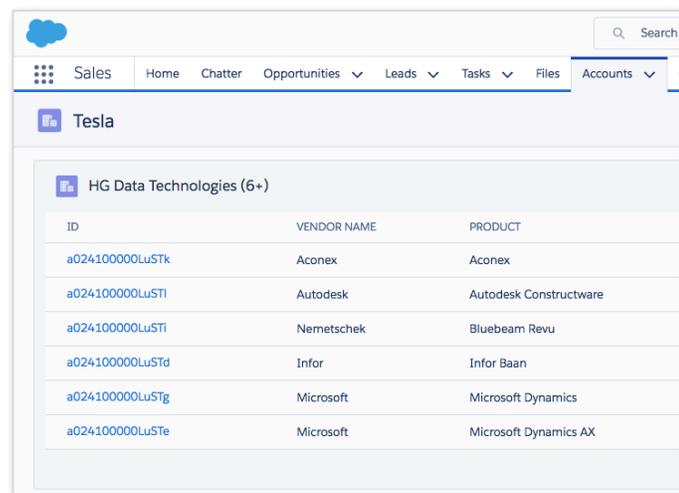


HG for Salesforce

Seamless Access to World Class Technographics in Salesforce.com Integrate Technographic Data Easily - with Clicks Not Code

HG for Salesforce brings comprehensive technographic information to Salesforce.com users with just a few clicks. HG Insights' technographics enable marketing and sales teams to get a thorough understanding of the products and technologies a company is using. Leading-edge marketing teams use this data for a competitive advantage through better account qualification and segmentation and more targeted messaging.

Everyday, HG Insights indexes more than two billion unstructured documents from offline and online resources, using advanced data science and our proprietary platform to provide the most reliable technographic data available. With HG for Salesforce, the powerful intelligence you need to find white space opportunities, implement an ABM program or feed your analytics engine is just a few clicks away.



ID	VENDOR NAME	PRODUCT
a024100000LuSTk	Aconex	Aconex
a024100000LuSTI	Autodesk	Autodesk Constructware
a024100000LuSTI	Nemetschek	Bluebeam Revu
a024100000LuSTd	Infor	Infor Baan
a024100000LuSTg	Microsoft	Microsoft Dynamics
a024100000LuSte	Microsoft	Microsoft Dynamics AX

HG Insights' Technographics in Salesforce right where you need them



HG for Salesforce provides seamless access to technographics for:

Account Selection and Scoring

- Identify prospects using products that enable or compete with your company's solution
- Segment and target prospects with relevant offers
- Match the technology profile of prospects against that of successful customer wins to find look-alikes

Sales Intelligence

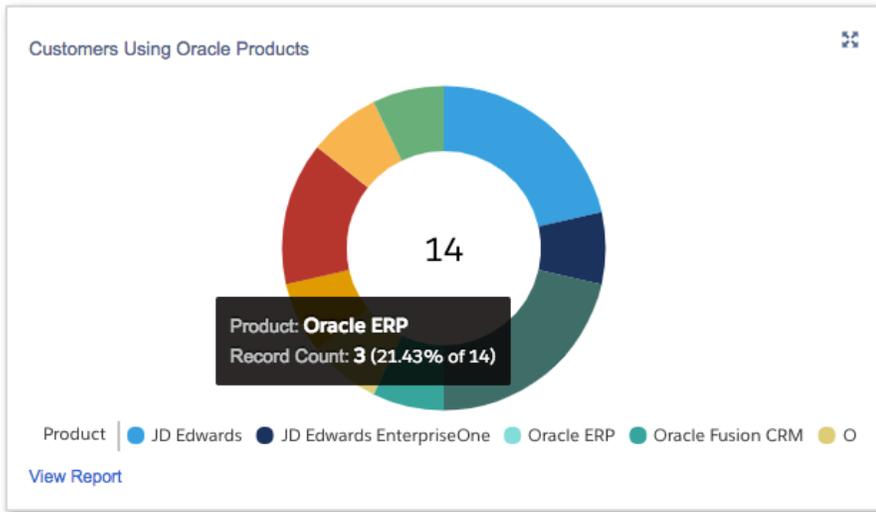
- Give your sales team a competitive advantage with enhanced company profiling at their fingertips

Demand Generation

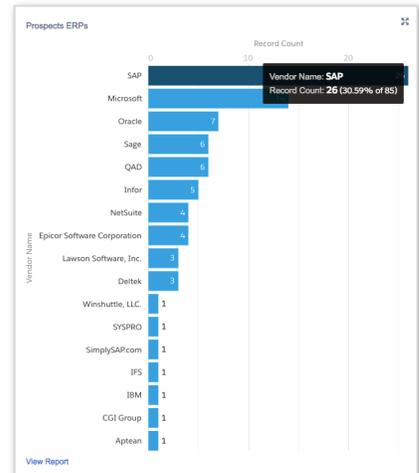
- Develop competitive displacement campaigns, and effective up-sell and cross sell offers
- Create detailed buyer personas to guide the creation of unique selling propositions

Apply HG for Salesforce to Your Business

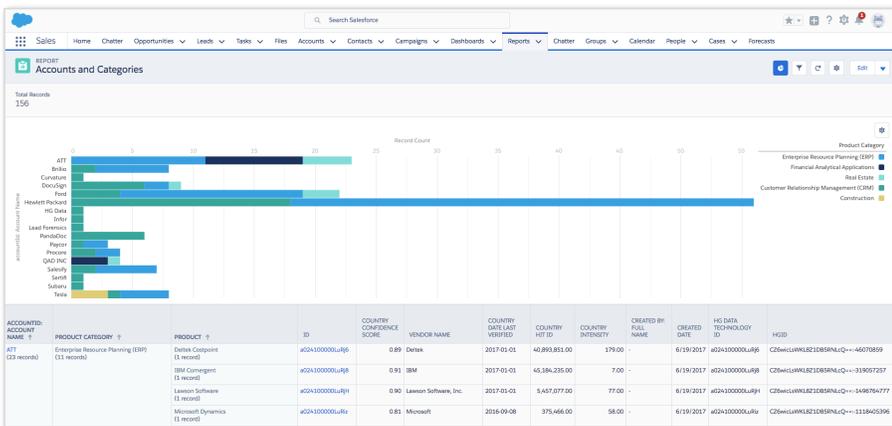
Gain powerful insights and create rich reporting



See how many companies use a specific tech stack



Advanced segmentation and targeting



Access HG Insights from Anywhere



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Other HG Insights Products

- [HG for Marketo](#) - Fuel revenue growth with campaigns powered by technographics
- [HG for LinkedIn](#) - Build hyper-targeted audiences for your LinkedIn campaigns

Learn more about HG Insights: www.hginsights.com