

Bloomberry Study Reveals Enterprise AI Tool Adoption as Strongest B2B Software Purchase Intent Signal

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NEW YORK, NY - October 14, 2025 -
Bloomberry, a tech stack intelligence company, has released findings from its analysis of one million B2B software purchases, revealing that companies adopting enterprise AI tools subsequently make 46 percent more software purchases than those without AI implementations. The comprehensive study, conducted from March through September 2025, identifies new patterns in enterprise buying behavior that challenge traditional sales targeting assumptions. The analysis is in the B2B Software Buyer Intent Signals case study.

The research examined actual purchase records from companies with 200 to 1000 employees, focusing exclusively on enterprise software transactions while excluding individual purchases and consumer subscriptions. The findings indicate that AI tool adoption, particularly platforms like ChatGPT Enterprise and Claude for Teams, serves as the strongest predictor of future software investments, surpassing conventional indicators that sales teams have historically relied upon.

"The data reveals a fundamental shift in how enterprises approach technology investments," said Henley

Wing Chiu, CTO at Bloomberry. "Companies implementing AI tools are not just adding a single solution to their stack?they're entering an accelerated phase of digital transformation that drives multiple subsequent purchases across various software categories."

According to the analysis, the predictive strength of various signals ranked as follows: AI tool adoption led with a 46 percent increase in subsequent purchases, while recent software purchases by repeat buyers and companies experiencing headcount growth of 20 percent or more both showed a 38 percent increase. VP-level hires correlated with a 28 percent increase, and recent funding rounds indicated a 25 percent increase in software purchases.

The research methodology controlled for company size variations and drew from Bloomberry's extensive database, which tracks purchase, churn, and usage signals across more than 1,000 products in over 150 categories. The company's data sources include website crawling and technical footprint analysis that reveals technology decisions through what the industry terms "dark funnel" sources?purchase activities that occur outside traditional tracking methods. Learn more on the company's website, accessible here: https://bloomberry.com/.

Notably, the study found that achieving SOC compliance, often considered a sign of enterprise maturity and potential technology investment, showed no correlation with increased software purchases. This finding challenges common assumptions about compliance milestones as buying triggers.

These insights have immediate applications for B2B sales teams and software vendors seeking to improve their targeting strategies. Rather than focusing solely on funding announcements or executive hires, the data suggests that monitoring AI tool adoption provides a more reliable indicator of companies entering active buying cycles.

Bloomberry specializes in providing real-time technology stack intelligence for businesses seeking to understand prospect activities beyond their own websites. The company's platform helps organizations identify prospects actively buying in primary or adjacent categories, track competitor churn, and build highly targeted marketing lists. The company uncovers over 200,000 technology events monthly, making this data available through both download links and API access. Additional insights and analysis can be found at https://bloomberry.com/blog/.

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Bloomberry

Bloomberry provides tech stack intelligence across 1100 products in 175 categories in near real-time. Everything from ERPs to DevOps to AI tools and more.

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