



**Wappalyzer**

# Wappalyzer is a web technology profiler and leads data provider.

We supply lists of websites and contacts that use certain technologies, such as CMS, CRM and ecommerce platforms.



# About us

Wappalyzer has been a leading expert in technographics since 2008.

Our products and services are used by thousands of professionals world-wide.

We track over a thousand technologies across the websites of millions of companies.



# Use cases

## Prospecting

Find leads by the web technologies they use.

## Market research

Know who uses your software and that of your competitors.

## Security reconnaissance

Uncover technology stacks and version numbers.

# Our products

# Lead lists

Create lists of websites and contacts that use certain web technologies.

Segment by country, top-level domain and language.

Attributes include contact details, social media profiles, trackers, version numbers, website traffic and meta data obtained from web pages.

[www.wappalyzer.com/lists](http://www.wappalyzer.com/lists)

[www.wappalyzer.com/docs/sets](http://www.wappalyzer.com/docs/sets)

# Technology lookup

Uncover the technology stack and contact details of any website, individually or in bulk.

Look up 5,000 websites in one go with our easy-to-use, integration-free tool.

Websites we haven't seen before are crawled and analysed within minutes.

[www.wappalyzer.com/lookup](https://www.wappalyzer.com/lookup)

[www.wappalyzer.com/bulk](https://www.wappalyzer.com/bulk)



# Website alerts

Monitor any website for changes to their technology stack.

Get notified via email when a prospect changes their CMS, CRM, ecommerce platform or any other web technology.

Websites are indexed daily to ensure you never miss an update.

[www.wappalyzer.com/alerts](http://www.wappalyzer.com/alerts)



# APIs

Automate using our Lookup and Crawl APIs.

Gain instant and real-time access to website technology stacks and contact details, programmatically.

Our APIs are developer-friendly, highly scalable and allow for deep integration.

[www.wappalyzer.com/api](https://www.wappalyzer.com/api)



# Our methods

# Data sourcing

Data is sourced from our browser extension with 1.5M users and in-house crawlers. Our unique methods ensure only live websites are tracked and allow us to capture traffic data.

Wappalyzer is built on an open-source core. Hundreds of developers have helped improve technology fingerprints.

Unlike conventional crawlers, we're able to reach pages behind logins and checkouts.

Our data is always fresh and accurate.



**Our platform**

# User management

Selected plans include additional seats, allowing multiple employees to access a company account with their own login.

The account holder can add credits and manage users, subscriptions and invoices.

Employees can spend credits on lead lists and technology lookups.

# Pricing model

Products can be paid for with a credit card, PayPal account or credit balance.

Our plans grant a number of monthly credits at a lower price. Credits can be spent on any product, including lead lists, technology lookups and API calls.

Additional credits can be purchased at tiered pricing.

[www.wappalyzer.com/pricing](http://www.wappalyzer.com/pricing)



# Testimonials

*"Wappalyzer has proven to be a great tool to help us break down the aggregate analysis of how the web is doing by various technologies."*

— **Ilya Grigorik**  
Director, Developer  
Relations at Google

*"Wappalyzer has been such a useful part of the HTTP Archive dataset. It's enabled us to slice the data in new ways and discover more interesting insights about the state of the web."*

— **Rick Viscomi**  
Senior Developer  
Relations Engineer at  
Google

*"Wappalyzer has been hugely valuable to slice performance data by the various detected applications at WebPageTest.org."*

— **Patrick Meenan**  
Engineering Fellow at  
Catchpoint



**Thank you.**