



CENTERCODE
DELTA'20

The Technographics of Your Target Market

About Me

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Hospitality, CX, Graphic Design

Making decisions based on data

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Agenda



- 1 The State of Technology
- 2 Traditional Technographics
- 3 Technographics in CV
- 4 Test Platforms
- 5 Recap

Technographics are profiling criteria
based on a user's technology

1. **The State of Technology**
2. Traditional Technographics
3. Technographics in CV
4. Test Platforms
5. Recap

Technology has changed...



More
Sophisticated

Software + Hardware + Services



Deeply
Connected

Alexa, Homekit, SSO, APIs, etc.



Continuously
Evolving

Products are now Services

Smart Speakers

In 2019

26.2% of all U.S. adults had access to a smart speaker



In 2020

Smart speaker sales are expected to grow by 5%

Smart Home Devices

In 2019

32.4% of households had at least one smart home device



In 2020

Sales of smart home devices are expected to increase by 15%

True Wireless Headsets

In 2019

~78 million true
wireless headsets
were sold worldwide



In 2020

Wireless earbud sales
are predicted to
increase by 35%

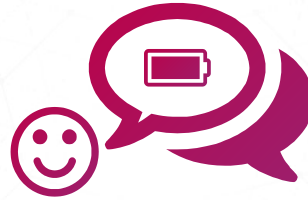
*statista.com/statistics/1013019/
worldwide-sales-volume-true-wireless-stereo-headset*

*CTA Consumer Technology Extended Forecasts
2018-2023 (<https://www.cta.tech/salesandforecasts>)*

Of those with access to Technographics...



80% say it's given them **more insight** into prospects and customers



81% say it helps them feel **more prepared** to talk to sales prospects



79% say it's had a positive impact on their **company's bottom line**

Source: ZoomInfo 2019 Technographic Data Report (blog.zoominfo.com/technographic-data-report/)

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Traditional Technographics



ZoomInfo

At the most basic level, technographics are the essential technologies and tools organizations use [...]

Traditional Technographics



Datanyze

Technographics is [data] based on a company's technology choices and buying signals

Traditional Technographics



HG Insights

[...] the specific hardware and software technologies that companies are using [...]

Traditional Technographics



UpLead

[...] the profiling of target accounts based on their technology
[to] make your firmographic data more robust

Traditional Technographics



ZoomInfo -- "technologies and tools organizations use"

Datanyze -- "based on a company's technology"

HG Insights -- "technologies that companies are using"

UpLead -- "make your firmographic data more robust"

Technographics are profiling criteria
based on a user's technology

Traditional Technographics are profiling
criteria based on a company's technology



Traditional Technographic Methods



Scraping / Web
Crawling

Missing complex
ecosystems (smart home)



Natural Language
Processing (NLP)

Assumes the technology is
actually being used



Online / Phone
Surveys

Data can be very
challenging to manage

Traditional Technographics



Generalized profiling from **companies** — not individuals

Missing complex **ecosystems** (smart home)

Assumes the technology is actually being used

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Centercode Technographics provide us with
real-time insight into a user's technology
ecosystem via **Test Platforms**

Technographics in CV

Technographic

Test Platforms



Psychographic

Surveys



Geographic

User Profile



Demographic

User Profile



Technographics in CV



We observed Centercode tests from 2017 to 2019

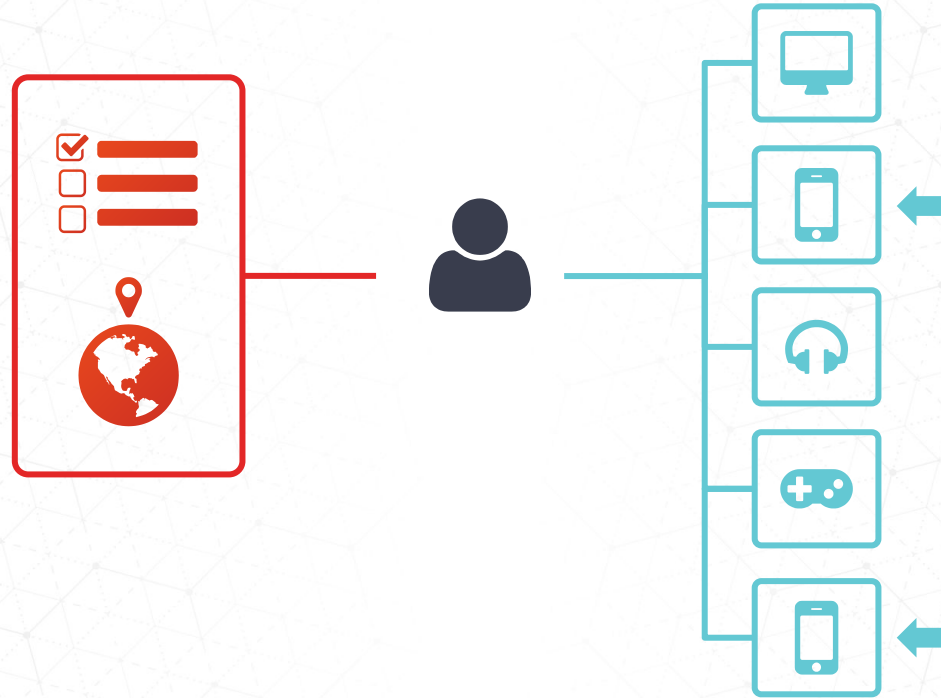
80% of tests had a **Demographic** requirement

97% of tests had a **Geographic** requirement

100% of tests had a **Technographic** requirement

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User Profile vs. Test Platforms



Test Platforms



Technology **profiles** in
Centercode's platform

Less questions are
needed in surveys



Build a picture of a
product ecosystem

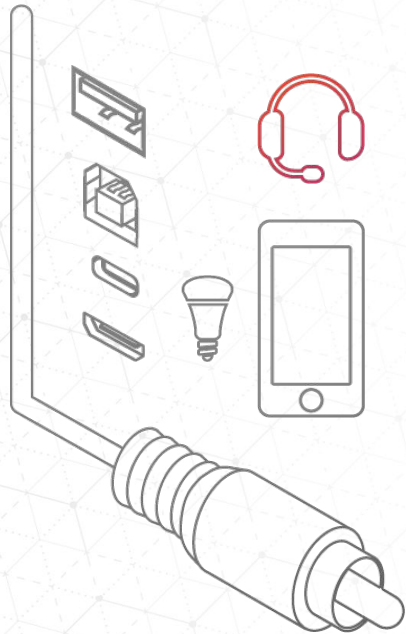
Understand what other
products testers use



Can be used in **Filters**,
Views, Reports, etc.

More granularity with
your target market

Test Platforms



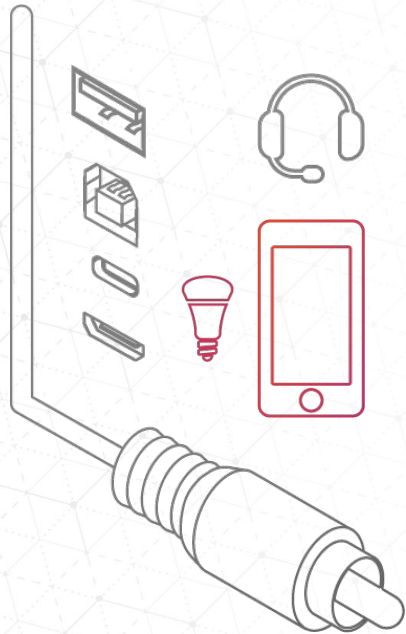
Headphones

Active noise cancelling?

Bluetooth connectivity?

Microphone attached?

Test Platforms



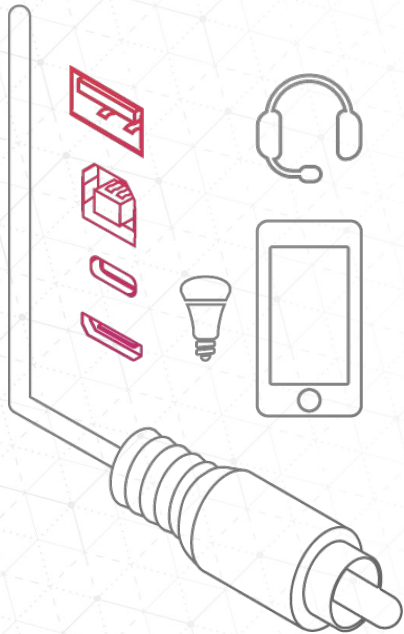
Smart Lighting

Mobile app control?

Used indoor or outdoor?

Capable of RGB?

Test Platforms



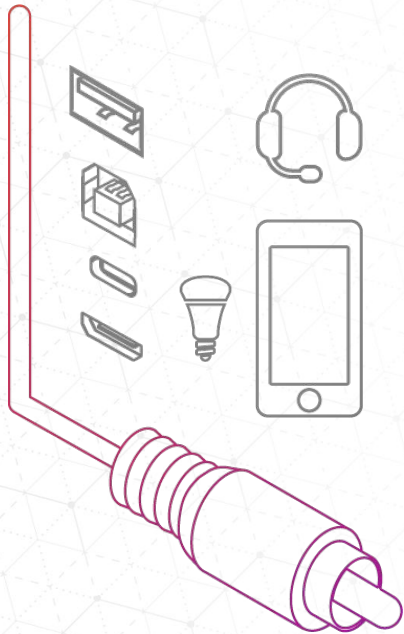
Computer

USB Type-C available?

Desktop or laptop?

Webcam available?

Test Platforms



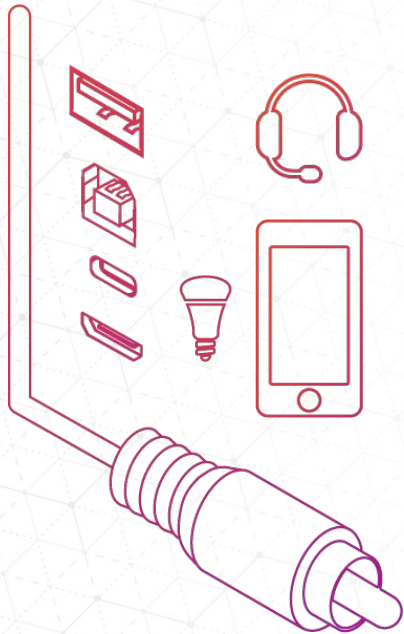
Home Theater

TV service (cord-cutter)?

Audio-Video Receiver?

Streaming device connected?

Test Platforms



Granularity

Scalability

Accuracy

Everything is up-to-date

Test Platform 2019 Report



Users with Test Platforms have completed **4.9 on average**

The top Test Platform (most completions) is **Mobile Phone**

A single user has completed **over 80 Test Platforms**

These reports were calculated based on Betabound data in December, 2019.

Why Test Platforms Matter



Less questions are needed in surveys

Understand what other products testers use

More granularity with your target market

Hundreds of thousands of Test Platforms completed

Managing Technographics



Test Platform **creation**

Test Platform **revisions**

Test Platform **nurturing**

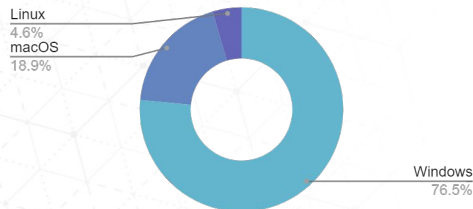
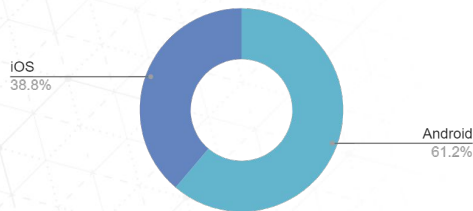
Researching findings

Psychographic Insight

Metrics / data deep-dives

Managing Technographics

Samsung Galaxy S8
Samsung Galaxy Note 8
Samsung Galaxy S9 Plus
Samsung Galaxy S7
Samsung Galaxy S8 Plus
Google Pixel 2 XL
Samsung Galaxy S9
Motorola Moto G
Samsung Galaxy S7 Edge
Samsung Galaxy Note 9
LG V30
Google Pixel XL
Google Pixel 2
Samsung Galaxy S5
Google Pixel
LG G6
ZTE ZMax
LG G7
Motorola Moto G
Google Pixel 3 XL



Researching findings

Psychographic Insight

Metrics / data deep-dives

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Recap



Proven to prepare teams, grant insight, and **boost profit**

Required in **100%** of Centercode tests (since 2017)

Test Platforms provide **scalable and granular data**

Fully managed and **free** for Centercode customers

Thank You!



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