

# HG Insights Releases HG for LinkedIn

Author, Tim Royston-Webb

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**We're pleased to announce the release of HG for LinkedIn, our new integration with LinkedIn, which helps digital marketers to better target prospective customers and increase response rates with more relevant advertising on the LinkedIn platform.**

Through this integration with LinkedIn's Matched Audiences API, advertisers can now leverage HG Insights' technology profile data to focus campaigns on companies that are using competitive or complementary technologies. These campaigns help businesses to better align digital advertising with competitive takeout programs, account-based marketing strategies and targeted brand awareness initiatives.

### **HG for LinkedIn Use Cases**

HG for LinkedIn lets digital advertisers get their message in front of the right decision makers for a more targeted and rewarding ad spend. And the precision targeting enabled by HG for LinkedIn is suitable for a wide range of use cases, including:

**Competitive Takeout:** companies can target their ads to their competitor's customers directly, showing how their solution can better solves their existing challenges.

**Interoperability:** marketers can display ads to companies using products that are interoperable with their product, highlighting how they can easily integrate and enhance their existing solution.

**Initiatives and Priorities:** hone in on organizations with specific initiatives and priorities by analyzing the technologies they currently use.

**Hyper-Targeted Audiences:** Build campaign segments based on technographic profiles that can identify the relevant technology products currently in use.

[\*\*Watch Our Video to See HG for LinkedIn Features in Action\*\*](#)

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### **Data Science Foundation**

## About the Data Science Foundation

The Data Science Foundation is a professional body representing the interests of the Data Science Industry. Its membership consists of suppliers who offer a range of big data analytical and technical services and companies and individuals with an interest in the commercial advantages that can be gained from big data. The organisation aims to raise the profile of this developing industry, to educate people about the benefits of knowledge based decision making and to encourage firms to start using big data techniques.

## Contact Data Science Foundation

Email: [admin@datascience.foundation](mailto:admin@datascience.foundation)  
Telephone: 0161 926 3641  
Atlantic Business Centre  
Atlantic Street  
Altrincham  
WA14 5NQ  
web: [www.datascience.foundation](http://www.datascience.foundation)

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### **Data Science Foundation**

Data Science Foundation, Atlantic Business Centre, Atlantic Street, Altrincham, WA14 5NQ  
Tel: 0161 926 3670 Email: [admin@datascience.foundation](mailto:admin@datascience.foundation) Web: [www.datascience.foundation](http://www.datascience.foundation)  
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