

# 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 new Tech Profiler 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.

## 2100 TECHNOLOGIES

Tech Profiler tracks use of 2,100 front-end and back-end hardware and software technologies, spanning more than 100 tech categories. Sample names include:

- Oracle Financial Services
- Amazon Payments
- Avaya Contact Center Management
- EMC RecoverPoint
- Xerox Document Management
- Drupal Enterprise Content Management (ECM)
- Salesforce.com Marketing Cloud
- Eloqua Marketing Performance Measurement

And the list will expand as the market demands and data becomes available.

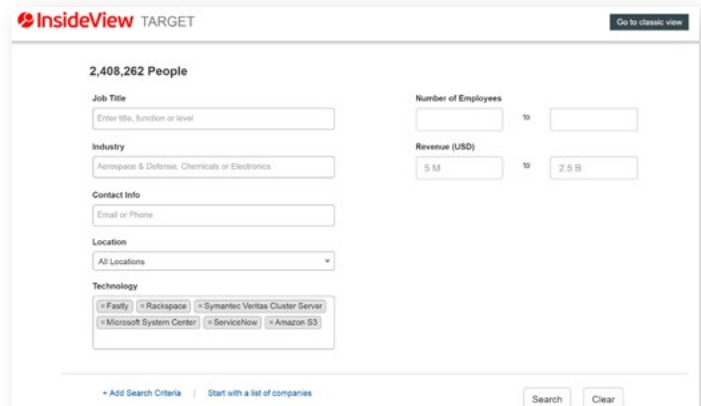
## MORE THAN 500,000 GLOBAL ACCOUNTS

Tech Profiler provides technology intelligence for our top 525,000 accounts across the U.S. and Europe, including small and mid-market enterprises as well as Fortune 1000.



## 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

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

## FLEXIBLE ACCESS

Access Tech Profiler however you need, within InsideView Sales (account profiles), through InsideView Target (lists on demand), or with ultimate flexibility through the InsideView API (to custom build your own solutions).

**To learn more about Tech Profiler, contact your account representative, call (415) 728-9340, or email [sales@insideview.com](mailto:sales@insideview.com).**