

Zero in on Prospects Based on Technology Used

If your solutions are aimed at specific technologies, you need to know who's using them. Otherwise, every prospecting effort is a fishing expedition and every marketing campaign pours money down the drain.

Stop wasting time and precious budget chasing prospects who have no need for your solution. Try our technographic data instead. **It empowers you to find new prospects and plan account strategies based on technologies they use, so your sales and marketing teams can work laser focused.**

15,000+ technologies

InsideView's Tech Install data, powered by DemandMatrix, tracks the use of over 15,000 front-end and back-end hardware and software technologies spanning more than 100 tech categories. And the list continues to expand as the market demands and data becomes available.

Sample names include:

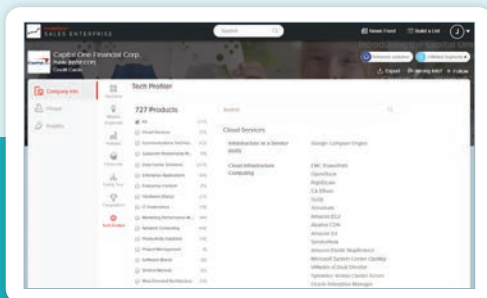
- Oracle ERP
- Cisco VOIP
- Informatica
- VMware ESXI
- Cloudera
- Drupal
- Salesforce.com Marketing Cloud
- Pardot

82 million domains

Our technology intelligence covers millions of companies worldwide, including small and mid-market enterprises as well as Fortune 1000.

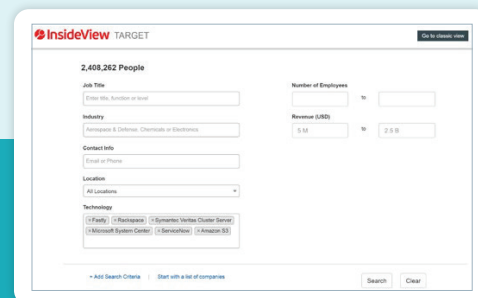
Flexible access

Access our technographic data across our entire product line, including InsideView Insights, InsideView Apex, InsideView Target, InsideView Data Integrity, and InsideView APIs, for ultimate flexibility.



Details within account profiles

View tech installed details within your InsideView account profiles, where you have all the other data, insights, and connections you need to do account planning and pre-call research.



Targeted lists on demand

Build prospect lists, filtered by the technologies they use, to execute focused marketing campaigns, find net new leads, and inform your territory planning.



For more information, contact us at www.insideview.com

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