

Technographic Data and how you can use it

What is Technographic Data?

Install Base

Know the technologies used by your target accounts and find the customers of any technology product

Skill Sets

Understand which technology skillsets are in high demand at your target accounts

ISV/SI Intelligence

Identify the most influential partners by researching revenue, spend, and technology category specialization

Next Tech Purchase

Find which accounts are most likely to purchase your technology products or solutions

IT Spend

Get insights into each target account's current spend on technology infrastructure and competing tech

Revenue Potential

Get insights into the revenue you are most likely to make from each of your target accounts

How to use Technographic Data

- 1. TAM Analysis**
Better identify your target markets



- 2. Target Accounts**
Identify right-fit accounts based on the technologies they use

- 3. Account Prioritization and Segmentation**
Segment, score, and prioritize your target accounts



- 4. Competitive Intelligence**
Identify your competitor's customers and their at-risk accounts

- 5. Sales Territory Planning**
Better define sales territories based on the technology usage and revenue potential

- 6. Whitespace Analysis**
Identify and target new markets with little or no competition



- 7. Customer Retention**
Identify your at-risk accounts and retain them



- 8. Account-Based Campaigns**
Run targeted campaigns with relevant messaging

- 9. In-Market Accounts**
Identify accounts that are most likely to use your technology product or solution

- 10. Sales Prospecting**
Enable Sales with better account intelligence to make relevant conversations



- 11. Prioritizing Partnerships**
Prioritize partners based on their influence on your revenue and (using overlap/underlap analysis) build integrations, joint products, and GTM motions



- 12. Recruitment**
Target the right candidates based on their technology skills

- 13. Data Science**
Build propensity models and demand and sales forecasts with better accuracy