

HG AUDIENCE

MODERNIZE YOUR DIGITAL TARGETING STRATEGY

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

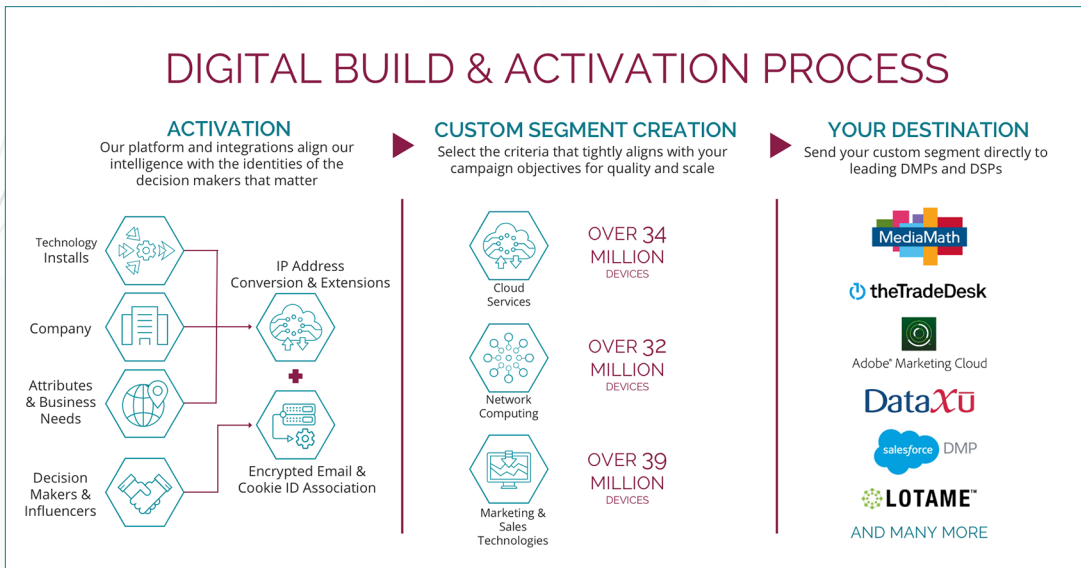
ENGAGE PROSPECTS AND CUSTOMERS WITH DATA-DRIVEN PRECISION AT SCALE

- 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)

In addition to HG Data's core technographic output, audience segments can be fine-tuned with these additional targeting options:

Functional Area of Job Role

Board Member
 Consultant
 C-Level Executive
 Education
 Professor, Higher Education
 Engineer
 Biomedical Engineer
 Chemical Engineer
 Civil Engineer
 Electrical Engineer
 Electronics Engineer
 Industrial Engineer
 Mechanical Engineer
 Finance
 Accounting
 Banking
 Investment Banking
 Wealth Management And Financial Advisory
 Government - Public Service
 Elected Official - Public Service
 Human Resources
 Information Technology
 Database - Data Engineer
 Quality Insurance
 Software Development
 Legal
 Marketing and Advertising
 Medical
 Dental
 Pharmaceuticals
 Sales and Business Development
 Science

Management Level

Board Member	Management
C-Level Executive	Business Owner
Executive	

Industry Focus

Business Services
 Advertising and Marketing
 Construction and Engineering
 Education
 Higher Education
 Banking
 Investment Banking and Securities
 Government - Public Sector
 Healthcare
 Healthcare - Hospitals and Clinics
 Insurance
 Manufacturing
 Media and Internet
 Non-Profit, Charitable and NGO's
 Real Estate
 Retail and Shopping
 Software
 Telecommunications

Company Size

5000+ Employees
 1001 to 5000 Employees
 501 to 1000 Employees
 101 to 500 Employees
 21 to 100 Employees
 1 to 20 Employees

Company Revenue

\$1 Billion +
 \$100 - \$1 Billion
 \$50 - \$100 Million
 \$10 - \$50 Million
 \$1 - \$10 Million
 Less than \$1 Million

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

