



HG DATA OVERVIEW

YOUR BEST RESULTS BEGIN WITH BETTER DATA

Imagine the competitive advantage of knowing what competing or complementary hardware or software your prospects or current accounts use to run their business. With comprehensive technographics from HG Data, you can improve the way you segment markets, refine messages and offers, direct ABM (account-based marketing) initiatives, and feed business intelligence systems to develop actionable analytics.

ADVANCED DATA SCIENCE DELIVERS DATA YOU CAN TRUST

Every day, HG Data indexes more than two billion unstructured documents from offline and online resources. We go well beyond the digital signature information commonly found on public websites, processing content such as social media posts, case studies, press releases, blog articles, government filings, job listings and more, to give you the accurate, reliable B2B intelligence you need to achieve extraordinary results in your sales and marketing campaigns.

Our proprietary [Data Integrity Platform](#) parses and cleans our large datasets, and curates them through machine learning, pattern matching, sophisticated analytics, and other methods. In addition, our platform and data refinement process are constantly fine-tuned by our world class team of in-house data scientists and engineers, who comprise more than 50% of our company.



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

WHAT OUR CUSTOMERS SAY ABOUT HG DATA

"Our **prospecting has increased 3x** since implementing HG Focus because of the visibility into the accounts and knowing that the accounts we are going after fit our ICP."

*Morgan Ingram
Sales Development Manager,
Terminus*

"With the addition of HG Data's unique dataset of installed technologies, EverString is adding the deepest and broadest set of installed technologies data to our algorithms, which further **enhances our ability to prioritize** existing sales leads and identify completely new high-potential prospects."

*Vincent Yang
CEO,
EverString*

"HG Data provided us with the most comprehensive and granular set of technology installation data we could find. HG Data allowed us to target new companies by single or multiple technologies. They also surpassed our expectations by consistently delivering datasets that were **three or more times larger than competitors** for a given product or group of products."

*Brent Spencer
Global Director of Marketing,
Kimble*

"We struggled for years to find high quality data for installed technologies within our prospect base. HG Data not only provides us with great data, but they make it easy for our sellers to consume within Salesforce.com. It's the **most popular data initiative we've launched ever!**"

*Brian Vass
VP of Sales and Marketing Technology,
Paycor*

INDUSTRY RECOGNITION



HG Focus earns 2017 top 3 award for sales intelligence tools
G2 Crowd



Ranked on Inc. 5000 List of fastest growing companies for 2016
Inc. Magazine



Most Disruptive Technology in Relationship Intelligence Award
Software & Information Industry Association (SIIA)



2014 Cool Vendor in Information Award
Gartner

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

