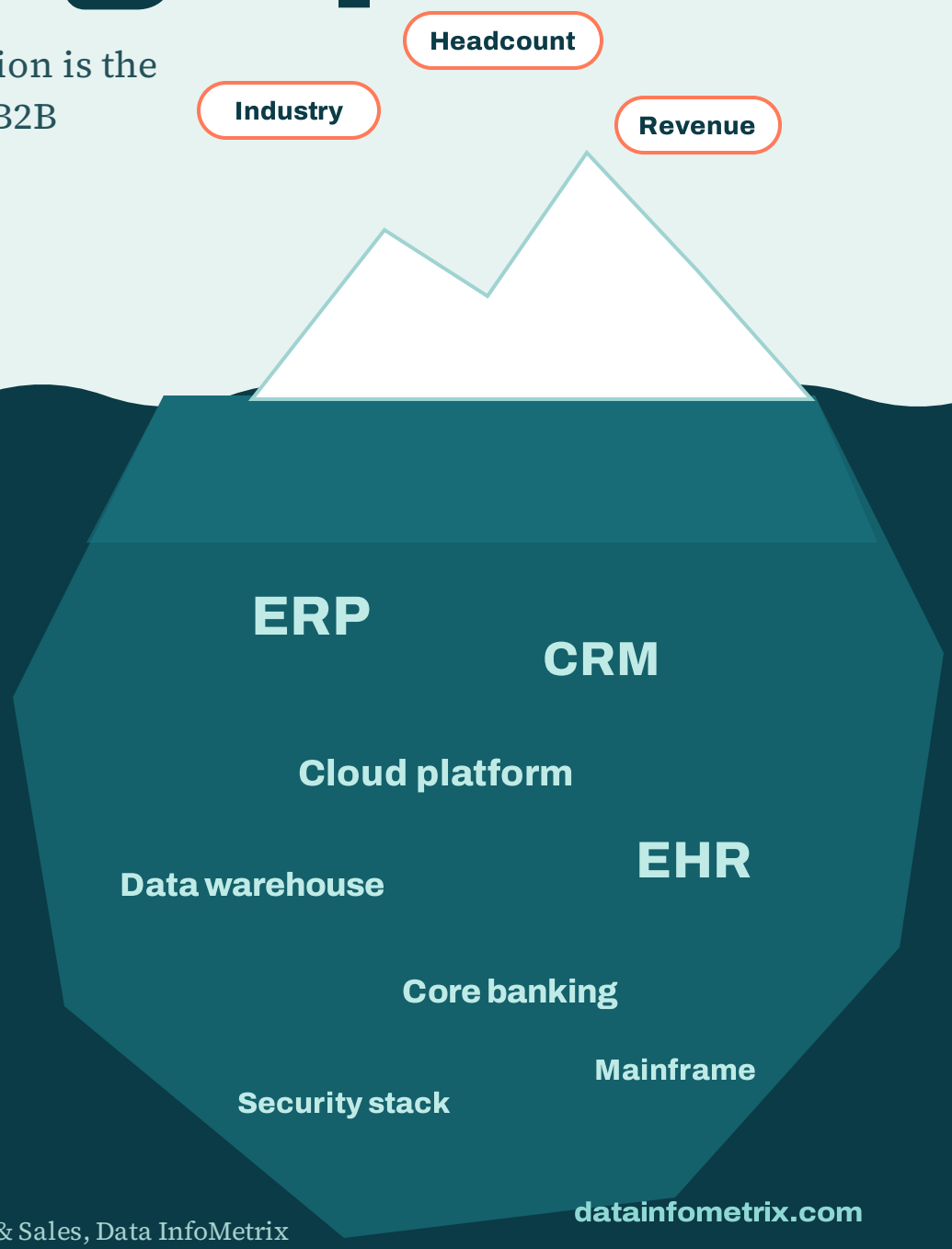
DATA InfoMetrix

EBOOK · 2026

INSTALLED BASE INTELLIGENCE SERIES

Beyond Firmographics

Why technology adoption is the missing dimension in B2B account selection



WHAT FIRMOGRAPHICS SEE

WHAT DECIDES THE DEAL

By Olivia Thomas
Director of Growth Marketing & Sales, Data InfoMetrix

datainfometrix.com

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WHO THIS IS FOR

CMOs, CROs, and the demand generation, ABM, partnerships, and RevOps leaders at SaaS companies, enterprise software vendors, ISVs, systems integrators, consultancies, and MSPs. If your product integrates with, replaces, or extends a technology your buyers already run, this is written for you.

FOREWORD

Why we wrote this

We spend every working day answering one question for our clients: which organizations actually run the technologies they sell around?

The pattern we see most often goes like this. A team buys a broad B2B database, filters it by industry and company size, and launches a campaign. Reply rates disappoint, so the team rewrites the messaging. Results stay flat, so the SDRs get blamed, then the channel, then the offer. Rarely does anyone go back and question the list itself.

Yet the list is usually where the problem started. A perfectly written email sent to a company running an incompatible platform under a fresh three-year contract was never going to convert. No copywriting fixes that.

We wrote this eBook to give B2B technology marketers, sellers, and partnership leaders a clear way to think about that missing dimension. You'll find definitions you can share with your team, plays you can run this quarter, a scoring model, a provider scorecard, and a 90-day rollout plan.

> **Before you fix the message, check whether you picked accounts that could ever say yes.**

Olivia Thomas
Director of Growth Marketing & Sales, Data InfoMetrix

TL;DR

At a glance

Most B2B teams still choose target accounts by industry, size, revenue, and geography. Those attributes tell us who a company is, but nothing about whether it runs the systems our product integrates with, replaces, or extends. When we add technology adoption to firmographic and intent signals, account selection shifts from "companies that look like our customers" to "companies actually in a position to buy from us."

Installed Base Data

Account-level evidence of which specific technologies an organization uses, connected to the people who own, manage, or buy around them.

Installed Base Intelligence

Applying that evidence to GTM decisions: which accounts to prioritize, what to lead with, which partner to bring in, and when to engage.

FIVE THINGS TO TAKE AWAY

1. Firmographics define the addressable market. Installed base data narrows it to the accounts we can realistically win.
2. Every technology seller relates to a prospect's stack in one of three ways: compatibility, displacement, or expansion. Each calls for a different play.
3. Vendor end-of-support dates and licensing shifts create multi-year buying windows that only installed base data can map.
4. Score accounts on ICP fit and technology fit together. Tier 1 is where both are strong.
5. Data quality is decided by how usage was confirmed, how fresh it is, how well it fits our ICP, and whether contacts were verified.

CHAPTER 01

The account selection problem

01

Account selection has quietly become the most expensive decision in B2B go-to-market, because every account we choose now costs more to work than it did five years ago.

13 + 9

internal stakeholders and external participants influence the average B2B purchase, per Forrester's State of Business Buying 2026

2.5

vendors is all software buyers actively engage with on average, according to Gartner Digital Markets

83%

of software buyers change their initial shortlist after research, in the same 3,500-buyer survey

Every account on our target list now represents a multi-threaded campaign, not a single email sequence. Forrester's research shows buying groups are larger than in prior years, and they grow again for complex or strategic purchases. Procurement is involved earlier, and more than 60% of buyers now run some kind of trial before committing.

At the same time, buyers are narrowing who they talk to. Shortlists are small, and they get rewritten as buyers learn what actually fits their environment. Put those two trends together and the economics are unforgiving: we spend more effort per account to win a place on fewer shortlists.

> **The quality of the account list now sets the ceiling on everything downstream, from reply rates to pipeline to win rates.**

The hidden cost of a poorly fitted list

Misfit accounts rarely show up as a line item. They hide inside averages: a reply rate that is a few points lower than it should be, a meeting-to-opportunity rate that never quite improves, a pipeline report padded with deals that stall at technical discovery.

ILLUSTRATIVE: HOW MISFIT ACCOUNTS COMPOUND

2,000 accounts on the target list → **800** lack technology fit (40%) → **4,800** contacts at 6 per account → **38,400** touches at 8 per contact, with no deal possible

Illustrative model, not benchmark data. Swap in your own list size, fit rate, and cadence.

Even with conservative assumptions, a 2,000-account program can spend tens of thousands of touches where no deal was ever possible. That effort is not just wasted; it is effort that did not go to the accounts that could have converted.

WHERE THE WASTE SHOWS UP

SDR capacity

Hours spent sequencing, calling, and researching accounts that cannot buy.

Paid media

Account-based ads and retargeting served to companies outside the winnable market.

Deliverability

Low engagement and higher complaint rates erode sender reputation for every future campaign.

Forecast noise

Opportunities that look promising until discovery reveals an incompatible stack.

CHAPTER 02

Where firmographic targeting falls short

02

Firmographics were built to answer one question well: who is this company? Industry, headcount, revenue band, and location are useful for sizing a market and filtering out obvious mismatches. What they cannot tell us is what the company runs today, and whether our product fits into that environment.

ILLUSTRATIVE EXAMPLE: TWO ACCOUNTS, ONE FIRMOGRAPHIC PROFILE

Account A		Account B	
Industry	Discrete manufacturing	Industry	Discrete manufacturing
Employees	2,000	Employees	2,000
Revenue	$500M to $1B	Revenue	$500M to $1B
Region	US Midwest	Region	US Midwest
INSTALLED BASE		INSTALLED BASE	
SAP ECC, on-premises		**Microsoft Dynamics 365**	
Evaluating its S/4HANA move		Standardized three years ago	
Live opportunity for an SAP partner		**Close to irrelevant for that partner**	

To a firmographic filter, these are the same account. To an SAP implementation partner, one is a live opportunity and the other barely matters. Multiply that across several thousand accounts and the waste becomes substantial, usually blamed on messaging or the sales team.

Buyers judge our relevance through their current stack

Compatibility is one of the first filters buyers apply. Before a buying group compares features or pricing, it asks whether a product will work with what is already in place. Yet most account lists are built without any view of that environment.

80%+

of buyers in G2's 2023 Software Buyer Behavior Report said integration with existing solutions matters, ranking it even above cost.

44%

of manufacturers in a Gartner survey named compatibility with existing systems a top challenge when planning software investment.

Why intent and lookalikes don't close the gap

The usual workaround is to layer intent data on top of firmographics. Intent helps with timing, but it inherits the same blind spot. An account surging on "ERP migration" topics tells us interest exists. It doesn't tell us which ERP they're leaving, or which one fits.

Lookalike modeling hits a similar ceiling. Accounts that resemble our best customers on paper may run a competing platform under a multi-year contract, which makes them look ideal in a model and nearly unreachable in practice.

FIRMOGRAPHICS	INTENT	THE MISSING LAYER
Who they are	**What they're reading**	**What they actually run**

CHAPTER 03

Technology adoption defines who can actually buy

03

The technologies an organization already runs are the most direct evidence we have of whether our product can win there. For almost every B2B technology seller, that installed base relates to our offer in one of three ways, and each one calls for a different play.

A Compatibility

Our product connects to or extends what they run.

WHAT IT TELLS US

The account can adopt us without ripping anything out.

WHO RELIES ON IT

ISVs, integration-led SaaS, marketplace and add-on vendors.

THE PLAY

Integration-led campaigns and partner co-marketing.

B Displacement

Our product replaces what they run.

WHAT IT TELLS US

A known incumbent, a known pain profile, and possibly a renewal or end-of-support window.

WHO RELIES ON IT

Challenger vendors and migration-focused SIs and consultancies.

THE PLAY

Competitive takeout and migration campaigns.

C Expansion

Our product complements what they run.

WHAT IT TELLS US

Investment in an adjacent category, with skills and budget lines already nearby.

WHO RELIES ON IT

Platform vendors, MSPs, analytics and DevOps tools.

THE PLAY

Cross-sell and adjacent-category plays.

Each relationship is invisible to firmographic data and only partly visible to intent data. Technology adoption makes them measurable, which is why we treat it as a primary targeting layer rather than an enrichment field appended at the end.

What a technology stack reveals

A company's stack is a record of past decisions. Read carefully, it tells us five things that no firmographic attribute can, and each one maps to a question our sales team would otherwise have to discover on a call.

	SIGNAL	WHAT IT TELLS US	QUESTION IT ANSWERS
01	**Budget**	They have already paid for this category, so the spend line and the business case exist.	*Is there an existing line item we can redirect or expand?*
02	**Architecture**	On-premises or cloud, monolith or best-of-breed, which integration points are in play.	*Can we deploy into this environment without a rebuild?*
03	**Skills**	Teams are trained on a platform, and admins and partners are built around it.	*Does our product reuse those skills or demand new ones?*
04	**Contracts**	Recent purchases signal lock-in; aging deployments signal renewal decisions ahead.	*How close is the next real decision point?*
05	**Timing**	Versions, end-of-support dates, and licensing changes create deadlines.	*Is a forced change coming that we can help with?*

> **Every one of these signals is something our reps would otherwise spend a discovery call finding out. Installed base data moves that learning before the first touch.**

Who to reach: the buying group around a technology

Installed base data earns its keep when it maps to people, not just accounts. Around every major platform sits a predictable set of roles, and reaching each with the right message is how a technology-fit account becomes an opportunity.

ROLE	TYPICAL TITLES	WHAT THEY CARE ABOUT	LEAD WITH
Platform owner	Director of ERP, CRM platform owner, head of IT applications	Roadmap, integration debt, vendor relationships	**How we fit their architecture**
Admins and operators	Salesforce admin, systems administrator, DevOps engineer	Workload, reliability, ease of use	**Time saved and fewer workarounds**
Business owner	VP Finance, VP Sales Operations, CMIO	The outcomes the platform is meant to deliver	**Business results on their current stack**
Architecture and security	Enterprise architect, CISO, security engineer	Risk, compliance, data flows	**Security posture and deployment model**
Finance and procurement	Procurement lead, office of the CFO	Cost, contract timing, vendor consolidation	**Total cost and timing against renewals**

COMPATIBILITY PLAYS

The platform owner and admins are usually the best first conversation. They feel the integration pain daily.

DISPLACEMENT PLAYS

The business owner usually decides. Lead with outcomes, then bring in architecture and security early.

CHAPTER 04

Defining the category

04

The terms in this space get used loosely, and that looseness costs buyers money because they end up comparing products that do very different jobs. Here is how we define them.

Installed Base Data

NOUN

Account-level information that identifies which specific technologies, platforms, and systems an organization currently uses, connected to the decision-makers and influencers responsible for those technologies.

Its defining feature: the account is selected because of what it runs, not merely because of what it is. Also known as a **Technology Users List** or **technology install data**.

Installed Base Intelligence

PRACTICE

The practice of applying installed base data to go-to-market decisions: choosing and tiering accounts, shaping messaging around a prospect's environment, timing outreach to migration and renewal windows, and finding partner and co-sell opportunities.

Data is the input. Intelligence is how we act on it.

THE ONE-LINE TEST

If a list can't tell us what an account runs, it isn't installed base data.

How installed base data fits with the signals we already use

Installed base data doesn't replace firmographics or intent. It answers a question neither can, and the distinction matters most when we compare it with web-detected technographics.

SIGNAL	QUESTION IT ANSWERS	TYPICAL SOURCE	WHERE IT FALLS SHORT ALONE
Firmographic	Who is this company?	Registries, filings, company databases	Says nothing about current systems or fit
Intent	Is this account researching a topic now?	Content consumption and bidstream signals	Shows interest, not environment or compatibility
Technographic (web-detected)	What appears on its public web properties?	Website crawling and script detection	Strong on web and martech, weak on back-office and on-premises systems
Installed Base Data	Which systems does it actually run, and who owns them?	Researched, multi-source usage, verified and matched to contacts	Needs ongoing research to stay current

HOW THE LAYERS WORK TOGETHER

Firmographics define the addressable market

Installed base data narrows it to winnable accounts

Intent prioritizes this quarter

The most effective account selection layers these signals instead of choosing one. Each layer answers a different question, and skipping the middle one is how teams end up prioritizing interested accounts that can never buy.

CHAPTER 05

Plays that put installed base intelligence to work

05

The value of installed base data shows up in specific plays, not in the list itself. These six deliver the clearest return for technology sellers and their partners.

01 ABM account tiering

Make technology fit a gating criterion for Tier 1. An ICP account running a compatible or displaceable system earns one-to-one investment; one running an incompatible stack drops to programmatic coverage or out of the program.

02 Competitive displacement

Knowing which accounts run a competitor lets us build campaigns around that platform's known frustrations, our migration path, and proof from customers who already switched.

03 Migration windows

Vendor end-of-support dates and licensing shifts create predictable, time-bound buying windows. Installed base data finds the accounts sitting inside them, often long before an RFP.

04 Integration-led campaigns

ISVs with deep integrations into platforms like Salesforce, ServiceNow, Workday, or NetSuite can target only accounts on those platforms and lead with the integration.

05 Partner and co-sell planning

Partnership and marketplace teams can map which accounts run a strategic partner's technology and quantify ICP overlap, one of the most persuasive and least measured co-marketing arguments.

06 Events, research, and field

Event organizers and research firms can recruit attendees, sponsors, and survey panels by the technologies they run. A platform user conference depends on reaching the people who operate it.

Messaging by relationship type

The relationship between our product and a prospect's stack should shape the very first line we send. These openers are starting points to adapt, not templates to paste unchanged.

RELATIONSHIP

Compatibility

Subject: [Your product] + [Platform] at [Company]

Teams running [Platform] usually hit the same wall when [specific workflow]. Our native [Platform] integration handles that without new infrastructure. Worth 15 minutes to see how [peer company type] set it up?

Why it works: It describes their real environment and removes the fear of ripping anything out.

RELATIONSHIP

Displacement

Subject: Planning past [Platform event or date]?

With [end-of-support or renewal event] coming, most [Platform] teams are weighing a like-for-like upgrade against a move. We've put together the migration plan [peer company type] used. Want a copy?

Why it works: It anchors to a forcing event they already know about, not to our product.

RELATIONSHIP

Expansion

Subject: Getting more from [Platform] at [Company]

You've already invested in [Platform] for [function]. Teams that add [our category] on top typically [specific outcome]. Here's a two-minute view of how the two connect.

Why it works: It builds on a budget decision they've already made and defended.

Notice what none of them do: open with who we are. When we already know what an account runs, the message can start with their world instead of ours.

SPOTLIGHT

Migration windows are multi-year pipeline maps

Two of the largest technology transitions in the enterprise right now show why installed base data is a timing tool, not just a targeting tool. For implementation partners, hyperscalers, and alternative vendors, a verified list of accounts still running these systems is pipeline that hasn't been created yet.

SAP ECC

ERP

End of 2027
Mainstream maintenance ends

2028 to 2030
Optional extended maintenance at a premium

2030
Many customers still on ECC

4 in 10 SAP ECC customers will still use ECC in key business areas by 2030, Gartner estimates.

VMware after Broadcom

INFRASTRUCTURE

35% of VMware workloads will move to another platform by 2028 following licensing changes, Gartner predicts.

RUNNING A MIGRATION-WINDOW PLAY

Find them. Build the list of ICP accounts still running the system.

Tier them. Rank by fit, footprint, and signs of an active decision.

Sequence them. Lead with the migration path, not the product.

Installed base intelligence by industry

The plays stay the same across markets, but the technologies that define a winnable account change. Here is where we see installed base targeting matter most, with the platforms that typically anchor each audience.

Enterprise software, ERP and CRM

TECHNOLOGIES TO TARGET

SAP, Oracle, Microsoft Dynamics, NetSuite, Salesforce

TYPICAL PLAY

Integration-led campaigns for ISVs; migration plays for implementation partners.

Cloud, infrastructure and DevOps

TECHNOLOGIES TO TARGET

VMware, AWS, Azure, Google Cloud, Kubernetes, observability tools

TYPICAL PLAY

Displacement around licensing changes; expansion into adjacent tooling.

Healthcare technology

TECHNOLOGIES TO TARGET

EHR platforms such as Epic, Oracle Health, and MEDITECH; practice management systems

TYPICAL PLAY

Interoperability-led outreach to organizations on a specific EHR.

Financial services technology

TECHNOLOGIES TO TARGET

Core banking and payments platforms such as FIS, Fiserv, Jack Henry, and Temenos

TYPICAL PLAY

Add-on and modernization plays timed to core conversions.

Systems integrators and MSPs

TECHNOLOGIES TO TARGET

Whichever platforms the firm is certified on

TYPICAL PLAY

Pipeline mapping by platform; co-sell planning with vendor partners.

Events and market research

TECHNOLOGIES TO TARGET

Any platform ecosystem with a user community

TYPICAL PLAY

Attendee, sponsor, and panel recruitment by technology in use.

Vendor names are examples of the technologies audiences are often built around, not an indication of partnership or endorsement.

CHAPTER 06

Building a technology-fit scoring model

06

The simplest way to operationalize installed base intelligence is to score every account on two axes, ICP fit and technology fit, and let the combination set the tier. Intent then decides which Tier 1 and Tier 2 accounts get worked first.

TECHNOLOGY FIT →

TIER 2 **Opportunistic** Strong stack fit, weaker ICP fit. Cover with partner-led or programmatic plays.	TIER 1 **Pursue now** Right company, right stack. One-to-one ABM and senior sales attention.
OUT **Exclude** Neither fits. Remove from paid and outbound programs.	TIER 3 **Nurture and watch** Right company, wrong or unknown stack. Monitor for migration triggers.

ICP FIT →

A STARTING RUBRIC FOR TECHNOLOGY FIT

3	Runs a system we integrate with or replace, confirmed recently
2	Runs an adjacent or complementary system
1	Technology unknown or unconfirmed
0	Runs an incompatible system under a recent contract

ILLUSTRATIVE SCENARIO

Worked example: an ISV launches an integration-led play

A fictional mid-market ISV sells a revenue-recognition add-on with a native NetSuite integration. Here is how installed base intelligence shapes its next campaign, from brief to launch.

1 Define

Technology: NetSuite. ICP: software and services firms, 200 to 2,000 employees, North America. Roles: controller, NetSuite admin, VP Finance.

2 Build

A custom audience of NetSuite accounts matching the ICP, with verified contacts in all three roles.

3 Tier

Tier 1: NetSuite plus a recent finance leadership change. Tier 2: NetSuite, no trigger yet. Out: accounts on other ERPs.

4 Launch

Integration-led sequences to admins and controllers, account-based ads to VP Finance, and a joint webinar with a NetSuite partner.

WHAT CHANGES VERSUS A FIRMOGRAPHIC LIST

	FIRMOGRAPHIC LIST	INSTALLED BASE AUDIENCE
Who gets targeted	Every software company in the size band	**Only accounts running NetSuite**
First message	Generic "automate revenue recognition"	**Leads with the native NetSuite integration**
When integration comes up	Late, in technical discovery	**In the subject line**
Who engages first	Whoever replies	**Admins and controllers as early champions**

The ISV measures the play with the KPIs in Chapter 8, comparing Tier 1 and Tier 2 against its previous firmographic campaigns.

CHAPTER 07

Usable installed base data versus a labeled list

07

A list that says an account runs a technology it abandoned two years ago is worse than no list at all. The first thing to test in any provider is what we call the back-office blind spot.

USUALLY VISIBLE TO WEB CRAWLING

- Marketing automation
- Analytics tags
- CMS
- E-commerce platforms
- Chat widgets

USUALLY INVISIBLE ONLINE

- ERP
- On-premises infrastructure
- Core banking
- EHR platforms
- Data warehouses

FOUR QUALITIES THAT DECIDE WHETHER DATA CAN CARRY GTM DECISIONS

How usage is established

Script detection works for web and martech tools. For the systems enterprise vendors sell around, multi-source research is far more reliable than a website scan.

Freshness

This data decays twice. Contacts decay at roughly 22.5% a year, and companies also migrate and replace systems. An old technology record is a hypothesis, not a fact.

ICP alignment

Off-the-shelf lists answer "who uses X?" Campaigns need "who uses X, fits our ICP, and has the roles we must reach?" Building for the ICP avoids buying a big list and discarding most of it.

Verified contacts, full coverage

Each account needs verified contacts across the people who own, operate, and fund the technology. With today's buying groups, one "decision-maker" record isn't enough.

The installed base data provider scorecard

Use these six questions in any evaluation. The answers separate providers who research technology usage from those who attach technology labels to a generic database.

ASK	WHAT GOOD LOOKS LIKE	RED FLAG
How was technology usage confirmed?	✓ Multi-source research, especially for back-office systems	✕ Website detection only, for every category
When was each record last validated?	✓ A clear validation date or refresh cadence	✕ No date, or "our database is updated regularly"
Can the audience be built around our ICP?	✓ Custom build from your technology and ICP criteria	✕ A fixed file filtered after purchase
How are contacts verified?	✓ Verification before delivery, with a stated method	✕ Verification left to you
Which roles are covered?	✓ Technology owners, operators, and budget holders	✕ One generic "decision-maker" per account
Can we test it on accounts we know?	✓ Happy to match a sample against your own customers	✕ Reluctant to be tested on known accounts

The quickest test we know

Send a provider 50 of your own customers, whose technology you already know, and ask them to tell you what those accounts run. The match rate will tell you more than any sales deck.

CHAPTER 08

Your first 90 days

08

Installed base intelligence works best when we start narrow, prove the lift, and then expand. Here is the rollout we recommend to teams adopting it for the first time.

Days 1 to 30

Define

- Pick one or two technologies that matter most to pipeline
- Write technology-fit rules using the Chapter 6 rubric
- Baseline current reply, meeting, and opportunity rates

Days 31 to 60

Build and launch

- Build the installed base audience against your ICP
- Tier accounts on ICP fit and technology fit
- Launch one play, such as displacement or integration-led

Days 61 to 90

Measure and expand

- Compare technology-fit tiers against your baseline
- Feed what sales learned back into the fit rules
- Extend to the next technology or the next team

SIX KPIS TO TRACK

Reply rate by fit tier
Are technology-fit accounts engaging more?

Meeting-to-opportunity rate
Are meetings turning into real deals?

Opportunities per 100 accounts
Is the list producing pipeline efficiently?

Win rate by fit tier
Are we winning more where fit is strong?

Sales cycle length
Does fit shorten discovery and evaluation?

Cost per opportunity
Is spend landing where deals are possible?

WORKSHEET

Define your technology-fit criteria

Complete this with marketing, sales, and partnerships in the same room. The finished page becomes the brief for your first installed base audience.

01 Technologies we integrate with or extend

02 Technologies we replace

03 Technologies we complement

04 Must-have ICP criteria: industry, size, geography

05 Buying roles to reach around each technology

06 Disqualifiers: incompatible systems or contract situations

07 Migration or renewal triggers to watch

CHAPTER 09

How Data InfoMetrix builds installed base audiences

09

Data InfoMetrix specializes exclusively in Installed Base Data and Installed Base Intelligence. We don't sell generic contact databases. Every audience starts from the technologies a client's buyers run and works outward to the accounts and people that matter.

1. **Define the technology and ICP together**
   Target technologies (what you integrate with, replace, or complement) plus industry, size, geography, and buying-group roles.

2. **Research usage at the account level**
   Our team confirms which organizations use those technologies, with attention to the back-office systems crawlers miss.

3. **Align accounts to the ICP**
   Accounts are filtered and prioritized against your criteria, so the audience reflects your real addressable market.

4. **Map and verify contacts**
   We identify the decision-makers and influencers around each technology and verify contact details before delivery.

5. **Deliver an audience ready to activate**
   Account and contact records aligned to your ICP and target technologies, ready for your CRM, MAP, or ABM platform.

Specialized
Focused only on installed base data and intelligence

Researched
Custom-built around your ICP and technologies

Verified
Contacts checked before they reach your team

SUMMARY

Key takeaways

01 Account selection is the highest-leverage GTM decision.

Bigger buying groups and shorter shortlists make every misfit account expensive.

02 Firmographics describe who, not what they run.

Two identical profiles can be a live deal and a dead end.

03 Buyers filter on compatibility first.

Integration with existing systems ranks above cost for many software buyers.

04 Every seller relates to a stack in three ways.

Compatibility, displacement, and expansion each need their own play.

05 Migration windows are pipeline maps.

End-of-support dates and licensing changes create multi-year demand.

06 Score two axes, not one.

Tier 1 means strong ICP fit and strong technology fit.

07 Test providers on accounts you know.

Match rates on your own customers reveal data quality fast.

08 Start narrow, then expand.

One technology, one play, 90 days, measured against a baseline.

Ready to build your first installed base audience?

Talk to Data InfoMetrix

FAQ

Frequently asked questions

What is Installed Base Data?

Account-level information identifying which specific technologies an organization uses, connected to the people responsible for them. It lets B2B teams select accounts by what a company runs, not only by what it is.

Is it the same as technographic data?

They overlap. Technographics often means technologies detected on public websites. Installed base data focuses on verified usage, including back-office systems that rarely appear online, linked to the right contacts.

How is it different from intent data?

Intent shows who is researching a topic now. Installed base data shows what an account runs and whether we can fit. Together, one defines winnable accounts and the other sets priority.

How often should it be refreshed?

As often as the campaign requires, and always before a major outreach cycle. Contacts change roles and companies change systems, so older records deserve caution.

What is Installed Base Intelligence?

The practice of applying installed base data to GTM decisions: account selection and tiering, competitive displacement, migration timing, integration-led campaigns, and partner co-sell planning.

What is a Technology Users List?

Another name for installed base data: organizations and contacts using a specific technology, such as a particular ERP, CRM, cloud platform, or EHR system.

Who uses installed base data?

Technology vendors, SaaS companies, ISVs, systems integrators, consultancies, MSPs, partnership and marketplace teams, research firms, and event organizers.

Why not just use a big contact database?

Large databases tell us who a company is and who works there. They rarely say reliably what it runs, which is usually what decides whether a technology deal is possible.

Glossary

ABM	Account-based marketing: coordinated marketing and sales effort focused on a defined set of target accounts.
Buying group	The internal and external people who influence a B2B purchase decision.
Displacement campaign	A campaign aimed at accounts running a competing product, built around the move to ours.
Firmographics	Company attributes such as industry, size, revenue, and location.
ICP	Ideal customer profile: the type of account most likely to buy, succeed, and stay.
Intent data	Signals that an account is actively researching a topic or category.
Technographics	Data on the technologies a company uses, often detected from its public web presence.
Technology fit	How well an account's current stack aligns with what our product connects to, replaces, or extends.

Sources

1 Forrester State of Business Buying 2026, reported by Digital Commerce 360

2 Gartner Digital Markets: 2025 Software Buying Trends

3 G2: 2023 Software Buyer Behavior Report highlights

4 Gartner manufacturer software survey, reported by Digital Commerce 360

5 Gartner on SAP ECC beyond 2030, reported by The Register

6 Gartner on VMware workload migration, reported by The Register

7 HubSpot and MarketingSherpa data decay estimate, via Airscale

NEXT STEP

Reach organizations already using the technologies you sell around.

Tell us which technologies and ICP matter to your next campaign. We'll build a researched, verified installed base audience around them.

WEBSITE
datainfometrix.com

EMAIL
sales@datainfometrix.com

PHONE
+1 (212) 461-3271

7901 4th St N Ste 300, St. Petersburg, FL 33702

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