

Small and Midsize Business Data Set

The addition of a curated *Small Business Data Set* allows customers to define markets and uncover new business at no extra cost.

HG Insights' small and midsize business data set is a robust addition to HG's market-leading coverage and company tracking – now offering unparalleled insights into the small business market.

Companies included in this curated data set have:

- A revenue between \$1 and \$50M
- An employee range between 1 and 10,000
- Quality and accurate data that has been selected with a well-defined criteria to eliminate any irrelevant information

The *Small Business Data Set* also enhances the HG Platform with an additional 7.4M product installs and 1.1B intent signals.

KEY BENEFITS

Curated for small business coverage, selected from billions of records, to ensure small and midsize businesses are included in the HG Platform.

Doubling the records on the HG Platform, with 780K new small and midsize business records added to the existing data set.

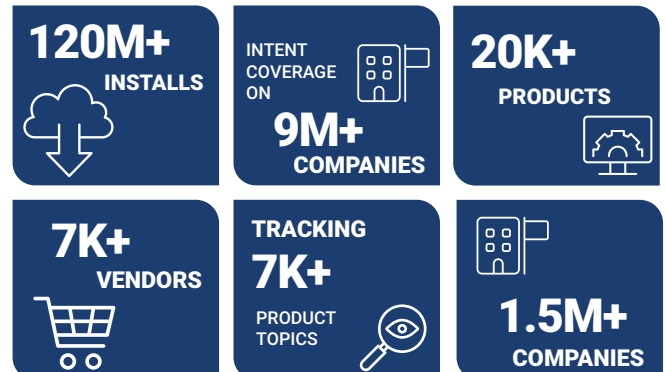
Additional coverage including data across 200+ countries, 7.4 million global product installs, and 1.1 billion intent signals with context.

Quality data-driven insights, without the noise, so customers can plan sales strategies into their small and midsize business markets.

COMPREHENSIVE COVERAGE

The addition of the *Small Business Data Set* for HG Platform customers is part of the company's strategy to bring all of its offline insights into the solution to fuel new business opportunities for Go-To-Market teams and decision-making across departments within an organization.

HG's comprehensive coverage includes:



SUMMARY

Customers selling into small and midsize business markets can now leverage the power of the HG Platform to define their market, uncover more business opportunities, and plan Go-To-Market strategies using carefully scoped and curated *Small Business Data Set*.

About HG Insights

HG Insights, global provider in data-driven insights to 90% of Fortune 100® B2B tech companies, is your Go-To-Market intelligence partner.

We use advanced insights into technology intelligence—on installations, spend, and contract details paired with cloud product usage, adoption, and spend—to provide B2B companies with a better way to analyze markets and target prospects. Our customers achieve unprecedented results in their marketing and sales programs thanks to the indexing of billions of unstructured documents each day to produce a detailed census of the technologies companies use to run their businesses.

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