



**The Tech Intelligence Revolution**  
**How Quality Technology Insights**  
**Can Turbocharge your Business**

**MONTHLY BUDGET**  
 HOW TO USE: Enter your budget for each category in the **Summary By Category** table below. Enter transactions on the **Transactions** sheet to see how your actual spending compares to your budget.



**SUMMARY BY CATEGORY**

Category	Budget	Actual	Difference
Auto	\$200.00	\$390.00	\$110.00
Entertainment	\$200.00	\$32.00	\$168.00
Food	\$300.00	\$205.75	\$144.25
Home	\$100.00	\$35.00	\$30.00
Medical	\$100.00	\$80.00	\$20.00
Personal Items	\$100.00	\$30.00	\$110.00
Travel	\$100.00	\$100.00	\$0.00
Utilities	\$100.00	\$120.25	\$197.25

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## **Introduction**

A company's IT stack can provide you with the critical technology insights or 'technographics' you need to customize your sales and marketing outreach. From it, you can get clear insights into what software or hardware technology products your accounts have installed, how much they spend on those products, and when the technology is up for renewal. This information can be used from everything to TAM analysis and sales territory planning, to ICP creation, account selection, and crafting highly relevant messages for your outreach.

## **Tech Insights Help Guide Entire Sales Process**

Tech Insights help you through the entire sales process, from planning to closing the sale. Comprehensive and accurate IT spend and technology installation intelligence give you what you need to identify your ideal customer profile, correctly size your market opportunity, and divide sales territories so they are more equitable and profitable. At the same time, technology insights can also provide you with contract data so you can you prioritize which accounts to target first.

## **Use Tech Insights to Prioritize Accounts and Be Relevant**

For companies selling B2B technology products or services, the best way to grab the attention of your target accounts is to hook them with a personalized message. Tech Insights provide you with the intelligence you need to prioritize which accounts to pursue and helps you reach out to your prospects with a message that's relevant and directly addresses how you can help their business. All of this

intelligence helps your sales and marketing outreach be much more targeted, relevant, and effective, whether you're reaching out via email, digital advertising, phone, or social media.

In this special report, we will explain what tech insights are and how they can be used to select a vendor, use cases for them and how you can use the intelligence you derive from them to generate revenue faster.

- Part 1: Why You Need Tech Insights to Accelerate Revenue Growth
- Part 2: Why the Approach for Curating Tech Insights Matters
- Part 3: Get Quality Tech Insights at Scale
- Part 4: Making Tech Insights Easily Accessible and Actionable

# Part 1: Why You Need Tech Insights to Accelerate Revenue Growth



If you're a B2B technology company, knowing what kind of technologies your accounts are using, how much they are spending on these products, and when those products are up for renewal, represents invaluable information for your sales and marketing teams. Complete technology insights like these provide you with a better understanding of the total technology footprint of your accounts, which makes the sales process easier, from defining your TAM, ICP and sales territories, to completing the sale.

## Technology Install, IT Spend & Contract Intelligence

Tech insights show you the hardware and software technologies that organizations use to run their business. This can include whether the technology is in the cloud or on-premise and how likely it is for a prospective account to install a certain technology product. It can also help companies target accounts using competing or complementary solutions with highly relevant outreach showing how your product solves well known pain points or enhances their existing technology.

Granular IT spend intelligence adds an additional layer of insight, allowing you to see what your accounts are spending on a specific product category so that your sales and marketing teams can see the size of new opportunities early on and capitalize on more revenue possibilities for your company. Additionally, contract renewal intelligence tells you which accounts to prioritize during outreach.

Comprehensive tech intelligence enables you to generate revenue faster because it helps you target the right accounts, at the right time, with the right message. Technology insights are particularly useful for the following use cases:

### TAM & Market Analysis

Tech insights can help you discover how much bigger your total available market is than you expected. With IT spend intelligence, you can focus your sales and marketing efforts on the markets with the most potential value.

[\*\*Learn More\*\*](#)

## Ideal Customer Profile Development

Tech insights like IT spend and technology purchase behavior allows you to analyze your top customers and better define what your true Ideal Customer Profile (ICP) looks like. Knowing whether your ideal customer uses a multi-cloud-strategy, an ABM program, or outdated hardware sets you up to focus your efforts on accounts with the highest revenue potential.

[Learn More](#)

## ABM Scoring & Prioritization

Targeting and prioritizing the accounts that have the highest propensity to buy and fit your Ideal Customer Profile (ICP) fuels ABM success. Technology scoring allows you to develop highly targeted account lists and identify the best fit accounts for your solutions by looking at their current tech-stack. IT spend intelligence enables you to discover new opportunities by focusing on accounts with the largest budgets and greatest revenue potential.

[Learn More](#)

## Sales Territory Planning

Using highly accurate IT spend, install, and contract renewal data, you can ensure that your account executives target the prospects that best match your ICP and are most likely to buy your products. IT spend intelligence also allows you to equalize territories by accurately gauging the potential revenue in each sector so you can ensure equality and efficiency in your plans.

[Learn More](#)

## Marketing Campaigns

Targeting and messaging campaigns with tech insights allow marketers to design and execute programs that increase engagement, generate leads, and build hyper-targeted segmentations based on unique IT spend and technology install profiles. Using this intelligence, you can convert more leads by delivering highly relevant campaigns with customized messaging.

[Learn More](#)

## Digital Advertising

Using technology insights, you can maximize your advertising spend by hyper-targeting your ads to accounts that use certain technology products that you specify. IT spend allows you to target decision makers at companies that have budget sizes that are a match with your products.

[Learn More](#)

## Part 2: Why the Approach for Curating Technology Insights Matters



### Approaches for Obtaining Tech Insights

When choosing a vendor, it is important to consider the methods your provider uses to curate their technology insights so you can ensure that you are getting comprehensive and accurate technology intelligence.

#### Phone Surveys

Some methods, such as phone surveys, have proven so successful that companies have used them for decades. Organizations that continue to use this approach today employ large teams of experienced analysts to make the phone calls and derive the information. However, scaling data curation this way is hard and time consuming so companies using this method typically only focus on extracting data from a very specialized segment of the market and track a restricted number of businesses within a particular category.

### **Digital Scraping**

Another popular technique that companies use to track technology intelligence is digitally scraping code from a website that indicates if a specific technology is in use. If the code is readily available, these companies can provide you with digital signature information that lets you know whether an account is using a certain product, such as Marketo, Salesforce, or Google Analytics.

Unfortunately, this method is limited because it cannot give you any information on hardware or software technologies that do not leave a digital footprint. Legacy code can also be left on a website after a product is no longer in use, which leads to skewed data and an inaccurate profile.

### **Modeling**

A third popular approach to gathering tech insights is the creation of models to try and determine what types of technologies certain companies may be using. Third-party data providers do this by identifying a restricted number of companies that use a specific type of technology, such as a CRM or marketing automation platform, and then proceed to build a model to deduce other companies who may be using the same technology. Although this method can save time, it lacks accuracy because it is based on predicting what a company may have installed rather than knowing.

## **Why Your Tech Insights Vendor Matters**

Technology insights can come in many forms and vary greatly when it comes to breadth, depth, and quality, which is why it's very important to choose the right vendor. At HG Insights, our goal from the start was to provide the most reliable worldwide data set available at scale. To do this, we invested in a team of experienced engineers and used data science to create a unique method of

processing, curating and delivering the most comprehensive and accurate technology insights in the market today.

And because accuracy is important to us, a significant portion of our process also involves human validation of our output. In Part 3 of our report, we will go over how we're able to provide accurate and comprehensive technology intelligence at scale, so that our customers have the tech insights they need to generate revenue faster.

## Part 3: Get Quality Insights at Scale



### Solving the Quality and Scale Issue for Customers

As mentioned in part two of our report, organizations have been collecting technology insights or ‘technographics’ for decades. However, most of the methods for doing so had limitations when it came to either the quality of the information or the depth and breadth of coverage.

HG Insights set out to solve this issue for our customers by staying focused on two questions:

1. How do we build the most accurate data set available?

## 2. How do we do this at scale worldwide?

Our method relies on processing as much data as we can so that we develop accurate, verifiable technology intelligence. This requires a solution capable of not just processing clean, pre-parsed data sets, but also extracting facts from billions of messy, unstructured documents in a wide range of formats. The only way to do this at scale is to use advanced machine learning and natural language processing (NLP) techniques as part of our data curation process. So we've invested in a team of really smart engineers and data scientists to develop algorithms and training sets that can auto-generate rules.

This means that every time we learn something new, whether we get something wrong and want to correct it, or we get something right and want to repeat it, we have a very sophisticated environment and platform that allows us to do that. This is how we achieve our goals of delivering accurate technology insights at scale for our customers.

One of the other things that sets HG Insights apart from other providers is the amount of data we process on a daily basis. We don't use models to build our datasets because we know that when you start with really high-quality, factual, and empirical data, you're going to get a better result. We also have a quality team dedicated to purchasing, licensing and vetting documents from a variety of providers, to ensure we build our insights from the best sources possible.

In brief, we:

1. parse through billions of documents and more than 22 different document types,

2. digitize the information in an extensive document archive,
3. use our unique IP, consisting of NLP, machine learning, algorithms, and analytics, to analyze and provide context for the insights we produce,
4. and perform human validation of statistically relevant samples and independent phone surveys to ensure we're providing our customers with quality tech intelligence.



When you're processing documents at this scale, you need to have a system that can quickly tell the difference between words that mean different things and put them into context. For example:

- Tableau software vs. tableau (French for table)
- Spark vs. Adobe Spark

This may seem like a simple example, but there are literally thousands of other examples like this that our system successfully processes using the rules we've put in place and that we continue to add and refine as new examples come up. Automating the process as

much as possible is how we're able to consistently aggregate facts at scale and provide meaningful technology intelligence for our customers. We also use this same process in order to obtain our IT spend and contract renewal data so that our customers receive a complete technology profile for each of their accounts and can use that information to create targeted, and relevant messages that boost sales.

## **Why Customers Choose Our Insights**

HG Insights stands out from other providers by offering expanded tech intelligence that allows you to not only see what technologies your accounts have installed, but also how much they are spending on their technologies in specific IT categories and when their contracts are up for renewal. Our IT spend and contract renewal intelligence complement our technology installation data because they provide a deeper understanding of when your prospects are ready to buy.

For example, if you sell Salesforce add-ons, it would be useful to know when companies have recently added Salesforce to their tech stack and how much these companies are spending on add-ons that complement or compete with your own products. Other providers may provide one of these three insights, but we are the only one that delivers all three at scale. Applying all of this intelligence at once can help your company see the true size of your potential opportunities and understand when the best time to reach out to target accounts might be.

## Part 4: Making Tech Insights Easily Accessible and Actionable



Large amounts of technology insights can be difficult to implement into your business because it can be time-consuming and often involves getting help from your operations team. HG Insights solves this issue by making our insights easily available and actionable from your own systems of record. This allows you to access and use our tech intelligence for your sales and marketing outreach directly from your CRM, MAP, or digital advertising platforms — without having to manually integrate data or ask your ops team for help.

Here's how we make our insights available in some of the most popular B2B sales and marketing platforms:

## HG for Salesforce

Ensure your sales teams are focused on the right leads and accounts with tech intelligence enrichment in Salesforce.com CRM. These insights allow you to accelerate your sales cycles because your teams will know exactly who to target and how to best pitch to prospects by understanding their tech stack. And with a native integration built on Salesforce.com's Lightning Data Platform, you can get up and running in minutes without needing to task your operations team with a major integration project.

[Learn More](#)

## HG for Marketo

Enhance your Marketo marketing automation platform with HG Insights' account intelligence to build smarter campaigns that increase engagement, qualified leads, and revenue based on the tech profiles of your accounts. Our data can help you customize your messages to prospects and prioritize leads for your sales team based on their likelihood to buy.

[Learn More](#)

## HG for LinkedIn

Better target prospective customers, increase response rates, and create more leads with custom audiences for your LinkedIn campaigns powered by technology insights. Precisely target your ad-spend on companies using competitive or complementary technologies to deliver relevant ads that generate more leads.

[Learn More](#)

## **HG Audience segments for LinkedIn, Facebook, and other social platforms**

Increase lead generation, generate brand awareness, and grow prospect and customer engagement with our specialized audience segments that put your ideal customers within precise reach. Target companies that use products that are competitive or interoperable with yours through relevant display ads that show how you solve well known pain points or enhance an existing solution.

[\*\*Learn More\*\*](#)

Thanks for reading our report:

## **The Tech Intelligence Revolution**

### **How Quality Technology Insights Can Turbocharge your Business**

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#### **Questions? Please contact us:**

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