**Priority Engine™
with DiscoverOrg**

Reach the Entire Target Buying Team

Double marketing conversions and accelerate sales via direct integration of DiscoverOrg data into Priority Engine™

TechTarget dominates organic search and sees more B2B technology research than any other resource on the Web. This not only gives TechTarget a unique perspective on upcoming technology purchases, but the authoritative one. It's this exclusive research activity that allows Priority Engine™ to identify and rank accounts looking for your solutions. While directly engaging these active researchers is a critical step to generating opportunities and closing deals, technology purchases are rarely decided by one individual.

Most enterprise purchase decisions are made by a committee of active researchers who define the project and stakeholders who ensure the final solution meets the business requirements. TechTarget's landmark partnership with leading contact provider DiscoverOrg unlocks these hidden stakeholders, making it easy to target and engage the entire Target Buying Team (TBT) within a single dashboard.

Active Researchers
Core buyers with proven interest and the highest response rate
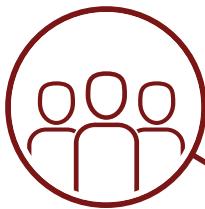
← **Target Buying Team** →

Stakeholders
Key decision-makers and influencers on the extended buying team

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DiscoverOrg
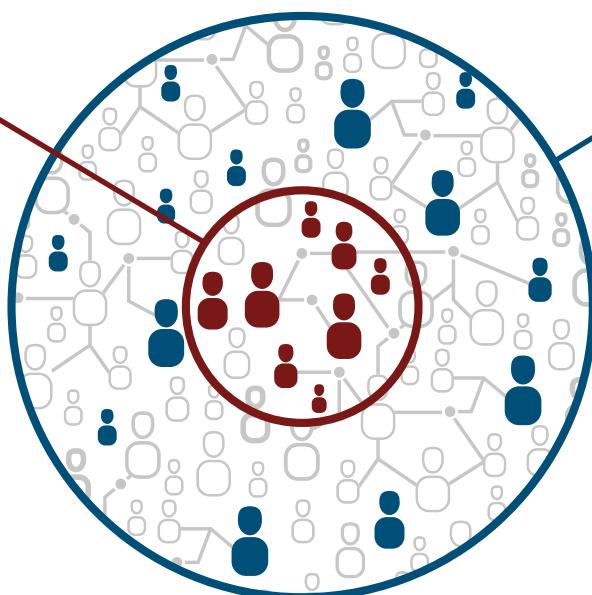
Access thousands of new prospects at target accounts

Priority Engine with DiscoverOrg gives you access to **3X** more contacts from ranking target accounts. Uncover thousands of new prospects to boost lead conversions, increase sales engagements and double ROI.

Prioritize sales outreach with new Prospect Types

Priority Engine makes it easy for sales teams to prioritize who to contact first by organizing prospects into five distinct Prospect Types (see chart). All prospects are assigned a type based on their level of research activity, job function and sales priority. In one glance, sales professionals can identify who to contact first based on specific demographic attributes and recent purchase intent.

New **TechTarget Suspects** and **DiscoverOrg Recommended Contacts** are auto-selected by Priority Engine's proprietary matching algorithm based on previous research interactions, related job titles, or seniority within relevant business or technology departments.

TechTarget

1. **TechTarget Leads (High Priority):**
   Prospects who have directly engaged with your sponsored content

2. **TechTarget Active Prospects (High Priority):**
   Prospects actively researching core technology topic

3. **TechTarget Suspects (Medium Priority):**
   Prospects actively researching highly related technology topics

DiscoverOrg

4. **DiscoverOrg Recommended Contacts (Medium Priority):**
   Up to 10 unique DiscoverOrg contacts from Priority Engine ranked accounts whose job function indicates involvement in core technology segment

5. **DiscoverOrg Contacts:**
   Additional DiscoverOrg contacts from Priority Engine ranked accounts
   Available only to DiscoverOrg customers

Better sales intelligence with new Contact Cards

Priority Engine's new Contact Cards makes it easier for sales to have better conversations with prospects. Contact Cards offer drop-down details for every prospect, including prospect type, job function, office location, and seniority. Advanced search features make it easy for sales users to quickly identify groups of prospects by specific demographic characteristics.

To learn more, email us at **PriorityEngine@techtarget.com** or contact your TechTarget sales representative today