

LinkedIn Connector

A direct integration to bring powerful Technology Intelligence drawn from the HG dataset into LinkedIn Campaign Manager, boost engagement and conversions, and develop hyper-targeted messaging.

LinkedIn advertising can no longer be ignored – it's a critical tool that gives sales and marketing teams the ability to work together on a single platform to execute advanced tactics and find customers that meet their Ideal Customer Profile.

The HG Insights LinkedIn Connector allows users to create customized audience segments to boost engagement by delivering the right messages to the most engaged audiences. With the push of a button, users can add HG's company-level insights to their LinkedIn Campaign Manager, elevating digital advertising campaigns by targeting customers currently in their markets that have a need for their product or service and will engage with their campaigns.

Our targeted list builder will provide a specific install base, technographic, intent*, or firmographic profile based on the Ideal Customer Profile for the companies a customer has identified in the HG Platform. This important integration will allow users to:

- Enhance existing digital marketing efforts by targeting companies using specific technologies
- Support sales efforts by aligning sales and marketing outreach around the accounts with the highest propensity to buy
- Optimize digital marketing efforts based on real-time data about buyers currently in the market that have a need for a product or service and engage with campaigns

KEY BENEFITS



Unique Audience Segmentation

Leverage the power of the HG Platform by utilizing specific firmographic, technographic, intent*, and install data to help build custom audiences for LinkedIn Campaign Manager



Improved Campaign Planning

Understand the size of the Total Addressable Market (TAM) before spending on ads in order to build a more targeted strategy for high-impact campaigns



Drive LinkedIn Advertising Campaign Performance

Dramatically increase awareness, engagement, and lead generation with targeted messaging to potential customers with specific pain points associated with their current technologies



Identify Strategic Intent and Prioritize Revenue Potential

Focus advertising campaigns on companies with general interest, activity, and future opportunities, that stand to benefit most from your product/solution or align with your campaigns

KEY FEATURES

HG Insights LinkedIn Connector allows users to access powerful technology insights in the framework of a leading marketing platform and leverage this data to create targeted campaigns based on their Ideal Customer Profile. This helps increase the effectiveness of existing account-based marketing campaigns, supports sales efforts and alignment, and optimize digital marketing campaigns based on real-time data.

Leverage Insights from the HG Insights Platform

The LinkedIn Connector incorporates data from the HG Platform to create targeted audiences for campaigns, which users can leverage to precisely target users of specific products, including intent*, technographic, and firmographic data on LinkedIn.

LinkedIn has more than 875 million members and 57 million organizations, so effective campaign targeting is critical.

Quick Onboarding and Ease of Use

Avoid the shortcomings of traditional integrations with the LinkedIn Connector, where you're able to connect your account and start creating targeted audiences in your LinkedIn Campaign Manager within minutes.

Enhance LinkedIn Matched Audiences

LinkedIn's Matched Audiences is a set of marketing targeting capabilities that gives advertisers the unique ability to combine LinkedIn's advertising data with our powerful insights. This feature gives easy, intuitive access to HG Insights in advanced targeting areas in order to reach the right audiences on the platform.

Easily Measure the Success of Campaigns Through Account Content History

When viewing LinkedIn advertising analytics, search for a specific account and view how they interact with content created from hyper-targeted messaging efforts.

Summary

In today's market, businesses must develop a granular digital marketing strategy to grow and stay ahead of the competition. Without a strategy, companies face limited reach, the inability to target specific demographics, and a lack of measurable results. With the LinkedIn Connector, users can increase the effectiveness of their existing Account-Based Marketing (ABM) campaigns by creating custom segments of companies that meet their Ideal Customer Profile.

Leverage insights from the HG Platform directly within LinkedIn Campaign Manager to target potential customers of all sizes.

**Note: Contextual Intent is an add-on service to this integration. It is not included in the standard version.*

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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