

Enabling Intelligent Competitor Analysis for an eSignature Provider using Technographics

"With the backing of technographics, we were able to effectively and efficiently track our competitors' actions. This was needed in our dynamic, highly competitive segment. By analyzing our competitor's customer's technology behavior patterns, we are able to draw relevant insights into the current and future technology needs of the market"

- Sr. Director, Global GTM Strategy + Productivity

The Customer

Quoted by Forrester research once as the "the strongest brand and market share leader", our customer is a leading provider of electronic signature technology and digital transaction management services for facilitating electronic exchanges of contracts and signed documents.

The Challenge

A major player in the burgeoning electronic signatures space, our client was amongst the first prominent players to help their customers quickly and securely access and sign documents, thereby shortening the sales cycles and enhancing operational efficiencies. Since its inception when the e-signatures market was dominated by a number of smaller players, a number of larger players have made forays into this opportunity-laden arena of eSignatures. This led to the need to gather competitor intelligence on an ongoing basis, so as to strengthen go-to-market strategy and to stay relevant in a changing technological landscape.



eSignature



Documents



Contracts

Why DemandMatrix Technographics?



Market intelligence



Competitor intelligence



Customer intelligence

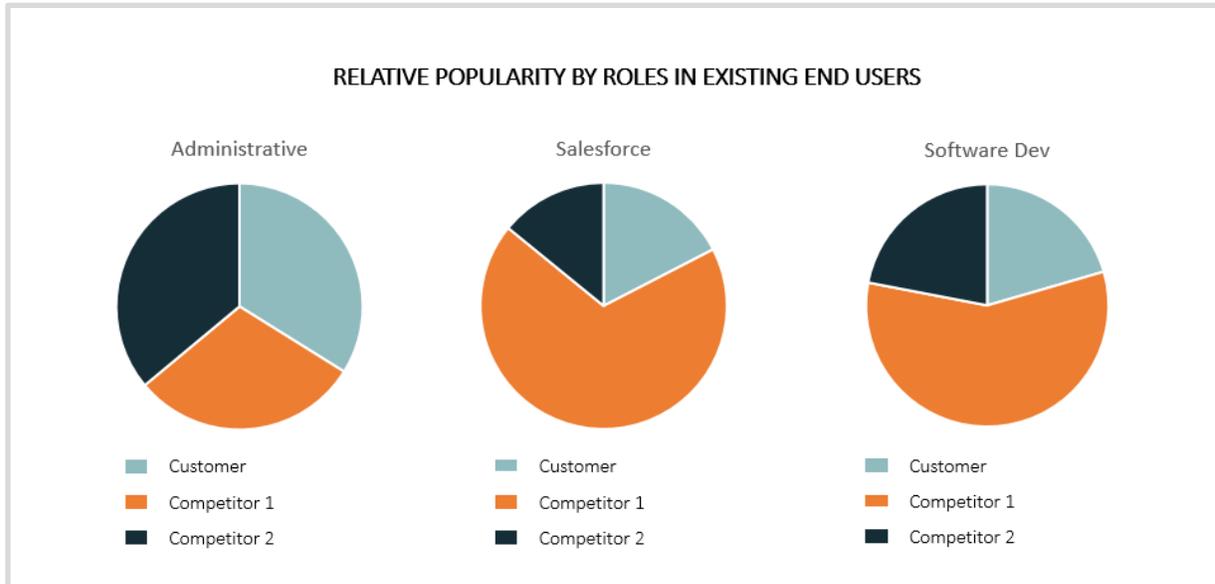
The key areas of focus was to enhance and strengthen lead scoring processes, prioritize target accounts based on propensity to buy and relevancy and to secure better competitor intelligence. Technographic data combined with our Next Technology Purchase Detection intelligence was used by the client to prioritize efforts and targeted practices based on whether prospects were a competitor's customers or not. With this data-backed intelligence, the client was able to track the target market of its competitors, as well as the technographics of its customers at the time of sale. DemandMatrix helped provide key answers to questions like "The verticals competitors are going after next", and "Who would be their closest competitors in the coming quarter".

Overall Business Benefits

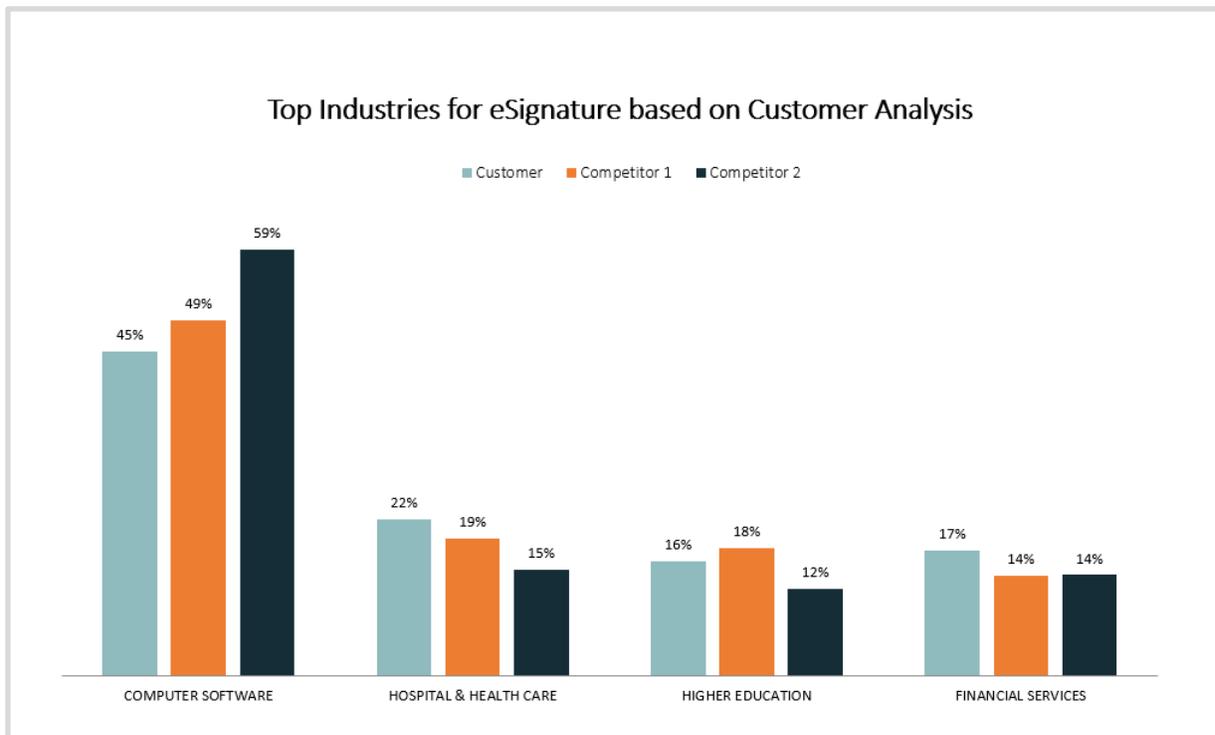
The technographic approach to competitor analysis provided some critical and reliable inputs that:

- **Enhanced lead-conversion rates:** With technographic backing, the client could score inbound leads based on whether the leads were a competitor's customers or not. This helped the company focus on the leads with a higher conversion probability, thereby improving sales ROI.
- **Better align focus on future growth:** By keeping track of the common technologies between their competitors, it was now easy to predict how the technology landscape was changing. The client could now foresee its competitor's future course of actions and this allowed them to optimize their marketing strategy accordingly.

Overall Business Benefits



- **Helped Dovetail offerings for customers:** By using technographic data to know the job title of their current or potential users, the client could better understand why they used their present technology stack. This enabled better marketing and sales efforts due to identification on persona-based triggers.



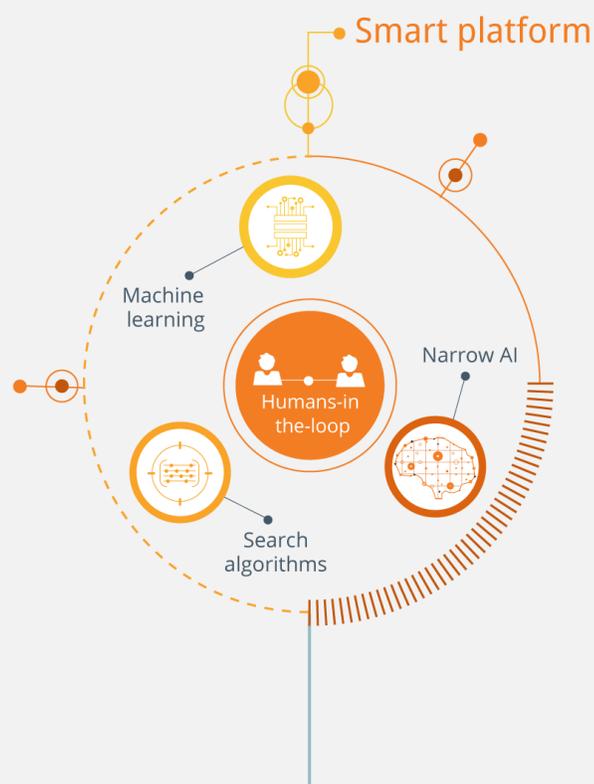
- **Enabled new market acquisition:** By identifying the uncommon or new verticals that competitors were going after, the client could customize its marketing and sales strategy to tap market share first and strengthen their go-to-market strategy.

About DemandMatrix

GET A DEMO

DemandMatrix provides its customers actionable target market intelligence, leveraging the power of big data, machine learning and Narrow AI, augmented by a team of subject matter analysts.

We monitor billions of read/write signals each month—such as search, job posts, resume databases, marketing collateral—to **extract intent, installed technologies** and enriched right-party contact information. Marketing teams use DemandMatrix to identify who they should target based upon who is looking for their solutions as well as competing solutions.



12,656

Installed technologies

7,373

Technology vendors

13,716,365

Account domains

190,711,608

Product installed units

2,564

Technology purchase sequencing