

HG Insights Audience

Empowering Agencies with New B2B Targeting for Programmatic Display Success

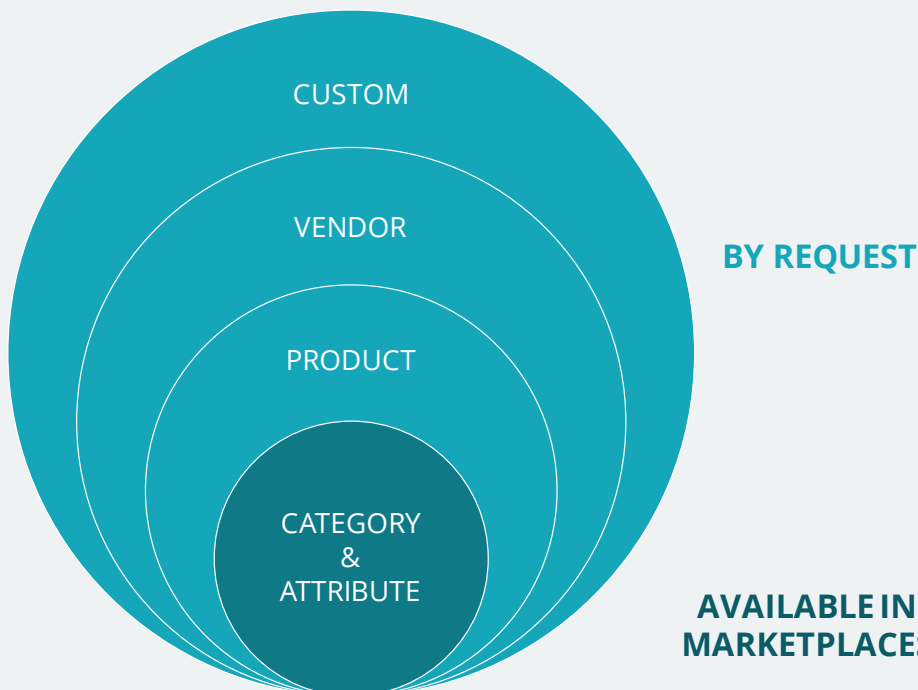
Creating something new for your client is one of the most fun (and challenging) aspects of agency life. But when you deliver something new that is also proven, trusted, and drives ground breaking campaign KPIs, the experience can be sublime. So if you're deploying programmatic advertising campaigns based on traditional firmographics or broad-based selects you're missing an opportunity for both your team and campaign results to shine.

With HG Insights Audience, you can now achieve the extraordinary results your clients desire by hyper-targeting their display advertising campaigns with segments based on our extensive set of technology installation data and other company past purchases and insights – what we commonly call technographics.

The Most Common Targeting Tactics with HG Insights Audience

- Run competitive displacement campaigns for your clients that target users of competing past purchased products
- Address prospects using an interoperable or otherwise complementary product with a message showing how your client's product fits in
- Target users of a particular software or hardware product to invite them to a special event or send them a relevant upsell or cross-sell offer
- Create custom segments based on keyword priorities or topic relevance beyond B2B technology installs

Market-Ready Data: B2B Technology Installs



I tested HG Insights' Audience segment against several third party elements and it drove significantly higher CTRs, literally **627% better**. Your data drove a **16% increase** in CTR vs. retargeting too.

— Associate Media Director, Top-Five Ad & Media Agency, Data Management & Storage Client

We offer an extensive collection of Technographics so you can target ad campaigns by technology, vendor, category or a custom attribute.

Over **83,000,000** technology installations
Of **9,000+** technology products

Manufactured by **5,000+** technology vendors

Verified by **360,000,000** Distinct date stamps

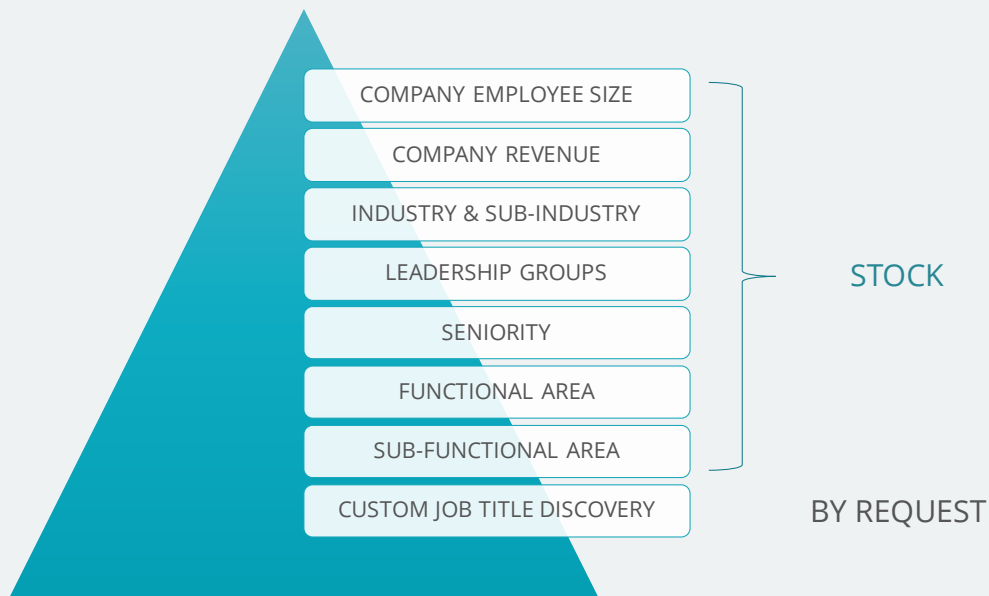
A monthly build with continuously expanding vendors and products

HG Insights Audience — Beyond Install Base

While HG Insights is most known in our client-direct channel for our proven and trusted technographics, our proprietary IP and platform is generating insight-based audience segments far beyond the technology products and services detected at a company. Some of the most common topics our agency partners use for targeting include:

- Past purchases in healthcare
- Historical participation in trade shows and other physical events
- Energy and utilities usage
- Bring-your-own-device companies
- Detected employee benefits—e.g. the “install base” of health insurance providers
- Agency-provided named account lists (Account-Based Marketing)
- And dozens of other standard or custom topics

Refine Targets with Extensive Firmographics & Job Role Criteria

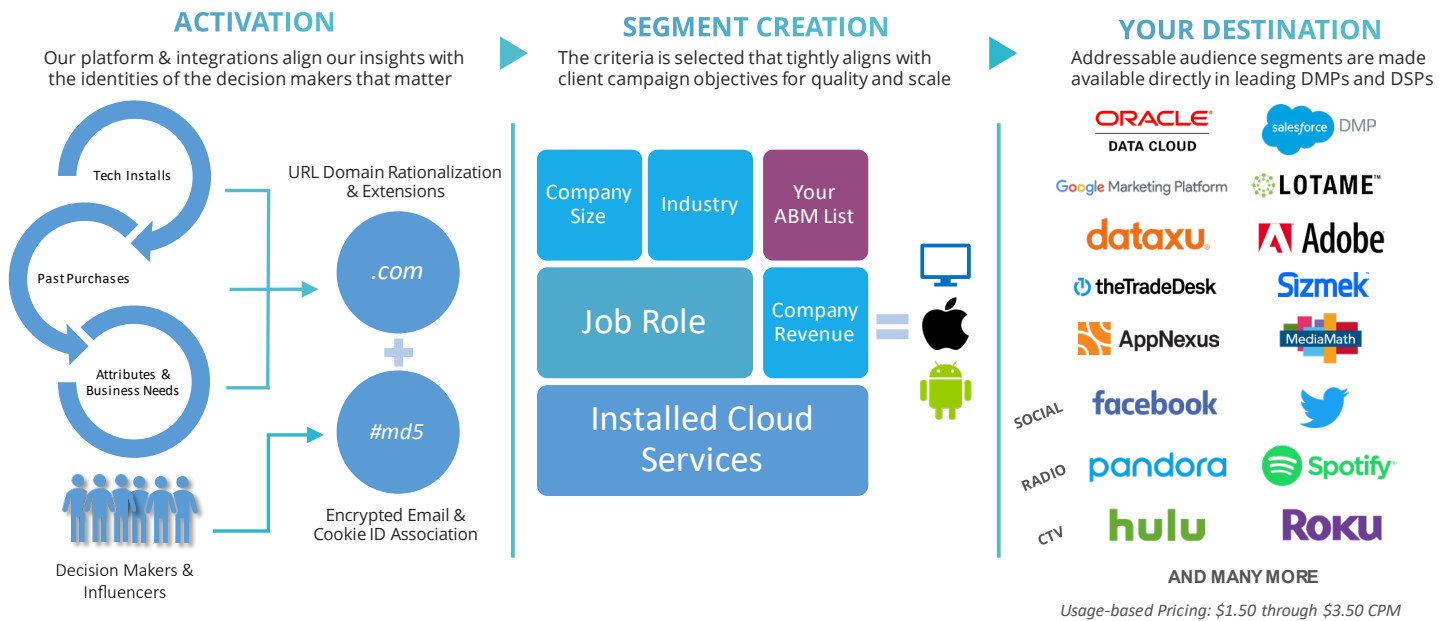


You can further refine any target audience for your client campaigns using our extensive collection of firmographics and job role criteria, which you can also customize with high precision.

Deep Integration and Easy Distribution to the Platforms that Matter

Any HG Insights Audience segment(s) can be pushed directly into leading Data Management Platforms (DMPs) and Demand Side Platforms (DSPs). You'll find some of our more broadly classified segments in some of the industry-leading marketplaces for immediate self-service. But, with the potential for custom segmentation looming so large and impactful, one-off delivery is a common method of partnership with agencies.

AUDIENCE BUILD AND DELIVERY PROCESS



For more information about HG Insights Audience and the tactics that will best fit your client campaign objectives, contact your HG Insights sales representative or email us directly at audience@hginsights.com