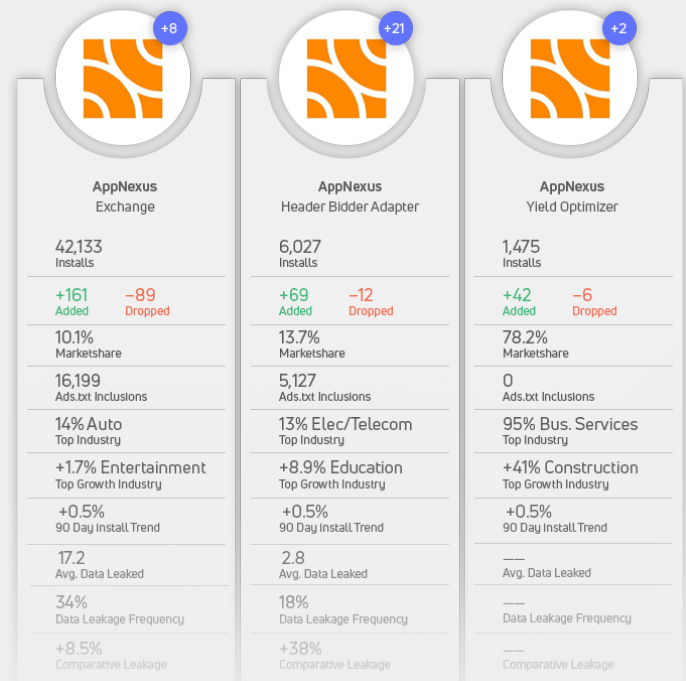


Improve sales with technographic intelligence

SOLUTIONS FOR TECHNOLOGY COMPANIES
 Prospect, market, and operate smarter with 360° views of global technology usage & unprecedented competitive insights.



Prospect smarter.

Drive sales, empower your sales cycle, and easily target proven buyers.

Real-time Prospect Lists

Tracking of the 5mm+ most-trafficked websites allows sales teams to access any competitor's current customer records in a flexible and filterable interface. Technographic and firmographic data spotlight new prospect lists – including tech usage, site traffic, industry vertical, geography, and company size.

Direct downloads and CRM integrations available.

Prospect Notifications & Real-time Purchase Signals

Continually monitor prospects' technology use and receive alerts whenever they add/drop a competitive or complimentary technology. Get notified before your prospects are likely to renew contracts with their tech partners.

Prospect Identification

Analyze potential customers' tech stacks – understanding both complimentary and conflicting tech. Discover signals that indicate a prospect fit, and pre-qualify leads.

Data drives effective marketing.

Skilled marketers rely on our technographic data to drive decisioning and create incisive content.

Competitive Reporting

Easily compare your tech to both competitors and your tech category overall.

- On-page frequency
- Penetration and marketshare by vertical
- Data sharing frequency and quantity
- Ads.txt inclusions by publishers

Predictive Enrichment for ABM

Technology adoption and timing matters. Support marketing efforts with real-time data enrichment on tech use – fill in a 360° view of leads by predicting qualified prospects, and alert reps when prospects add and drop competitive or complimentary tech.

Direct downloads and CRM integrations available.

Market Research

Conduct market analysis of your tech's unique usage and trends – without the cost and time of qualitative research. Discover and classify opportunities by vertical, geography, and customer scale.

Content Marketing

Capitalize on the value of 3rd-party verified, data – create marketing content for head-to-head competitive campaigns and audience-based targeting that showcases your best usage attributes – including scale, vertical saturation, geographic, and brand safety based on data sharing.

Gain new clarity for operations.

Customer management and operational insight improves with tech tracking.

Automated Ads.txt Audits

60%+ of top publishers have adopted ads.txt – verify your sell-side customers are complying with ads.txt protocols, ensuring you are continually listed as an authorized digital seller.

Track both every site's ads.txt file *and* on-page tech, ensuring each pub's ads.txt is error- and omission-free – ready to capture revenue.

Data Sharing Assessment

Audit your data sharing practices and understand those of your partners. Create an informed network of partners positioned for brand safety with proper GDPR compliance and data leakage practices.

Plans & Pricing

Access the Core Platform: starting at \$79/mo

- Access the Industry Index Platform of 2000+ Technology Profiles and 5MM+ Websites
- Basic Access to Customer Prospecting Lists
- Data Leakage and Ads.txt Audit Summaries

Sales Intelligence & Customer Prospecting List: Custom Pricing

These packages start at \$79/month (Core Platform) + additional custom cost per download (determined by data inclusions, custom variables, and access preference)

Get started:

Sign up for a free demo:

info.industryindex.com/free-demo

Have a rep contact you:

email: info@industryindex.com

industryindex.com