

Expand your TAM with Technographics

Find More Revenue Opportunities from the Right Prospects

Most sales and marketing teams underestimate the size of their total available market (TAM). Companies who use technographics to find their TAM, typically find their true revenue opportunity is 3x - 5x larger than their original projections.

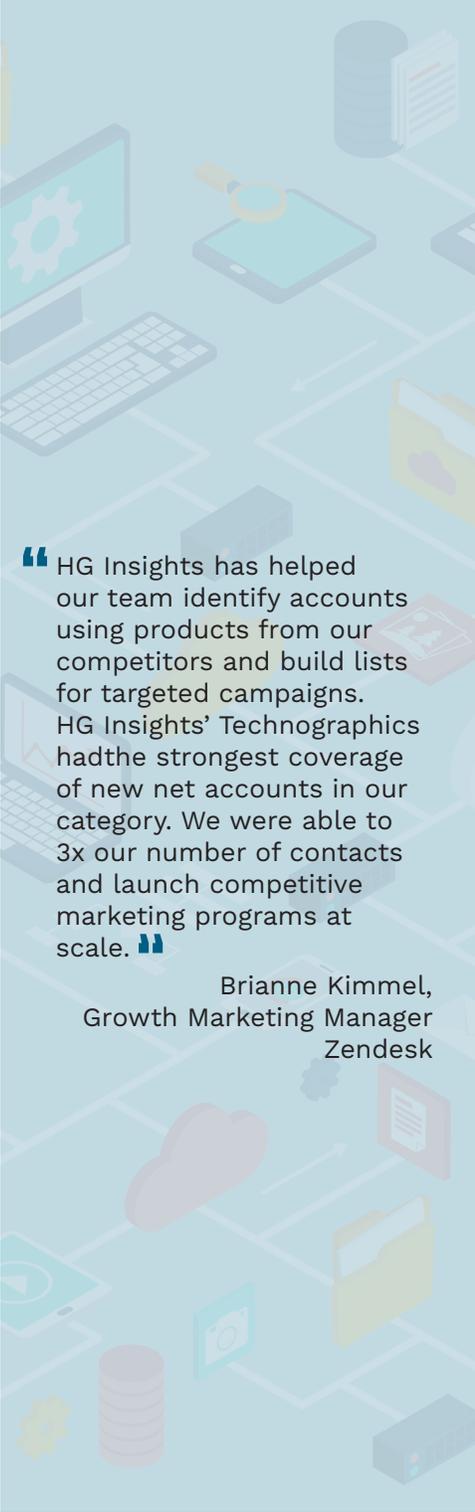
Technographics Help You Pinpoint the Right Revenue Opportunities

- **Identify the Right Accounts:** have a technology product that enhances another solution? Use technographic data to find new accounts that use this solution. Then reach out to them with a message that shows how you improve what they have.
- **Challenge Competitors:** tech install data can identify new accounts that use your competitors' products so you can target them with a message that directly addresses well-known pain points.

Zendesk Uses Technographics to Attract New Customers & Beat the Competition

Challenge: Zendesk needed a way to identify companies using lower-end or legacy competitor products so that they could target these companies with a competitive displacement campaign.

Solution: Zendesk used technographics to quickly identify net new accounts using competitor products. They then used competitive displacement campaigns to win back business or land new customers. Using technology install data, Zendesk found three to five times more accounts (per competitor) than what had existed in their own database. They also achieved open rates of more than 20% on their campaign e-mails due to the quality of the data.



“ HG Insights has helped our team identify accounts using products from our competitors and build lists for targeted campaigns. HG Insights' Technographics had the strongest coverage of new net accounts in our category. We were able to 3x our number of contacts and launch competitive marketing programs at scale. ”

Brianne Kimmel,
Growth Marketing Manager
Zendesk

To see how you can start using technographic data to identify accounts that increase your conversion rates and expand your revenue opportunities, contact us today at Sales@hginsights.com