

## Be the first to intercept and dominate awareness with tech buyers on their first click from Google

### How are you targeting and influencing buyer decisions?

Eight out of 10 tech buyers start their solution search on Google. Those buyers run 12+ searches before clicking on a vendor's website<sup>1</sup>. Clearly you need to be at the top of Google's results for keywords relevant to your business<sup>2</sup>.

However, getting content to the top of Google's search results is expensive and time consuming. Google Adwords reaches at most 10% of buyers researching solutions. TechTarget's Share-of-Voice Solutions are your shortcut to the top of Google's rankings, helping you build mindshare and drive awareness with the 90% of enterprise tech buyers clicking on organic content<sup>3</sup>.

By owning 100% of brand placements, you dominate buyer perception, establish market authority and box out your competition. TechTarget's suite of SOV solutions delivers your brand when and where buyers are making decisions to ensure you have a complete brand search strategy.

### Keyword Takeovers

90% of tech buyers click on organic content when searching for solutions. Keyword Takeovers align your banners to relevant organic content that ranks highly for your targeted keywords in Google search<sup>3</sup>. Your banners run in every ad position on those content pages, giving you 100% share of voice. Use Keyword Takeovers to:

- Be the first to engage buyers seeking real-time solutions through search
- Elevate your brand visibility and mindshare with targeted, active tech buyers
- Beat out the competition for brand exposure on coveted search terms
- Gain insight into keywords searched by buyers in your market to increase efficiency in other marketing campaigns

### Complete Brand Search Strategy

Benefit now from TechTarget's Search Power

- ✓ **Be the first brand to influence buyer decisions**
- ✓ **Dominate mindshare for relevant searches**
- ✓ **Eliminate competitor exposure to active buyers**
- ✓ **Create an awareness catalyst for current and future lead-gen efforts**
- ✓ **Gain critical insights to buyers and accounts engaging with your brand**

## Essential Guides

TechTarget's depth and breadth of expert content is unparalleled. Essential Guides leverage this encyclopedia of IT to deliver hand-curated learning experiences tailored to tech buyers in your market. 100% SOV for your brand on SEO-optimized "best of" content will:

- Increase brand consideration with buyers seeking easily consumable expert content
- Feature high-impact custom ads with full-page expansion for maximum engagement
- Generate leads from buyers engaging custom asset syndication on each guide page
- Identify account information for buyers exposed to your targeted brand message

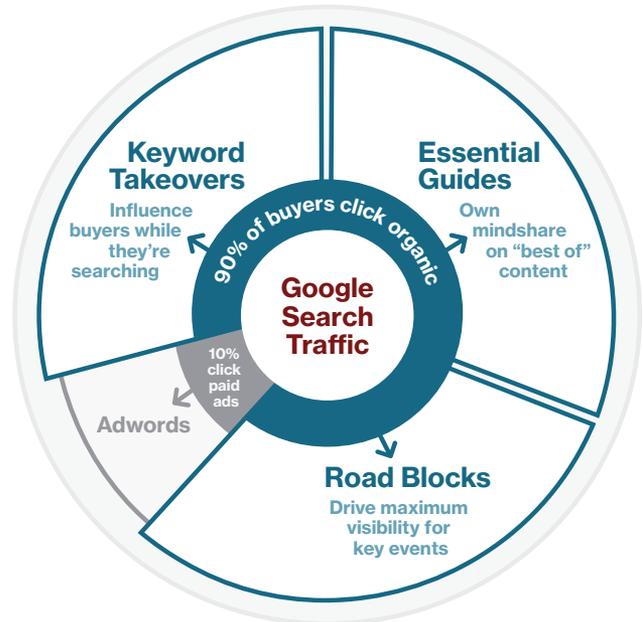
## Road Blocks

TechTarget dominates search results across 5000+ IT topics. There's no question TechTarget is the right place to get your brand message seen. Road Blocks own 100% share of voice on targeted banner placements to:

- Drive maximum short-term brand visibility and message delivery to relevant tech buyers
- Maximize brand exposure for important launch announcements and upcoming events
- Maintain mindshare with active tech buyers through high-impact display advertising

Your buyers are coming to TechTarget to research solutions, solidify short lists and make purchasing decisions well before they seek out vendor websites. Ensure you are the first brand to intercept and influence buyers at each stage of their buy cycle with TechTarget's SOV solutions.

## Dominate Share of Voice for Tech Buyers Engaging TechTarget's Top Ranked Content Through Organic Search



To learn more, email us at [ShareOfVoice@techtarget.com](mailto:ShareOfVoice@techtarget.com) or contact your TechTarget sales representative today

### About TechTarget

TechTarget (NASDAQ: TTGT) is the Web's leading destination for serious technology buyers researching and making enterprise technology decisions. To learn how you can engage with serious technology buyers worldwide, visit [techtarget.com](http://techtarget.com) and follow us [@TechTarget](https://twitter.com/TechTarget).