

## Grow Revenue from Campaigns with Technographics

### Engage with Accounts that Create More Sales More Quickly

Using the right data to select accounts for your demand gen campaigns increases the selling price for your product by 35-40% (according to SiriusDecisions). So if you want to make sure your campaigns don't only get clicks, but also contribute to the bottom line you need technographics to target the best accounts.


### Use Technographics to Choose the Right Accounts

- **Competitive Take Out Programs:** identify accounts using competitor products and target these accounts directly by showing how your solution addresses well-known pain points.
- **Target Complementary Solutions:** find accounts using a complementary product to yours and highlight how you can enhance their existing solution.
- **Upsell and Cross-sell Campaigns:** see which accounts are using old or unsupported products and engage them with campaigns that encourage them to upgrade or consider an alternative solution.

### Tegile Systems Uses Technographics to Generate More Revenue from Its Marketing Campaigns

**Challenge:** Tegile needed a way to find companies with three specific technologies installed as they knew these accounts were more likely to turn into closed/won revenue.

**Solution:** Technographics allowed Tegile to identify and target these accounts with focused campaigns. As a result, Tegile saw a 49% increase in revenue from accounts selected using technographic data.



“Tegile Systems saw a 49% increase in revenue garnered from target accounts with technographic insights.”

Brian Anderson  
News Editor  
ABM in Action

To see how you can start using technographic data to target your campaigns on accounts that generate more revenue, contact us today at [Sales@hginsights.com](mailto:Sales@hginsights.com)