on installed technologies - or other attributes we track
- Build custom segments of the companies and decision makers that are most important to your business

Accurate segmentation and customized messaging has never been more important than in today's data-driven digital world. Stop deploying display advertising and programmatic marketing campaigns based on traditional firmographics and broad-based, generic list pulls, and move to precision data-driven targeting.



With **HG Audience**, you can deliver campaigns that will:

- Conquest, attack, and displace competitive technologies and services
- Target complementary or interoperable solutions that matter
- Engage prospects before they start the buyer's journey
- Deliver specific, relevant messages to a carefully cultivated audience of decision makers, influencers, and users



Powerful Ecosystem:

Send your custom segment(s) directly into leading Data Management Platforms (DMPs) and Demand Side Platforms (DSPs)

For more information about HG Audience and our digital marketing solutions, contact your HG Insights' sales representative or email us directly at sales@hginsights.com