HG Insights

Account Scoring with Technology Intelligence

Prioritize Prospects That Drive Sales

Technology intelligence allows growing businesses to identify accounts that are 50% more likely to convert into closed/won revenue. This is why sales and marketing teams who use tech intelligence to score their accounts cite tech install data as the most critical component of their success.

Top Account Scoring Use Cases That Maximize Sales

- **Competitive Displacement:** boost scoring for accounts using competitor software or hardware products and target them with a message that shows how you solve their pain points

- **Complementary Campaigns:** score target accounts that use a technology product you enhance and reach out to them with your value proposition

- **Upsell/Cross-sell:** know the entire technology environment of your account and route accounts that are using legacy products to your sales and marketing teams for outreach automatically

How Tegile Achieved 64% Lift in Closed/Won Revenue Prediction

Challenge: Tegile, a Western Digital Brand, wanted an easy way to prioritize accounts for their sales team.

Solution: Tegile determined that any accounts with three specific technologies installed had a 64% higher likelihood of turning into closed/won revenue. Tegile used technographic scoring to identify and send these accounts to their sales team automatically.

> " Tech install data helped us identify accounts with the right technology profile for our solutions. As a result, we can now identify the accounts that are 64% more likely to turn into closed won revenue. "
>
> James Schoensiegel, Global Marketing Ops Manager, Tegile, a Western Digital brand

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