

# HG AUDIENCE

## MODERNIZE YOUR DIGITAL TARGETING STRATEGY

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

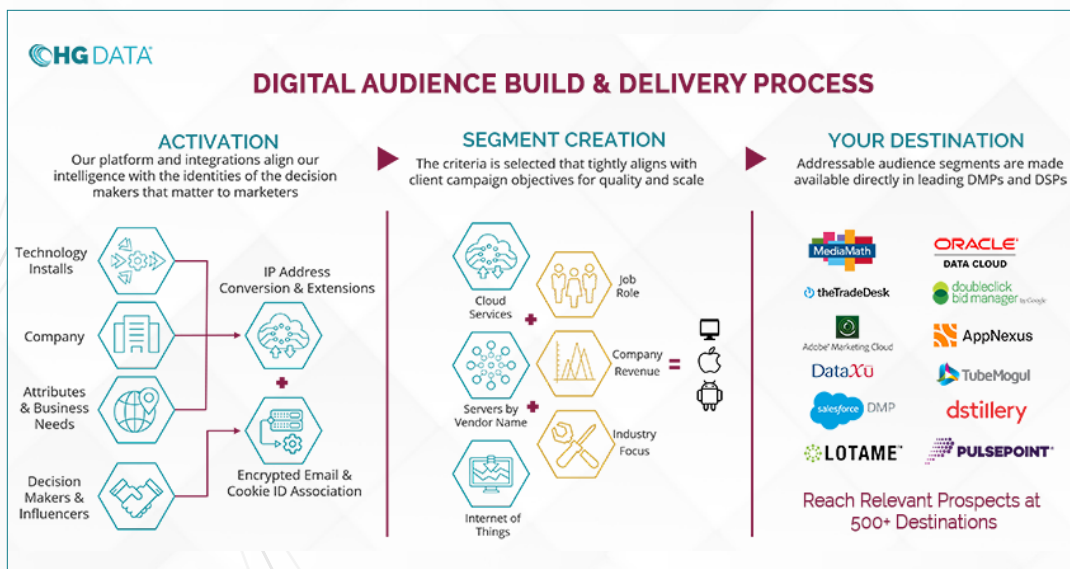
## ENGAGE PROSPECTS AND CUSTOMERS WITH DATA-DRIVEN PRECISION AT SCALE

- 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 Data sales representative or email us directly at [sales@hgdata.com](mailto:sales@hgdata.com)