HG Insights

Better ABM with Technology Intelligence

Drive Higher Conversion Rates on Your Target Accounts

Account selection is the most critical component to ABM success. That's why 66% of marketers surveyed by Demand Gen Report indicated that they are using or plan to use technology intelligence to select the right accounts for their ABM programs.

Tech Intelligence Help You Target the Right Accounts from The Start

- **ICP Definition:** use tech intelligence to see which accounts have technology products that are competitive or complementary to yours so you can target them with highly relevant offers

- **Look Alikes:** having tech install data on all your accounts allows you to identify accounts that resemble your best customers so you can focus your outreach on the right accounts

- **360 Degree View:** do your accounts use old or legacy products? Do they invest in SaaS? Tech intelligence provides the answers, allowing you to select accounts that are ready to upgrade or consider an alternative solution

How Bedrock Data Delivered Engagement Rates at 2.5x Industry Average

Challenge: Bedrock Data needed a way to target accounts using 3 or more specific cloud-based software systems that were in the company's ideal customer profile.

Solution: Bedrock Data used tech intelligence to identify the accounts and then developed an integrated campaign of digital ads, e-mail, usage guides, SDR outreach and more to generate sales in less than 30 days. Tech intelligence informed the specific material they produced, leading to engagement rates that were 2.5x the industry average.

> 66% of marketers are using or plan to use technology intelligence to select the right accounts for their ABM programs.
>
> ABM Benchmark Survey Demand Gen Report

To see how you can start using Tech Intelligence to select accounts that drive larger deal size, faster sales cycles and more revenue for your business, contact us today at **Sales@HGInsights.com**