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 skill sets 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 new 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.