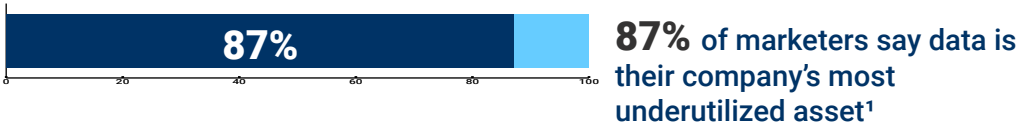


HG Insights LinkedIn Connector Boosts Engagement with Target Audiences

Sales and marketing can efficiently collaborate on a single platform to optimize marketing efforts with data-driven insights.

01 DRIVE CAMPAIGN PERFORMANCE

Target active buyers by leveraging real-time data and increase LinkedIn campaign performance.

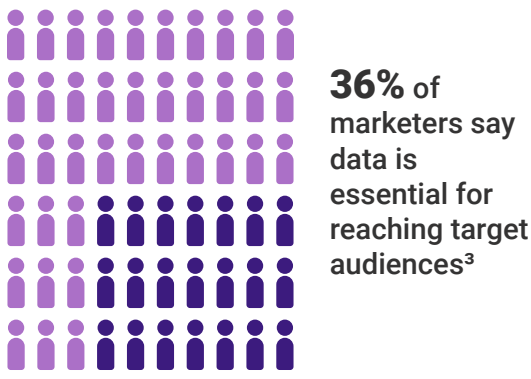
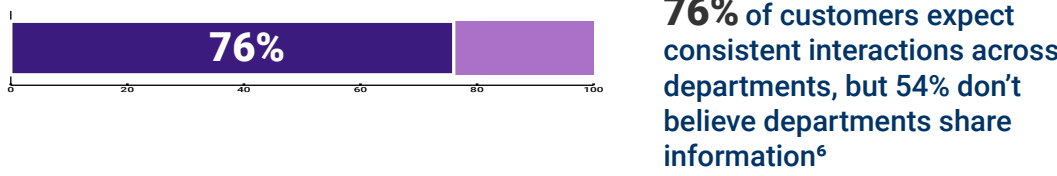


HG Solution:

- Authenticated, high-quality data
- Data-driven insights derived from technographic, firmographic, spend and Contextual Intent™ data
- Enhanced opportunity lists with account matching

02 SUPPORT SALES EFFORTS

Enhance sales and marketing collaboration with a single platform to align and execute advanced tactics.



HG Solution:

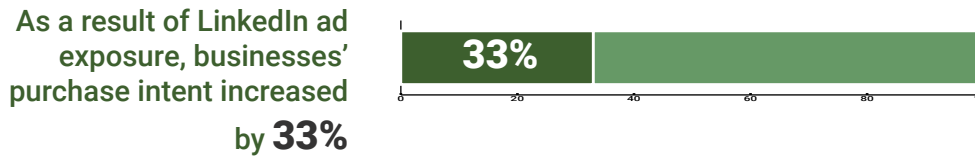
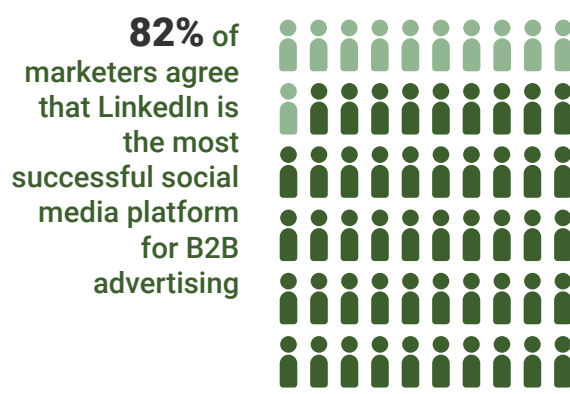
- Optimize marketing efforts by targeting based on technographic profiles
- Align outreach efforts around companies that fit their Ideal Customer Profile
- Enhance marketing efforts with real-time data

03 LEVERAGE THE POWER OF HG

Empower users with data-driven insights on customers that fit the Ideal Customer Profile for advertising campaigns.



A LinkedIn ad can reach **14.6%** of the world's population



HG Solution:

- Generate demand by targeting the most engaged audiences
- Build targeted segments in LinkedIn using HG Platform's account matching feature
- Easily connect HG Platform to LinkedIn Campaign Manager within minutes

HG Insights LinkedIn Connector integrates the HG dataset with LinkedIn advertising campaigns. Users can leverage HG's powerful data-driven insights and boost digital engagement to generate demand.

To learn more, download the solution brief, or visit hginsights.com/linkedinconnector

Sources:
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⁴ The State of Data-Driven Marketing, Hubspot Report, 2023
⁵ 5 Stats That Show How Data-Driven Organizations Outperform Their Competition, Keboola Blog, 2022
⁶ Salesforce State of Marketing Report, 8th Edition, Salesforce Report, 2022
⁷ 108 Important LinkedIn Statistics for 2023 (Data & Trends), Demandsage Blog, 2023
⁸ 108 Important LinkedIn Statistics for 2023 (Data & Trends), Demandsage Blog, 2023