



TechTarget Products

Purchase intent-driven offerings built to fulfill specific marketing and sales needs.

- Primary use case
- Supporting use case

Use Case	Content Marketing	Brand Solutions	Priority Engine™	Qualified Sales Opportunities™	TechTarget Research
ABM	●	●	●	●	●
Account Prioritization			●		
BDR/Inside Sales Enablement			●	●	
Brand Consideration		●	●		
Channel & Partner Enablement	●	●	●	●	
Competitive Conquesting		●	●		
Competitive Intelligence			●	●	●
Database Growth	●		●		
Event Recruitment	●		●		
Lead Generation	●		●		
Pipeline Generation	●	●	●	●	
Programmatic		●	●		

About TechTarget

TechTarget (Nasdaq: TTGT) is the global leader in purchase intent-driven marketing and sales services that deliver business impact for enterprise technology companies. www.techtarget.com

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