



ROI Study: HG Insights





HG Insights is a leading Account Data and Sales & Market Intelligence solution that gives organizations the ability to generate revenue efficiently through prioritizing Go-to-Market resources.

Many key Go-to-Market roles will find value in the data provided by HG Insights. The team responsible for territory management and account strategies, the demand generation team and the sales team will all find components of the solution that will improve their revenue generation efficiency. Strategy and product teams can also leverage the insights provided by HG to prioritize their activities, ensuring their organizations are focused on those opportunities that represent the greatest value. HG Insights also helps an organization get more value out of their existing Go-to-Market technology stack spanning Sales, Rev Ops, Marketing Ops, and Demand Generation.

CRO's & Revenue Operations: These leaders will appreciate the ability to map out the total relevant market and help create equitable territories, improving the overall performance of the sales team. They also use HG Insights to enrich accounts with contextual intent and functional area intelligence enabling teams to locate the decision makers who are in market ready to make a technology purchase.

Marketing & Business Development Teams: Teams gain efficiency by working prioritized account lists with personalized outreach that speak directly to the prospective buyers needs and timing. HG Insights' technology intelligence data set is highly rated among users who say it is extremely useful for anyone selling technology or to find a specific technology stack which is a determining factor in the success of their solution.

Account Executives: Account executives love that they can stop asking basic account questions during discovery and use that time to build trust by providing meaningful information to their prospects. They also appreciate the time savings they receive by working accounts that have been enriched with key departmental technology spend and contract details, allowing them to tailor their messaging according to the customer's needs.

HG Insights has proven itself to be valuable across several Go-to-Market personas, especially when providing information on larger organizations by triangulating buyer intent with technology usage and spend patterns down to a department level. This robust data set can be used to evaluate and size new markets, quantify the opportunity of an existing segment and help leaders make better growth decisions.

Top 3 Value Propositions

Bridges the gap between account strategy & go-to-market execution

Efficient prospecting through account scoring & prioritization

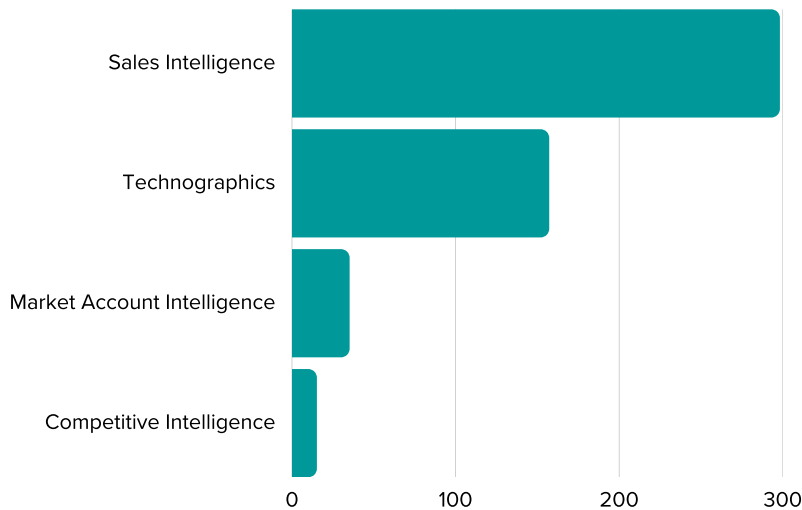
Highest quality technology intelligence data

Customer Use Cases



In reviewing feedback from hundreds of users, we have determined that HG Insights' primary value propositions are widely experienced by their customers.

Top Use Cases cited by HG Insights Customers on G2



Customers tell us that HG Insights:

- Shows where to invest for growth
- Provides intelligence for disruptor campaigns
- Maps out the ICP and TAM/TRM
- Enables data-driven sales playbooks
- Identifies and enriches best-fit accounts
- Offers in-depth usage and spend data for cloud technologies
- Easily integrates with CRM for sales activation

Use Case	When to Prioritize this Tech
Territory Planning	For large sales orgs covering multiple products and geos, territory planning solutions are essential to building equitable territories that increase sales plan participation, quota attainment, and boost morale.
Account Scoring & Segmentation	If you're struggling to hit revenue goals, account scoring based on an Ideal Customer Technology Profile will help your reps prioritize their efforts on qualified accounts with the highest propensity to buy.
Pipeline Creation & Velocity	Use intelligence data to build robust account plans and plays that show reps how to approach each customer with tailored messaging based on competitor or complimentary technology, IT spend, and intent profiles.
Marketing & ABM Account Prioritization	Focus scarce resources by targeting your marketing activities on those accounts with the highest propensity to engage based on technology intelligence, intent, and other factors that go well beyond firmographic scoring.

QUOTABLES

"Made our GTM teams more intelligent and purposeful"

"We use HG Insights to plan our GTM strategy and identify path to revenue"

"The level of granularity in the insights is unparalleled"

"We now build detailed account strategy plans with IT spend and tech intelligence"

"We use it daily to provide our sales with valuable insights on prospects and customers"

"The best way to model our ICP & size potential markets"

HG Insights ROI

Customers see material ROI over prior approaches after implementing HG Insights.

Improves Go-to-Market Strategy

- Identifies new paths for revenue
- Foundation for planning our Go-to-Market strategy
- Make data-driven decisions to drive revenue vs bets on intuition
- Translates data into meaningful insights to inform our strategy
- Shows product leadership where to invest on our product and which markets and locations we should be playing in
- Backbone of our revenue decisions, strategies and operations

Revenue Outcomes with HG Insights

HG Insights customers report revenue and efficiency outcomes as a direct result of a data driven go-to-market

15K

of accounts enriched
Equinix

64%

Increase in close-won revenue
Tegile

\$100M

Deliver \$100M pipeline with \$35M in sales
TD Synnex

360

360 degree view of customer drives revenue
Snowflake

4x

Increased conversion via account prioritization
Global 2000 Company

Growth

Faster sales cycles, higher price points, lower churn
Equinix

** Quotes and stats are from our direct customer interviews & case studies as well as reviews submitted through G2.com*

About GTM Partners

GTM Partners, a data-driven Go-to-Market Analyst firm, helps organizations achieve efficient growth by transforming their GTM strategy. We work with high-growth companies to help them unify their GTM teams and to provide them with lasting strategies and frameworks. GTM Partners, with a mission to make Go-to-Market simple aims to be the voice of the industry for all things GTM.

We do this by offering:

1. Data and benchmarks collected from data providers, including G2 and Bombora, as well as our community of the world's fastest-growing companies.

2. Research, best practices and design frameworks to provide guidance on the best-in-class approaches to strategizing, executing and tooling your Go-to-Market approach.

3. Personalized advice and support from experienced leaders and practitioners that help you address business challenges in a manner that is authentic and specific to you.

Our consulting work focuses on areas such as Go-to-Market strategy, creating a Point of View and Go-to-Market project execution strategy across the 8 pillars of GTM.

4. Events and networking with industry leaders looking to define the category of Go-to-Market and revolutionize the way we create value for our organizations.

About the analysts



Bryan Brown
Chief Analyst

Bryan is a SaaS pioneer and thought leader in the marketing and sales tech industry. He has both created and brought to market innovative software products and ideas while helping thousands of companies in their effort to grow revenue more efficiently. Bryan is a co-founder with multiple exits (Vtrenz), has led strategy teams in Fortune 100 Companies (IBM) and has helped multiple organizations scale their products & Go-to-Market approaches from point solutions to platforms (Silverpop, Terminus).



Lindsay Cordell
Senior Go-to-Market Analyst

Lindsay is a practitioner turned analyst who studies best practices and trends in Go-to-Market and develops actionable models and blueprints for our clients. She has held both practitioner and leadership roles in almost every aspect of Go-to-Market, including Product, Marketing, Sales, Revenue Operations, and Enablement for several Fortune 500 companies, including AT&T, Hearst and Cox. She most recently ran the GTM Center of Excellence for the Account-Based Marketing Platform Solution Terminus.



Sangram Vajre
Industry Analyst

Sangram is a three-time best-selling author and co-founder of several organizations, including Terminus, The Peak Community and most recently, GTM Partners. Sangram has been at the forefront of B2B marketing trends, the Flip-my-Funnel movement, and defining the Account-Based Marketing category ushering in a new generation of marketers. He has previously held CMO roles at Pardot, a Salesforce company and Terminus.

About GTM Partners' ROI Studies

GTM Partners' ROI studies are third-party validated assessments of Go-to-Market vendor solutions that are primarily focused on how to get the most out of an investment in technology. Centered around use cases (as opposed to stack ranking vendors), these guides are intended to provide readers with a data-driven analysis of what problems the solution is intended to solve and how well it delivers on those promises.

ROI Studies are developed in three stages:

- First, we will work with the vendor to learn about their capabilities. The vendor must respond to a use-case-driven market survey, provide a demo and give us insight into their roadmap.
- Next, we analyze G2 data to understand how the market at large is using the solution and what they find to be most valuable. We also review feedback on the entire segment to understand how that vendor performs against its competitors or similar solutions in the use cases specified.
- Finally, we speak with three customers to better understand their primary use cases, get an understanding of any additional investment outside of the cost of the solution and confirm any need for additional investment in companion solutions required for the use cases to be performed.

GTM Perspectives are developed at the request of the vendor, who provide us access to their customers and support our understanding of the solution we are validating.



www.gtmpartners.com
analyst@gtmpartners.com

DATA POWERED BY 