ZoomInfo & HG Data

The most accurate and comprehensive data
source just got smarter.

TECHNOGRAPHICS.

Every organization runs on technology. Imagine the competitive advantage of knowing what tools or applications your prospects or current accounts use to run their business. Now you can.

Technographics gives you insights into a company's current technology stack, along with buying signals that may indicate future needs. Having this information is essential to knowing your customers and your markets, understanding their major pain points and staying ahead of their next purchase decision. With comprehensive technographics, you can refine the way you segment markets, tailor marketing messages and offers, create targeted ABM campaigns, and develop actionable analytics to gain greater insights.

ZOOMINFO & HG DATA PARTNERSHIP

The one-stop shop for the business insights you want and the contact information you need. ZoomInfo has licensed the entire HG Data database of installed technologies. This data, which covers all technologies known to be installed and used in over 3.5M companies globally, is now integrated with ZoomInfo's data. The combination of both data sources will provide the most extensive and accurate source of data available in the market today. With comprehensive technographics from HG Data and reliable contact information from ZoomInfo, you can save significant time segmenting and connecting with your ideal buyers.

ABOUT HG DATA

Based in Santa Barbara CA, HG Data gathers data daily from more than two billion documents such as job postings, social media, federal filings, websites, content libraries and source code. Their technology categorization system is very extensive covering around 8,000 technologies. Combining data crawling and machine learning with manual verification using an external call center to verify details directly with the company concerned, HG Data has become the most reliable B2B intelligence you need to achieve extraordinary results in your sales and marketing campaigns.

ABOUT ZOOMINFO

ZoomInfo's Growth Acceleration Platform combines the most comprehensive and actionable B2B database with integrated tools to help companies optimize sales and marketing effectiveness, jump-start growth, and maximize profitability. The continuously updated database enables sales and marketing teams to execute more effective marketing campaigns and improve sales prospecting efforts with access to on demand direct dial phone numbers, email addresses, and background information.

WHAT MAKES ZOOMINFO DIFFERENT

For over a decade, ZoomInfo's Growth Acceleration Platform has helped businesses achieve both productivity and efficiency by combining the world's most comprehensive database with solutions that optimize success.

- The database has over 200 million professional profiles and 12 million business profiles.
- Data is gathered from proprietary technology that constantly validates B2B contact information.
- Provides access to more direct dial phone numbers and email addresses than any other market intelligence provider on the planet.