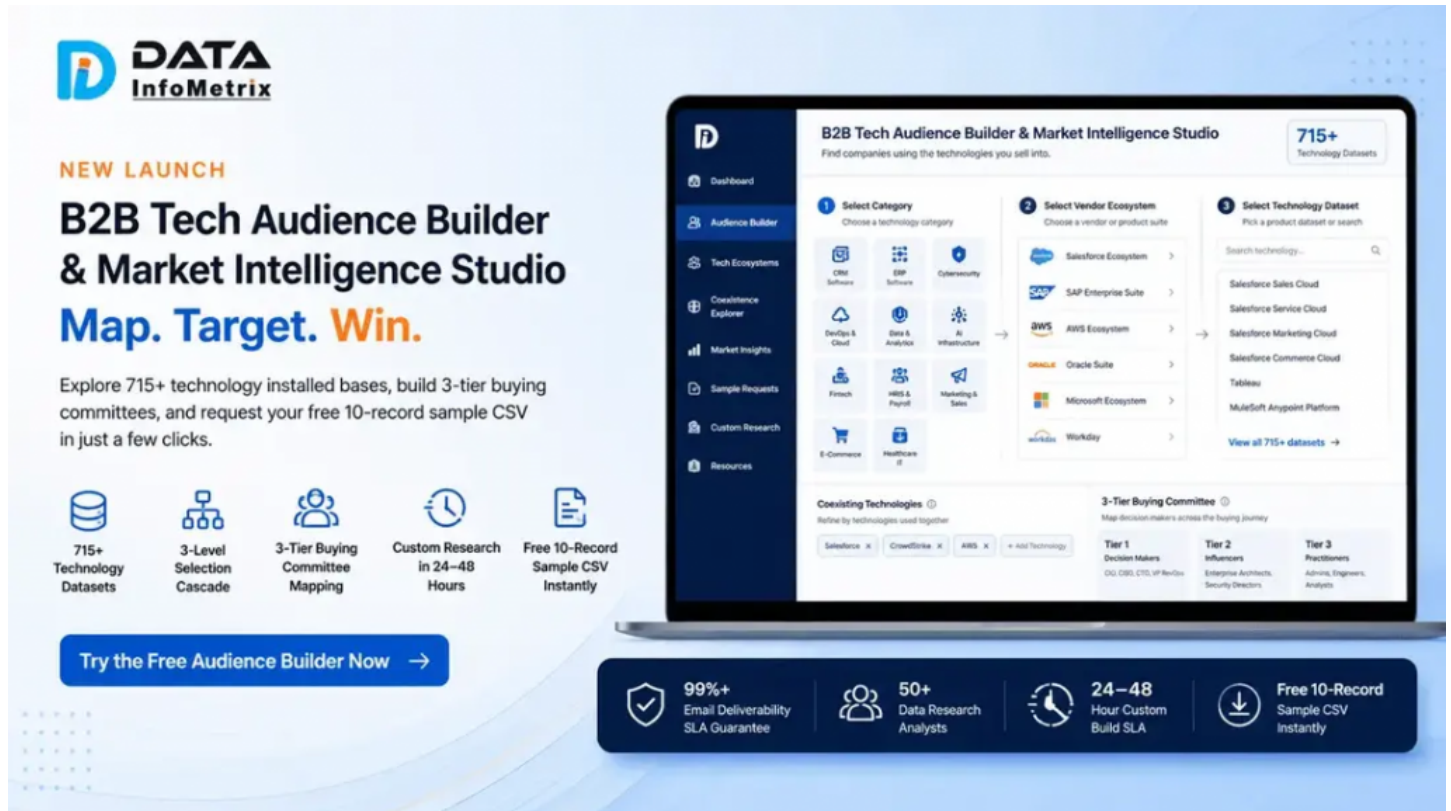


Data InfoMetrix Launches Free B2B Tech Audience Builder & Market Intelligence Studio

Data InfoMetrix launches a free studio that helps sales, marketing, and RevOps teams identify technology-based accounts, analyze software environments, map buying committees, and build targeted B2B audiences.



The image shows a promotional banner for Data InfoMetrix's new launch. On the left, the Data InfoMetrix logo is displayed above the text "NEW LAUNCH" and "B2B Tech Audience Builder & Market Intelligence Studio". Below this, the tagline "Map. Target. Win." is shown. A paragraph describes the platform's capabilities: "Explore 715+ technology installed bases, build 3-tier buying committees, and request your free 10-record sample CSV in just a few clicks." Five icons represent key features: 715+ Technology Datasets, 3-Level Selection Cascade, 3-Tier Buying Committee Mapping, Custom Research in 24-48 Hours, and Free 10-Record Sample CSV Instantly. A blue button says "Try the Free Audience Builder Now →". On the right, a laptop displays the software interface. The interface has a dark blue sidebar with navigation options: Dashboard, Audience Builder (selected), Tech Ecosystems, Coexistence Explorer, Market Insights, Sample Requests, Custom Research, and Resources. The main panel is titled "B2B Tech Audience Builder & Market Intelligence Studio" and shows a "715+ Technology Datasets" count. It features three steps: 1. Select Category (with icons for CRM, ERP, Cybersecurity, DevOps & Cloud, Data & Analytics, AI Infrastructure, Fintech, HRIS & Payroll, Marketing & Sales, E-Commerce, and Healthcare), 2. Select Vendor Ecosystem (listing Salesforce, SAP, AWS, Oracle, Microsoft, and Workday), and 3. Select Technology Dataset (with a search bar and a list of datasets including Salesforce Sales Cloud, Salesforce Service Cloud, Salesforce Marketing Cloud, Salesforce Commerce Cloud, Tableau, and MuleSoft Anypoint Platform). Below these steps, there are sections for "Coexisting Technologies" and "3-Tier Buying Committee" mapping.

Saint Petersburg, Florida Aug 18, 2026 ([Issuewire.com](https://www.issuewire.com)) - Data InfoMetrix has launched its free B2B Tech Audience Builder & Market Intelligence Studio, giving sales, marketing, and revenue operations teams a practical way to research technology environments and identify potential business audiences.

The new studio is designed around the growing need for more precise B2B audience research. Instead of relying only on traditional company characteristics such as industry, company size, or location, users can explore technology adoption as an additional signal when researching potential accounts.

The platform currently provides access to technology intelligence across more than 715 technology datasets. Users can explore technology categories, vendor ecosystems, and individual software platforms to identify companies associated with specific technologies.

Key capabilities include technology-installed-base audience discovery, software coexistence analysis, buying committee research, and custom technology research.

The software coexistence functionality allows users to explore companies that use multiple technologies at the same time. This can help teams research technology ecosystems, identify potential competitive

accounts, discover partnership opportunities, and develop more focused account lists.

The platform also provides buying committee insights across three levels. Decision-makers may include senior technology and business leaders, while influencers and practitioners can represent the teams involved in evaluating, implementing, and managing technology.

For organizations researching technologies that are not currently available in the studio, Data InfoMetrix provides a custom research option for specific technology and audience requirements.

Users can also request a free 10-record sample based on selected audience criteria before proceeding with a broader data requirement.

The B2B Tech Audience Builder & Market Intelligence Studio is available online and can be explored without a login.

The launch reflects Data InfoMetrix's broader focus on helping B2B organizations use technology intelligence to improve account research, audience development, market analysis, and revenue planning.

The studio is available at <https://datainfometrix.com/tools/tech-audience-builder/>.

About Data InfoMetrix

Data InfoMetrix is a B2B data and market intelligence company focused on technology intelligence, technographic data, buyer intent signals, and business audience research. Its solutions support sales, marketing, demand generation, and revenue operations teams researching technology-driven B2B markets.

For more information, visit <https://datainfometrix.com/>.

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Source : Data InfoMetrix

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