

Comparison of Company Data Services for Retail, Hospitality, and Packaged Goods Industries

OpenAI Deep Research Query Report – 2/27/2025

Overview: Several data service providers offer intelligence on companies (contacts, financials, and technology installations) tailored to industries like retail, hospitality, and consumer packaged goods (CPG). Below is a structured comparison of key players – including IHL’s Sophia, IDC’s Worldwide Wallet, ZoomInfo, D&B Hoovers, and HG Insights – covering the data they provide, pricing models, strengths/weaknesses, geographic coverage, and the best use cases for each.

IHL Sophia (IHL Group)

- **Data Points:** Focused on retail and hospitality (with some manufacturing/CPG). Profiles of ~8,800 retail/hospitality companies in North America and EMEA, tracking ~300 types of hardware, software, and services installed. Includes ~200,000 validated contacts (with emails) tied to those installations, plus financial performance benchmarks and detailed IT spending breakdowns by category ihlservices.com. Uniquely links each retailer’s IT spend to specific technologies in use, key IT personnel, and company financial results ihlservices.com.
- **Pricing:** Offered as a subscription per industry segment and region. Full access is about **\$199 per segment/month per region** (~\$2,200 annually), with discounts for multiple segments or longer terms ihlservices.com. (For example, a retailer segment in one region costs ~\$2.2K/year; all segments in a region run up to ~\$10K/year.)
- **Strengths:** Deep specialization in retail and restaurant technology. Provides highly **actionable detail on tech “install base”** (e.g. which point-of-sale or CRM systems a retailer uses) and even predicts which systems are due for replacement in the next 24 months ihlservices.com. Integrated financial and benchmark data helps link technology to business outcomes, giving context for each account’s performance. The contact data is **well-validated for this niche**, so sales teams get relevant IT and business contacts tied to the tech in use.
- **Weaknesses:** Limited industry scope – it’s invaluable for retail, hospitality, and related CPG manufacturers, but not useful outside those sectors. Coverage is also mostly **North America and EMEA** ihlservices.com with little to no data on companies in Asia or other regions. The database (8,800 companies) is much smaller than general-purpose providers, so it may miss smaller firms or those outside the defined retail segments.

- **Geographic Coverage:** North America, Europe, Middle East & Africa focused ihlservices.com. (Primarily covers major retailers and restaurant/hospitality chains in those regions; global retail giants are included, but Asia-Pacific retailers are largely not covered.)
- **Best Use Cases:** Ideal for technology vendors and service providers **selling into the retail or hospitality industry**. For example, a POS system vendor can use Sophia to find which retailers haven't upgraded their systems in years or which are using a competitor's product – along with the right IT contacts and insight into the retailer's budget and performance. It's also useful for industry analysts or strategists who want a tailored view of the retail tech landscape, where linking IT investments to business metrics is critical.

IDC Worldwide Wallet (IDC)

- **Data Points:** Broad account-level intelligence on **enterprise IT spending**. IDC's Worldwide Wallet service provides estimated **annual IT budgets and forecasted tech spending** for over **175,000 of the world's largest companies** (by revenue) idc.com. Data is broken down by region and IT category (hardware, software, services, etc.), and a related "Spend by Tech Provider" dataset offers spending estimates by vendor/product for over 150,000 companies idc.com. In essence, it tells you **how much a company invests in IT and where** that budget goes. (Coverage spans all major industries, including retail, hospitality, CPG, finance, etc.)
- **Pricing: Enterprise subscription, quote-based.** Pricing is not public; it is a premium research service typically licensed by large tech firms. Costs are **significant (often in the high tens of thousands USD per year)** given the depth and breadth of data. IDC usually provides this as part of a larger advisory package or regional dataset – clients work with IDC to define the scope (global vs. specific countries or industries).
- **Strengths: Unmatched macro-level insight into IT spend.** This is the go-to for understanding "**wallet share**" – which accounts have the biggest tech budgets and how those budgets are allocated. It's global and comprehensive: a tech vendor's strategy team can identify top-spending accounts in, say, grocery retail or hotel chains worldwide, or see trends like growing cloud spend in the CPG sector. The data is backed by IDC's research credibility, and it's updated with forecasts, helping with forward-looking sales planning. In short, it "**arms IT vendors**" with **analysis of where money is being spent** idc.com which is powerful for market sizing and prioritizing targets.
- **Weaknesses: No contact names or org charts.** This is a market intelligence tool, not a prospect list – it won't give you specific decision-maker emails or phone numbers. The information is often at an aggregate level (annual spend in broad categories), so it doesn't explicitly list which exact hardware or software products a company has – rather, it's an estimate of spend that may imply certain deployments. Using it effectively may require analysis expertise to integrate these insights into sales strategy.

Additionally, the cost puts it out of reach for smaller firms, and even large clients may need to supplement it with a separate contact database (e.g. combine IDC spend data with ZoomInfo contacts for execution).

- **Geographic Coverage: Global.** By design it covers worldwide spending – one can obtain data for all regions (North America, EMEA, APAC, Latin America) at the macro level. The dataset emphasizes larger enterprises in each region (e.g. Fortune 2000 and equivalent), so mid-market or small local companies are often not included. It's well-suited for companies operating or selling internationally who need a worldwide view of IT investment patterns.
- **Best Use Cases:** Best for **strategic planning and account targeting** by large technology vendors. For example, a cloud services provider's marketing team can use Worldwide Wallet to identify which Fortune 500 retailers have the largest “**cloud IT wallets**” and prioritize those accounts. It's also useful for regional sales managers (e.g. seeing which European CPG manufacturers have big upcoming software budgets) to allocate resources. In summary, IDC Wallet is about **where to focus** – guiding high-level decisions on territory planning, market entry, and big-deal targeting based on where the money is. It's less about direct outreach (since you'll need to find the contacts elsewhere) and more about understanding the market's financial landscape.

ZoomInfo

- **Data Points:** A broad, **B2B contact and company database** spanning virtually all industries. ZoomInfo maintains over **300 million business contacts and 100 million company profiles** globally fullenrich.com with particular strength in the U.S. and Europe. For each company, it provides firmographic details (industry, size, revenue, etc.), organizational charts, and key contacts across departments (names, titles, emails, direct dials). It also offers some technographic data (e.g. identifying if a company uses Salesforce, AWS, or other major software), as well as “intent data” and news scoops indicating projects or pain points. The depth of contacts is a highlight – e.g. you can pull a list of all retail CIOs or all marketing VPs at hospitality companies.
- **Pricing: Subscription (tiered & per-seat pricing).** ZoomInfo’s pricing is custom-negotiated and can be expensive for full access. As a ballpark, plans *start around \$15,000 per year for ~3 users and 5,000 contact credits* lead411.com and can increase sharply with more seats or features. (Online sources note ~\$14K–\$20K/year as a typical entry for small teams listkit.io and much higher for large enterprise licenses.) Pricing is often based on the number of users and credits (contacts) you need, with volume discounts for larger commitments.
- **Strengths: Massive scale and rich contact details.** ZoomInfo is often praised for having one of the most **comprehensive and up-to-date contact databases**, including direct phone numbers and verified emails for decision-makers listkit.io. It excels at integration – it plugs into CRMs like Salesforce and HubSpot smoothly listkit.io so teams can export leads or enrich their data easily. The platform also provides value-adds like analytics, intent signals, and alerts about company events, which help users target the right prospects at the right time. Customer support and onboarding are generally solid as well listkit.io. In short, for pure prospecting and outreach, ZoomInfo is often the **gold standard** because it combines breadth (millions of companies) with depth (multiple contacts and data points per company).
- **Weaknesses: Cost and complexity.** ZoomInfo is one of the priciest options in this space, which can be prohibitive for startups or small teams listkit.io. Its sales reps are known to be aggressive in upselling, which some customers find off-putting listkit.io. While the data is extensive, it may still have gaps or stale records in certain niches or regions (especially outside North America, where data collection is tougher). The platform has many features, so new users might face a bit of a learning curve to fully leverage advanced functions listkit.io. Additionally, because it’s so contact-centric, it doesn’t dive as deeply into installed technologies or industry-specific metrics as some specialized tools – so a user might augment ZoomInfo with other sources for things like detailed technographic or spend data.
- **Geographic Coverage: Global coverage, strongest in U.S./Europe.** ZoomInfo’s database is worldwide, and they have been expanding non-U.S. data (over 200 million contacts are outside North America) theb2bmarketer.pro. That said, North America (particularly the United States) is the most comprehensive and up-to-date segment of their data. Coverage in Europe is substantial and improving (especially for business emails, less so for personal contact details due to GDPR compliance). Other

regions like Asia-Pacific and Latin America are covered but not as densely – major companies will be listed, but you may find fewer mid-market/local contacts in those areas compared to U.S./Europe.

- **Best Use Cases:** Suited for **B2B sales and marketing teams who need to identify and reach prospects at scale across industries.** If you are, say, a software vendor targeting **multiple verticals (retail, hospitality, CPG, etc.) in multiple regions**, ZoomInfo lets your reps build targeted lists (e.g. “all restaurant chains in the USA with >100 locations, and get their IT director contacts”) in minutes. It’s excellent for outbound lead generation, account-based marketing (selecting target accounts and finding many stakeholder contacts), recruiting (finding candidate profiles), or any scenario where having a lot of company and contact data at your fingertips is essential. Essentially, use ZoomInfo when **you need a wide net and reliable contact info** to power your outreach, and you’re willing to invest for a premium, all-in-one data solution.

D&B Hoovers (Dun & Bradstreet Hoovers)

- **Data Points:** A very large **business database** covering companies of all sizes worldwide. Dun & Bradstreet (D&B) leverages its global Data Cloud (including the famous D&B D-U-N-S Number system) to offer information on over **550 million companies and contacts** [dunb.com](https://dunbradstreet.com). Hoovers (the front-end platform) provides firmographics (industry, revenue, employee counts), corporate family trees (parent/subsidiary linkages), key contacts and titles, and often some high-level financials or credit scores. It's not as focused on tracking specific tech installs, but it may indicate technologies or systems in use in broad terms (and D&B has started to incorporate some intent and technographic data via partners). The strength is in **company profiles** – you get a 360° view of a business, from basic location and size to executives, competitors, and insights like company news.
- **Pricing: Flexible plans for SMB to enterprise.** D&B Hoovers offers entry-level plans starting at **\$49/month** (about \$529/year) for a small number of company and contact credits – good for a single user with occasional needs listkit.io. Their popular mid-tier might be around \$297/month for up to 3 users (with higher data allowances) listkit.io. For robust usage (many users or bulk data access), enterprise licenses are custom-priced – often in the **five-figure per year range** (one source notes enterprise packages starting around \$25K/year) listkit.io. This tiered structure means Hoovers can be more cost-effective than ZoomInfo at the low end, though large deployments will still be a substantial investment.
- **Strengths: Extensive global coverage and firmographic depth.** Users appreciate that D&B Hoovers has a huge repository of companies, including small and mid-sized businesses that might be missed by others listkit.io. The company profiles are detailed – you can see firmographics, ownership structure, subsidiaries, and often some competitive info, which is valuable for account research. Its list-building and filtering tools (Smart Lists) are quite robust, allowing complex queries (by industry codes, size, location, etc.) to hone in on a target list listkit.io. Another strength is the **relative affordability** at the lower end; many note it's more budget-friendly for the data you get compared to similar platforms listkit.io. This makes Hoovers a good starting point for smaller companies. Additionally, being part of D&B, it can tie into other D&B products (like credit risk scores or supplier data), providing a more holistic business insight beyond just sales contacts.
- **Weaknesses: Contact data quality and UX lag behind.** A common criticism is that some contact info can be **outdated or inaccurate** listkit.io – e.g. people who have left a company may still be listed, leading to bouncebacks or wrong numbers. D&B's data update methods are not as real-time community-driven as ZoomInfo's, so the freshness of emails/phones can suffer. Users also cite issues with customer support responsiveness and a less intuitive interface, making it harder at times to navigate or integrate with CRMs listkit.io. While Hoovers covers a broad swath, it may not drill down into specialized data like technology usage details or deep buying intent signals (its strength is breadth, not niche depth). Therefore, it might require pairing with other tools (or manual research) to get very specific insights (for example, exactly which POS system a retailer uses, which is something IHL or HG Insights would cover).
- **Geographic Coverage: Worldwide.** D&B's network of global data partners ensures that Hoovers has information on businesses in virtually every country. It's particularly strong for U.S. data (D&B's home base) but also has extensive company records

across Europe, APAC, Latin America and more. Even small businesses and local branches show up due to D&B's role in credit reporting and business registry. However, the depth of contact info can vary by region – you might get fewer direct contact names in certain countries due to data collection limits or privacy laws. Overall, if your prospect list needs to include emerging markets or a long tail of small firms, Hoovers' coverage is a big plus.

- **Best Use Cases:** Great for **broad-based prospecting and research, especially when targeting a mix of large and small accounts globally or on a budget.** Hoovers is useful for sales teams that need to **cast a wide net and include many regional businesses**, or for marketing teams building audience lists for campaigns (e.g. all restaurants in a state, or all manufacturers of a certain product). It's also helpful for account planning – e.g. a salesperson can use Hoovers to understand a target company's hierarchy (who the parent company is, sister companies, etc.) before a pitch. If your focus is primarily on **firmographic and basic contact info**, and you value having virtually every registered business in the database (not just well-known companies), D&B Hoovers is a fitting choice. It's the workhorse for filling in company info at scale, though you may supplement it with other tools for more specialized insights.

HG Insights

- **Data Points: A technographics and IT intelligence platform** that tracks what technology products companies are using. HG Insights covers **11 million companies worldwide**, with data on over **15,000 distinct tech products and services installed** (from enterprise software and hardware to cloud services), capturing **approximately 96% of total global IT spend** in its tracking gzconsulting.org. It gathers this information via NLP and big data analysis of IT contracts, websites, job postings, and other signals, and continually verifies installations. Beyond just listing installs, HG layers on **IT spend estimates by company**, contract details, and even location-level deployment info. It also integrates third-party **intent signals** (e.g. web content consumption indicating interest in a tech) and provides analytics like “intensity trending” (is a company’s use of a tech increasing or waning) gzconsulting.org. The result is a very rich picture of each account’s technology stack and investment direction – for example, you could find all retail companies that use a certain inventory software, or see how much a hotel chain spends on cloud services versus on-premise infrastructure.
- **Pricing: Enterprise-level pricing, custom quoted.** HG Insights is typically sold as an annual subscription to its data/platform. According to third-party procurement data, contracts vary widely based on scope, with an **average around \$115,000 per year** and some deals reaching \$300K+ for large deployments vendr.com. This reflects the value and scale of the data. There isn’t a small self-serve plan – it’s generally targeted at mid-to-large companies that can invest in big data for sales/marketing. Prospective buyers usually engage with HG’s sales team to define the product mix (e.g. core technographic data, optional intent add-on, etc.) and user access needed.
- **Strengths: Unparalleled technology install data (technographics).** HG Insights is highly regarded for the breadth and accuracy of its tech usage tracking – it can tell you not only **if a company uses a product like SAP or Oracle**, but often which specific modules, how long it’s been in place, and when contracts might be up for renewal. This is incredibly valuable for competitive selling and account-based marketing (you can target companies currently using a rival’s product, or those running outdated tech that might be due for a refresh). It also provides **market intelligence tools**: users can analyze overall market share of vendors, do whitespace analysis, and size up markets by industry, region, or company size using the underlying data gzconsulting.org. In fact, many customers treat HG’s data as “**indispensable input**” for **strategic decisions like market sizing and whitespace analysis** gzconsulting.org. Another strength is that HG continuously enhances its data with new signals (e.g. the acquisition of Intricately added deep cloud usage insights gzconsulting.org), keeping the platform at the cutting edge of tech intelligence.
- **Weaknesses: Limited direct contact info and high cost barrier.** HG Insights’ focus is on **accounts and technologies**, not providing personal contact leads. It will tell you *which* companies fit your tech criteria and what they’re likely spending, but you’ll typically need to use another source (or HG’s CRM integrations with your existing contact database) to actually get the names/emails of decision-makers at those accounts. In other words, it’s superb for knowing *where* to hunt and *what* to pitch, but not meant to be a standalone solution for *who* to call. The **price point** and complexity also mean it’s not a fit for small

teams – it’s geared toward enterprises that have dedicated sales ops or marketing analysts who can maximize the value of the data. There is a learning curve in mastering the analytics tools and interpreting the technographic nuances, so organizations should be ready to invest time in training and integration.

- **Geographic Coverage: Global (major emphasis on large and mid-market companies).** HG’s data spans worldwide – North America, EMEA, APAC, and beyond – and it claims to cover the vast majority of global IT spending entities. Large enterprises and notable mid-size companies in **all industries (including retail, hospitality, and CPG)** are tracked for their tech installs. It recently expanded coverage to more small businesses (adding hundreds of thousands of SMBs) hginsights.com though the richest data is naturally on bigger companies that publicly generate IT signals. For each company, data can often be drilled down by country or even by site location, which is helpful if a company operates in multiple regions gzconsulting.org. Essentially, if your target companies are spending significantly on technology, HG likely has them in its global dataset.
- **Best Use Cases:** HG Insights shines for **technology vendors and IT-focused marketing/sales teams** that need to **target accounts based on the technology they use**. For example, a SaaS company can use HG to find all retail chains running an outdated version of a competitor’s software – indicating a prime opportunity for a replacement. Likewise, a hardware manufacturer might identify which hotel groups haven’t yet adopted a certain type of solution (like mobile check-in kiosks) and then prioritize those accounts. It’s also extremely useful for **strategic market planning**: product managers and execs can analyze where their product category is gaining traction, identify geographic or industry segments with untapped potential, and monitor competitors’ footprints. In summary, use HG Insights when winning business depends on knowing a prospect’s **current tech environment and spending priority** – it’s the specialist tool to guide you *where* to sell and provide context for *why* a prospect needs your solution (backed by data on what they already have).

Conclusion: Each of these services has a distinct focus and value proposition. **IHL Sophia** offers unparalleled depth in retail/hospitality tech contexts, making it ideal for vendors in those verticals. **IDC’s Worldwide Wallet** delivers high-level spending intelligence for strategic targeting of big-budget accounts across all industries. **ZoomInfo** and **D&B Hoovers** are broad-spectrum tools – ZoomInfo being the choice for exhaustive contact info and easy outreach at a premium price, and Hoovers being a more budget-friendly way to get basic company/contact data especially for a wide universe of businesses. **HG Insights** is the go-to for technographic and IT spend details, serving advanced use cases in competitive positioning and market analysis.

In practice, many companies use a combination of these services depending on their needs – for example, a tech supplier might use **IDC or HG Insights to identify *which* accounts to pursue (based on spend or installs), then ZoomInfo or D&B to get the *contacts* at those accounts, and industry-specific tools like IHL for tailored insights in retail.** The “best” service thus depends on your use case: if you need **financial and install base context in retail/hospitality, IHL is a smart pick**; if you need **millions of contacts for a campaign, ZoomInfo/Hoovers lead the pack**; and if you need to **dissect a company’s technology stack or budget, HG or IDC will give you the intelligence edge**. Each has its strengths and weaknesses as outlined, and the decision often comes down to balancing depth of insight versus breadth of coverage (and of course, budget considerations).

Original Search is at <https://chatgpt.com/canvas/shared/67c0d0ba49d881919701d1f3b4fc5141>

Provider	Primary Focus	Data Points Provided	Pricing Model	Strengths	Weaknesses	Geographic Coverage	Best Use Cases
IHL Sophia	Retail & Hospitality IT Spend & Installs	Retail/Hospitality installs, IT spend, financial performance, validated IT contacts	\$2.2K per year per segment, multi-segment discounts	Deep, actionable retail tech intelligence, links IT investments to business outcomes	Limited industry scope (retail/hospitality only), smaller company coverage	North America, EMEA	Tech vendors selling to retailers, industry analysts tracking IT trends
IDC Worldwide Wallet	Global IT Budget & Spend Forecasting	Estimated annual IT budgets, vendor spend forecasts, industry-wide trends	Enterprise subscription, often \$50K+ per year	Comprehensive IT budget and spend estimates across industries, global view	No contact-level data, requires integration with other tools for outreach	Global (focus on large enterprises)	Strategic account targeting for large IT vendors, market entry analysis
ZoomInfo	B2B Contact & Company Data	Company contacts, org charts, firmographics, technographics, intent data	\$15K+ per year for small teams, per-user pricing	Extensive contact database with direct dials, integrates with CRMs	Expensive, aggressive sales tactics, can have stale contact records	Global (strongest in U.S./Europe)	B2B sales prospecting, outbound lead generation, account-based marketing
D&B Hoovers	Global Business & Firmographic Data	Company profiles, executive contacts, firmographics, competitive analysis	\$49/month for individuals, \$297/month for small teams, Enterprise: \$25K+ per year	Broad company coverage, strong global firmographics, affordable entry pricing	Contact data can be outdated, UI and customer support lag behind competitors	Global (all business sizes, strong U.S. presence)	Building large company lists, researching firmographics, broad market prospecting
HG Insights	Technographics & IT Spend Intelligence	Installed technology stack, IT spend estimates, competitive intelligence	Enterprise pricing, averages \$115K per year, up to \$300K+	Unmatched technographic depth, competitive intelligence, IT spend forecasts	No direct contacts, steep learning curve, high cost barrier	Global (emphasis on mid-large enterprises)	Competitive intelligence, targeting companies based on tech stack and spend