

# HG Insights Case Study - BetterCloud

BetterCloud Uses Technographics to Find Accounts with a 2-3x Higher Selling Opportunity

## Background

**BetterCloud** is the first SaaS Operations Management platform, empowering IT to define, remediate, and enforce management and security policies for SaaS applications.

## Challenge

The ability to provision, administer and secure multiple SaaS applications from one central location using BetterCloud software is a tremendous value to IT managers. BetterCloud knows that the more SaaS products IT has to manage, the more valuable their solution becomes to both the IT managers they serve and their own bottom line. For example, depending on the number of systems the BetterCloud platform manages, the selling price for their solution can go up by a factor of 2-3x. The challenge for their sales team is finding these accounts

2-3x  
higher selling opportunity

## Solution

BetterCloud turned to technographics from HG Insights to help their sales team find accounts with two or more specific SaaS applications installed. This allowed their sales and marketing teams to target and close on accounts with higher average selling prices. In addition, using a combination of HG Insights for Salesforce to enrich accounts and leads in Salesforce, and the HG Focus Chrome extension, BetterCloud's 25-person SDR team increased their percentage of meetings booked by 16%.

16%  
increase in booked meetings

## Why HG Insights Was Chosen

- Ability to identify accounts with multiple SaaS platforms installed
- Seamless integration with Salesforce allows sales and marketing teams to pull their own reports for outbound activities
- Technographic data delivered a very high match rate on BetterCloud's internal testing



“HG Insights makes it easy for our sales team to find accounts with the highest revenue potential. Their tech install intelligence is accurate and deep, and has allowed us to identify and prioritize accounts with a 2-3x higher selling opportunity and increase our booked meetings by 16%.”

— Joseph Iantosca, Vice President Financial Analytics

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