Insights
HG Data Disrupts Vertical Sales and Marketing Status Quo

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HG Data's push into new vertical markets serves as a driving force of change in prospecting and account management processes.

Important Details

HG Data combs the internet and offline resources to capture B2B technology installation data that provides competitive intelligence to sales teams, marketers, and brands. Through supervised machine learning, HG Data continuously trains machines to identify product information presented on websites and buried in unstructured documents. The result is a large collection of semantic rules that serve as training sets of text patterns used to identify specific products, which in turn leads to non-supervised learning.

Traditionally distributing data and analysis through channel partners, HG Data recently launched _HG Focus_, a freemium Chrome extension giving business development and sales reps instant insight into the technology stack of companies when viewing their webpages.

With distribution partners across contact vendors, CRM, predictive marketing analytics, and retargeting, HG Data is rapidly expanding their vertical coverage. A series of recent B2B partnership announcements illustrates HG Data's torrid pace of expansion:

- DiscoverOrg, a provider of highly curated company and contact information, has licensed HG Data's global dataset of B2B technology installations that enable creation of new search filters for its prospecting solution. Integration of HG Data expands the number of searchable technologies by 4,000 and companies linked to those technologies by 770,000.

- HIMSS Analytics, focused on healthcare technology intelligence, has partnered with HG Data to enhance their data collections and verification efforts. Through traditional research methods,

it is difficult to identify at scale which facilities offer specific treatments, at what frequency, and with what equipment. This information has high market intelligence (prospects and competitors) value to medical device and machine sales organizations. HIMSS gains efficiencies and access to broader market coverage. HG Data's *count engine* shows they are tracking 263 medical products across 169,000 locations.

- MadisonLogic, provider of intent data that supports B2B digital brand and demand solutions, now leverages HG Data to help marketers identify a prospect's technology installations. The combination ensures that the right message gets to the right person at the right time, driving increased conversion and marketing ROI.

Expanding from tracking horizontal technology to include professional services software and capitalized equipment, HG Data is building out new vertical market offers ranging from real estate to medical to media.

Implications

As the defacto OEM for technology installation information and analysis, HG Data is starting to feel like "HG Inside" (playing off the long-lived "Intel Inside" campaign). Partner and end-user applications may be unique or proprietary but HG owns all the data and can repurpose at will. Whether branded or unbranded data, there is value in strategic vertical partners to serve the market. Partners provide scaled distribution and vertical application knowledge, allowing HG Data to focus on its core data collection, AI, and analytics competencies.

Supported by an API that facilitates seamless integration, HG provides attributes that allow partners to marry the disparate data sets. Purposefully platform and data agnostic, HG Data doesn't assign proprietary record identifiers. They instead include a range of open source match keys such as URLs and cookies to serve as connection points. This type of data management remains an imperfect science and often requires implementation assistance from HG Data.

HG Data has gone deep into commercializing machine learning but interesting challenges remain. Although they collect all available product information, HG Data's software doesn't yet generate product catalogs. Normalizing and standardizing make, model, and price data (where available) into product hierarchies opens additional high-value OEM markets.

HG's new freemium model affords an opportunity for users to test drive installation data for a single category on a site-by-site basis, setting the hooks for a monetized end-user offer. As a by-product, HG may collect data on prevalent categories and usage to inform product and marketing activities.

The impact of installation data on sales prospecting and account management is game changing. For new business acquisition, presale visibility into competitive and compatible products informs solutions approach. For managing existing accounts, clarity around enterprise penetration (as measured by installs) vis a vis competing products sheds like on propensity to renew. Sales and marketing organizations have an insatiable information appetite and HG Data is a bleeding-edge solutions provider.

HG Data relies on publicly available data, but has a huge head start on potential competitors by way of its massive data set and countless cycles spent on machine learning. Sites can potentially block access to profiling in several ways, but all have elements of self-inflicted damage such as interfering with search engine indexing.

Beyond the visceral upside to sales and marketing, HG Data puts the competitive intelligence community on notice. Fully machine-driven analysis of market penetration, market share, and conceivably revenue will disintermediate both professional service providers and low-scale technology solutions. With the opportunity to steal from existing CI budgets, HG Data often knows more about where technology products are placed than the providers themselves.

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