B2D Segmentation Questions:

A Practical Framework for Developer GTM

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Each category includes the key segmentation questions a B2D seller needs to answer — not explanations, not definitions, not personas — just the right questions.

TECHNOLOGY / PRODUCT FIT

Sub category	Diagnostic Questions
Integration Surface	What parts of the developer workflow does our product touch? Is integration shallow (APIs, widgets) or deep (SDKs, runtimes, pipelines)?
Technical Complexity	Does adoption require new language/runtime knowledge? Does it introduce architectural change (e.g., data model, pipeline, infra agent)?
Risk Profile	What breaks if this tool fails? Is it mission-critical, security-layer, infra-layer, or lightweight utility?
Proof Requirements	Do buyers require benchmarks, sandbox tests, POCs, audits, or reference architectures?
Compatibility Constraints	Does the product depend on specific cloud providers, languages, frameworks, or infra maturity?
Data Sensitivity	What kind of data flows through the product? Is data residency or compliance a blocker?

DEVELOPER PERSONAS / USER FIT

Sub category	Diagnostic Questions
Role Type	Who directly uses the tool—frontend engineers, backend engineers, DevOps/SRE, platform engineers, ML engineers, data engineers?
Experience Level	Do juniors or seniors initiate trials? Who hits friction first? Who becomes skeptical first?
Workflow Impact	Does this tool replace a homegrown solution? Complement it? Change existing processes?
Build vs Buy Bias	Are these users more inclined to build? Under what conditions do they prefer buying instead?
Community Behavior	Where do these developers go to evaluate tools—GitHub, blogs, Hacker News, Discord, Slack communities, conferences?
Evaluation Motives	Are developers optimizing for speed, reliability, maintainability, cost, personal growth, or team consistency?

TEAM & LEADERSHIP PERSONAS

Sub category	Diagnostic Questions
Team Lead Dynamics	Do team leads act as gatekeepers, champions, or blockers? Do they care more about consistency or speed?
Senior IC Dynamics	Are staff/principal engineers the real decision-makers in practice (common in infra/data orgs)?
Architects / Tech Leads	Who maintains technical standards? Who defines patterns or best practices?
Cross-Functional Dependencies	Does adoption require collaboration with security, data, DevOps, or platform teams?
Internal Advocacy Patterns	Who typically becomes the teacher/guide/go-getter in the org when tools are adopted?
Decision Friction Sources	Who typically slows things down—skeptics, blockers, or risk-averse managers?

ECONOMIC BUYER PERSONAS

Sub category	Diagnostic Questions
Budget Owner	Who owns the budget—CTO, VP Eng, Director? Does budget sit centrally or within teams?
Economic Triggers	Which metrics matter most—velocity, developer productivity, infra cost, SLAs, time to market?
Procurement Difficulty	Is procurement centralized? Long cycle? Security-heavy?
Vendor Fatigue	Are buyers overwhelmed with tools? How much scrutiny is applied to new vendors?
Preference for Platformization	Does leadership prefer fewer vendors and more consolidated platforms?
Pricing Sensitivity	Is the org cost-optimized (startup), cost-controlled (mid-market), or cost-scrutinized (enterprise)?
Audit & Compliance	What compliance layers (SOC2, ISO, HIPAA, GDPR, FINRA) matter at purchase time?

ORGANIZATIONAL CONTEXT

Sub category	Diagnostic Questions
Company Size	How does adoption differ for startup, mid-market, and enterprise?
Engineering Maturity	Do they have platform teams? Dedicated SRE? Mature DevOps?
Tech Stack & Legacy Burden	Is the org cloud-native, hybrid, or legacy-heavy?
Existing Tooling	Are there incumbents or homegrown tools creating lock-in?
Cross-Team Soloing	Is the org centralized or fragmented across different teams and stacks?
Procurement Culture	Are they procurement-heavy or engineering-driven?
Change Tolerance	How often do they adopt new tools? Quarterly? Yearly? Rarely?

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INDUSTRY & VERTICAL

Sub category	Diagnostic Questions
Regulatory Pressure	Which industries introduce heavy controls—fintech, healthcare, defense?
Latency & Reliability Requirements	Do they operate real-time systems (gaming, trading, IoT)?
Data Security Requirements	Are there strict data residency or encryption requirements?
Ops Structure	Does the industry favor strong Ops teams (e.g., energy, logistics) or autonomous engineering teams (e.g., SaaS)?
Language/Stack Norms	What languages dominate the industry (Python in ML, Java in finance, JavaScript in SaaS)?

MARKET / GEOGRAPHY

Sub category	Diagnostic Questions
Geographic Maturity	Is the region cloud-forward (US/EU) or hybrid/legacy (APAC, LATAM)?
Buying Culture	Does the region favor informal trials or formal RFPs?
Compliance Geography	Does regional legislation affect adoption (GDPR, India DPDP, Singapore MAS)?
Pricing Sensitivity by Region	How elastic is pricing across markets?
Developer Culture	Are developers open-source-inclined (EU) or enterprise-tool-inclined (US)?

DEVELOPER MOBILIZER STATES (CEB FRAMEWORK ADAPTED FOR DEVELOPERS)

Sub category	Diagnostic Questions
Skeptics	What makes developers doubt your tool? Where does skepticism usually arise—docs, performance, API complexity?
Teachers	Which devs naturally share knowledge internally? How do you activate them?
Guides	Which devs help others evaluate? Do they prefer hands-on or curated content?
Go-Getters	Who becomes internal evangelists? What helps them push internally?
Blockers	Where does adoption usually get stuck? Tooling conflicts? Mistrust? Build-vs-buy ideology?
Climbers	Which individuals support tools that help them gain influence or prestige?
Friends	Who casually supports the tool but won't drive decisions?