

CASE STUDY

BEDROCK DATA USES TECHNOGRAPHICS TO REACH CLOUD MARKETS

“We recognize that it’s challenging reaching out to a new audience, but based on the targeting we can do using HG Data technographics, **we saw way above average response** through email outreach — open rates, click-through rates, and engagement — in just our first month, which led to some quick sales wins for us.”



Zak Pines
Vice President of Marketing,
Bedrock Data

TECHNOGRAPHICS HELP IDENTIFY AND ENGAGE NEW AUDIENCES

THE CUSTOMER

Bedrock Data provides the leading data integration service to connect, clean and continuously synchronize data from multiple cloud systems in real-time. Bedrock Data connects multiple business applications to align and unify data for improved team alignment, greater agility and a single view of the customer. Top connected systems include HubSpot, Marketo, Pardot, ConnectWise, Salesforce, Microsoft Dynamics, NetSuite, SugarCRM, Zoho, Insightly, Base CRM, Pipedrive and Cvent.

THE CHALLENGE

As Bedrock Data builds its marketing programs to reach prospective customers, being able to identify companies that are using two or more cloud-based data systems allows them to be highly relevant with their messaging and use cases for prospects.



THE SOLUTION

Dataset/Products

- **HG Data Technographics for Cloud-based Solutions**

Benefits

- **Allows marketing and sales teams to identify ideal potential customers that use multiple cloud-based data systems**
- **Existing leads enriched with technographic data for more effective targeting**
- **More targeted marketing efforts turn into sales successes in less than 30 days**

THE TRUSTED LEADER IN TECHNOGRAPHICS

WHY HG DATA WAS CHOSEN

Bedrock Data reviewed different data providers and after analysis, found that many data providers can get “scrapeable” information, like finding companies using marketing automation systems based on code on the website, but where HG Data stood above and beyond was providing much more in-depth “behind the firewall data,” on a full range of cloud services. Bedrock Data chose HG Data technographics because of the:

- Ability to provide data on companies using multiple platforms (e.g. marketing automation, CRM, event and webinar systems)
- Quality of data
- Depth of data around CRMs

BUSINESS BENEFITS

- Using HG Data, Bedrock Data was able to filter out the top customer prospects based on them having the right pairing of software platforms
- Bedrock Data’s more targeted campaigns turned into business within 30 days of starting a new marketing program

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.

