

# HG DATA FOR SALESFORCE



SEAMLESS ACCESS TO WORLD CLASS TECHNOGRAPHICS IN SALESFORCE.COM

## INTEGRATE TECHNOGRAPHIC DATA EASILY - WITH CLICKS NOT CODE

HG Data for Salesforce brings comprehensive technographic information to Salesforce.com users with just a few clicks. HG Data technographics enable marketing and sales teams to get a thorough understanding of the products and technologies a company is using. Leading-edge marketing teams use this data for a competitive advantage through better account qualification and segmentation and more targeted messaging.

Every day, HG Data indexes more than two billion unstructured documents from offline and online resources, using advanced data science and our proprietary platform to provide the most reliable technographic data available. With HG Data for Salesforce, the powerful intelligence you need to find white space opportunities, implement an ABM program or feed your analytics engine is just a few clicks away.



**HG Data for Salesforce provides seamless access to technographics for:**

### ACCOUNT SELECTION AND SCORING

- Identify prospects using products that enable or compete with your company's solution
- Segment and target prospects with relevant offers
- Match the technology profile of prospects against that of successful customer wins to find look-alikes

### SALES INTELLIGENCE

- Give your sales team a competitive advantage with enhanced company profiling at their fingertips

### DEMAND GENERATION

- Develop competitive displacement campaigns, and effective up-sell and cross sell offers
- Create detailed buyer personas to guide the creation of unique selling propositions

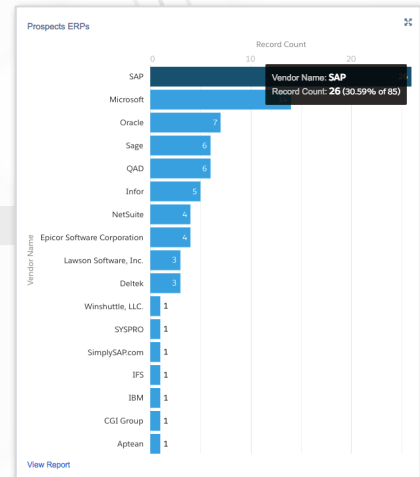
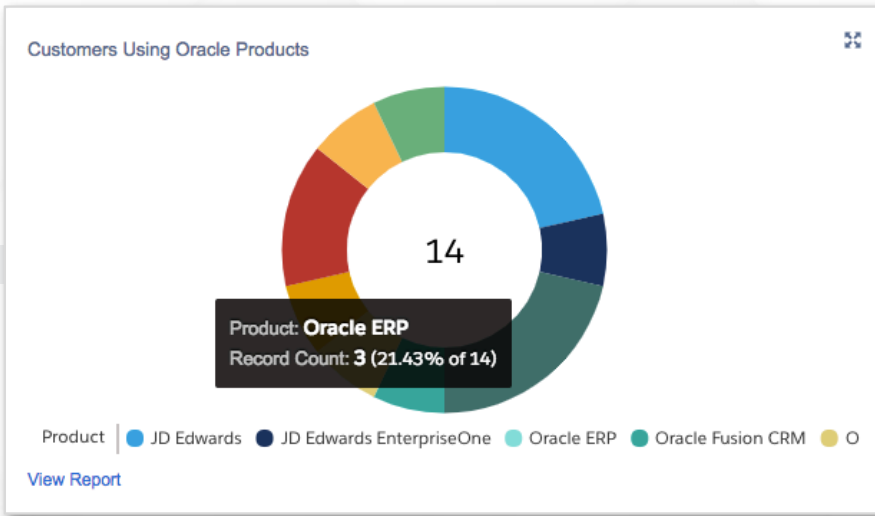
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a024100000LuSTl	Autodesk	Autodesk Constructware
a024100000LuSTI	Nemetschek	Bluebeam Revu
a024100000LuSTd	Infor	Infor Baan
a024100000LuSTg	Microsoft	Microsoft Dynamics
a024100000LuSTe	Microsoft	Microsoft Dynamics AX

*HG Data Technographics in Salesforce right where you need them*

# APPLY HG DATA FOR SALESFORCE TO YOUR BUSINESS

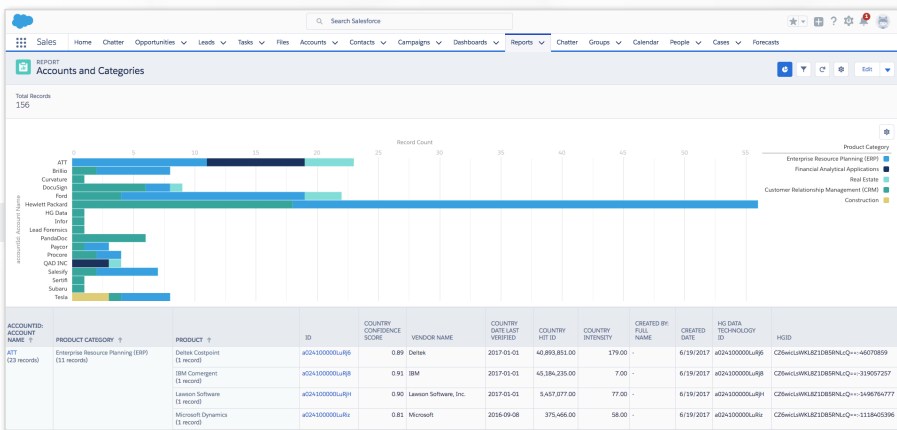
Gain powerful insights and create rich reporting

See how many companies use a specific tech stack



Advanced segmentation and targeting

Access HG Data from Anywhere



## GET STARTED WITH HG DATA FOR SALESFORCE

- HG Data for Salesforce is available for download on the Salesforce.com AppExchange: [insight.hgdata.com/hg-data-for-salesforce](https://insight.hgdata.com/hg-data-for-salesforce)
- Requires an HG Data Subscription -- for more information contact us at [sales@hgdata.com](mailto:sales@hgdata.com)

## OTHER HG DATA PRODUCTS

- **HG Focus:** A free, business intelligence tool that allows you to visit a company's website and instantly know what technologies they have installed
- **HG Audience:** Custom datasets add a layer of content relevance and precision targeting segmentation to digital advertising campaigns

Learn more about HG Data: [www.hgdata.com](http://www.hgdata.com)

