

HG Contextual Intent Data Dictionary

Last Updated September 29th, 2021

Name	Type	Additional Information
COMPANY_NAME	VARCHAR	Company name
URL	VARCHAR	Domain tied to observed Intent signal
HQ_CITY	VARCHAR	Headquarter location city of company
HQ_STATE	VARCHAR	Headquarter location state/province of company
HQ_COUNTRY	VARCHAR	Headquarter location country of company (ISO 3166-1 alpha-2)
HG_EMPLOYEE_RANGE	VARCHAR	Values: <ul style="list-style-type: none"> • Less than 10 • From 10 to 49 • From 50 to 199 • From 200 to 499 • From 500 to 999 • From 1,000 to 4,999 • From 5,000 to 9,999 • Unknown
HG_REVENUE_RANGE	VARCHAR	Values: <ul style="list-style-type: none"> • Less than \$1,000,000 • From \$1,000,000 to \$9,999,999 • From \$10,000,000 to \$49,999,999 • From \$50,000,000 to \$99,999,999 • From \$100,000,000 to \$199,999,999 • From \$200,000,000 to \$499,999,999 • From \$500,000,000 to \$999,999,999 • Unknown
HG_INDUSTRY	VARCHAR	Values: <ul style="list-style-type: none"> • Agriculture, Forestry and Fishing • Banking and Financial Services • Construction and Real Estate • Educational Services • Health Care and Social Assistance • Industry Associations • Insurance • Manufacturing • Media and Entertainment • Mining and Natural Resources • Others • Professional, Scientific and Technical Services • Public Administration • Retail Trade • Service Industry • Telecommunications • Transportation and Warehousing • Travel and Tourism

		<ul style="list-style-type: none"> • Utilities • Wholesale Trade
INTENT_TOPIC	VARCHAR	~7000 topics available. Catalogue available upon request
INTENT_SCORE	NUMBER	Strength of intent activity for a particular topic. This is a composite score when multiple locations are observed for the same topic and same company/URL. Score ranges from 1-100
INTENT_LEVEL	VARCHAR	<p>Values:</p> <ul style="list-style-type: none"> • LOW • MEDIUM • HIGH <p>Correspond to scores as follows:</p> <ul style="list-style-type: none"> • LOW = INTENT_SCORE < 65 • MEDIUM = INTENT_SCORE >= 65 AND < 85 • HIGH = INTENT_SCORE >= 85
INTENT_DATESTAMP	DATE	Date Intent signal was observed.
INTENT_BUYER_JOURNEY	VARCHAR	<p>Values:</p> <ul style="list-style-type: none"> • RESEARCHING • EVALUATING <p>The content resulting in the intent activity is classified based on the context of the content. For example, is a user looking at pricing information? If enough activity is detected that indicates a potential buying motion where specific vendors or products are being considered, we classify the piece of intent as “evaluating” which is a widely adopted term for this very late-stage phase in the technology buying cycle.</p>
INTENT_CONTEXT	VARCHAR	<p>Values:</p> <ul style="list-style-type: none"> • Whitespace • Displacement • Expansion • <BLANK> <p>Whitespace - Company is researching or evaluating a product from an install category that we don't detect as currently installed</p> <p>Expansion - Company is researching or evaluating a product from an install category where we already detect an install from the same vendor associated with the intent signal. When a signal has an Expansion context, we provide the disposition which is a description of what vendor or product is already installed</p> <p>Displacement - Company is researching or evaluating a product where we already detect an install of a competitive product from a different vendor. When a signal has a Displacement context, we provide the disposition which is a description of what vendor or product is being displaced</p>
INTENT_CONTEXT_DISPOSITION	VARCHAR	When INTENT_CONTEXT is equal to Expansion or

		Displacement, INTENT_CONTEXT_DISPOSITION contains the product(s) being expanded or displaced
INTENT_CITY	VARCHAR	When Intent is observed occurring in the United States, whenever possible, the city of the activity is included. Field is blank if unknown or occurring in a different country
INTENT_STATE	VARCHAR	When Intent is observed occurring in the United States, whenever possible, the state of the activity is included. Field is blank if unknown or occurring in a different country
INTENT_COUNTRY	VARCHAR	Country that the intent signal was observed. (ISO 3166-1 alpha-2)
INTENT_LOCATION_SCORE	NUMBER	Strength of intent activity for a particular topic at a particular location. Useful when a signal is detected at more than one location to better understand where the signal is strongest. Score ranges from 1-100
HG_CATEGORY	VARCHAR	HG Insights taxonomy classification of the observed intent topic. E.g. 'Enterprise Resource Planning (ERP)'
HG_VENDOR	VARCHAR	Vendor associated to the topic when resolvable
HG_PRODUCT	VARCHAR	Technology product that is tracked by HG Insights when topic is a product