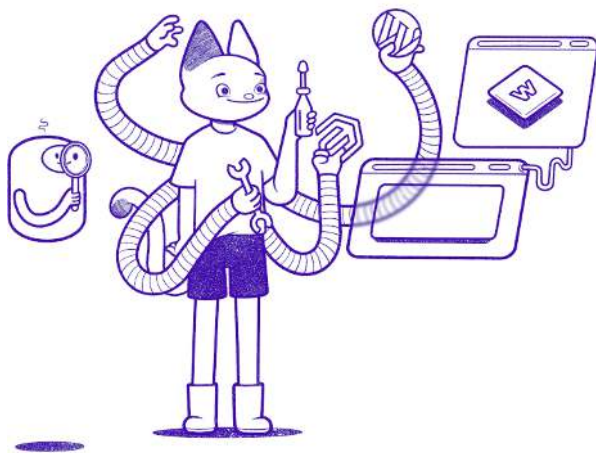Wappalyzer

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.

Wappalyzer

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 thousands of technologies across the websites of millions of companies.

Wappalyzer

Use cases

Prospecting

Find leads by the web technologies they use.

Market analysis

Know who uses your software and that of your competitors.

Security reconnaissance

Uncover technology stacks and version numbers.

Wappalyzer

Our products

Lead lists

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

Segment by country, industry, company size, website traffic, language, keywords and more.

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

www.wappalyzer.com/lists
www.wappalyzer.com/docs/fields

Wappalyzer

Technology lookup

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

Look up 100,000 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

Wappalyzer

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

Wappalyzer

Email verification

Verify email addresses to prevent bounces, spam reports and fake website sign-ups.

We run a number of live checks for mail server connectivity, inbox availability and more, without sending an email to the address.

www.wappalyzer.com/verify

Wappalyzer

APIs

Automate using our technology lookup and email verification APIs.

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

Our APIs are developer-friendly, highly scalable and allow for deep integration.
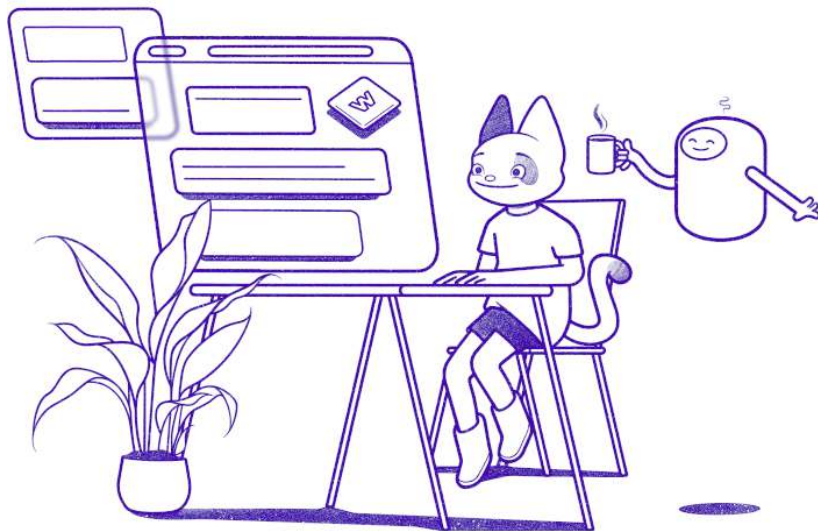
www.wappalyzer.com/api

Wappalyzer

Apps

Wappalyzer works with the tools you use every day, including every major browser, CRMs like HubSpot and Pipedrive and codeless tools like Zapier and Integromat.

www.wappalyzer.com/apps

Wappalyzer

Our methods

Data sourcing

Data is sourced from our browser extension with 2M users and in-house crawlers. Our unique methods ensure only live websites are tracked and allow us to capture traffic data.

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

Our technology data is of a high standard and updated continuously.

Wappalyzer

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.

Wappalyzer

Pricing

We use a transparent credit-based system. Credits are included in plans and can be spent on any product, including lists and APIs, giving you the most flexibility.

Additional credits can be purchased at tiered pricing.

Sign up for a free account to try before you buy.

www.wappalyzer.com/pricing

Wappalyzer

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, Principal Engineer at Shopify

"Wappalyzer is an integral part of our sales process, enabling us to optimise lead segmentation at scale. It's a total game changer for our organisation."

— **Roman Schweiger**
Head of Business Development at Boomerank

"These days you need advanced marketing tools to stand out from the competition. Wappalyzer help us do just that."

— **Thomas Alibert**
Growth Engineer at PayFit

Wappalyzer

Thank you.