CASE STUDY

FUELING MARKETING OUTREACH

After an exhaustive search, a professional services automation (PSA) company chose HG Data's comprehensive technographic data to fuel their marketing outreach programs. HG Data's technology installation information will be used by the company to **reach new prospects**, **accelerate sales pipeline** and **identify competitor trends**.

TECHNOGRAPHICS USED TO REACH NEW PROSPECTS AND ACCELERATE SALES PIPELINE

THE CUSTOMER

A leading expert in professional services automation (PSA) was looking for new customers who could benefit from their SaaS-based PSA platform.

THE CHALLENGE

The company performed extensive research to identify the ideal customer profile (ICP) for their PSA platform. They primarily wanted to target companies using Salesforce in combination with two other software packages for portfolio and financial management, as they found companies with this type of technology profile benefited the most from their solution.

As the company began engaging with third-party data vendors to find the right targets, it became clear that getting this level of granularity was not going to be easy. Vendors typically fell short because they could only provide data on companies who used one specific platform (Salesforce), but not a combination of platforms. The other challenge for data providers was providing a dataset large enough to make the marketing outreach effort worthwhile.

THE SOLUTION

Dataset

- **HG Data Technographics for Financial and CRM Software**

Benefits

- **Found companies that matched ICP based on multiple software platforms**

- **Increased size of total available market, identifying datasets that were consistently 3 or more times larger than competitors**

- **Provided marketing team with a constant stream of net new accounts to pursue in monthly data updates**

THE TRUSTED LEADER IN TECHNOGRAPHICS

WHY HG DATA WAS CHOSEN

- Granularity of technographics provided a list of companies that met the technology profile requirement – Salesforce, plus portfolio and financial management software
- Provided comprehensive information, consistently identifying datasets that were 3 or more times larger than competitors for a given technology or group of technologies
- Focused on company records rather than contacts. Some competitors provided large volumes of contact records, but they were spread out over a much smaller segment of companies. For example, 20,000 Salesforce contacts, but only 100 companies
- Technographic data updated monthly with new accounts to pursue

BUSINESS BENEFITS

- Accelerate sales pipeline with qualified leads from HG data that match ideal customer profile
- HG Data provides a constant stream of net new accounts to target in quarterly data updates
- Historical technology adoption data and competitor trend information from HG Data inform new product development

ABOUT HG DATA

HG Data 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 Data 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 Data delivers precision targeting at scale.

OVER **88,000,000** TECHNOLOGY INSTALLATIONS	USED AT OVER **13,000,000** COMPANIES GLOBALLY	OF **7,500+** TECHNOLOGY PRODUCTS	MANUFACTURED BY **3,800+** TECHNOLOGY VENDORS	VERIFIED BY **240,000,000** DISTINCT DATE STAMPS

To learn more about how HG Data can provide you with the technographics you need, visit www.hgdata.com.

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