

Leverage TechTarget's behavioral data to intelligently target IT buyers and accounts

Marketers have two primary goals when leveraging data-driven display:

- **Efficiently reach in-market buyers** to raise awareness, increase engagement and drive conversions
- **Integrate with multiple marketing strategies** to accelerate overall campaign performance

Recent innovations in programmatic advertising have helped B2C marketers improve their ability to target and reach prospective buyers. However, marketers in B2B have not been able to take full advantage of these capabilities because the available data is often far less accurate or relevant to enterprise technology:

- Is commonly unsourced, "black-boxed," or based on non-specific content
- Can't distinguish between browsers, researchers or serious buyers
- Derived or pieced together from multiple sources
- Inferred data and broad content produce inaccurate and unreliable results

Spoke: A Better Approach

TechTarget's audience data provides greater accuracy, topic alignment and true B2B relevance, eliminating waste and the need to guess if you are targeting in-market prospects with true intent. We offer solutions to target both individual buyers and full account buying teams based on this intent insight:

- **Audience Extension** – target individual buyers with previous activity against highly granular enterprise technology topics
- **Campaign Retargeting** – retarget buyers who previously engaged with your brand on TechTarget's network of more than 140 sites
- **Intenders** – surround accounts TechTarget has verified as active in your market
- **Named Account** – reach/influence accounts your sales team cares about
- **Conquesting** – intercept accounts researching competitive solutions

TechTarget's data is conclusive and enables you to better target your audience



Observed Intent

Singularly sourced intelligence collected from a network of more than 140 IT specific sites



Deep Insights

Site content is focused, problem solving content that only active IT buyers are consuming



Actionable

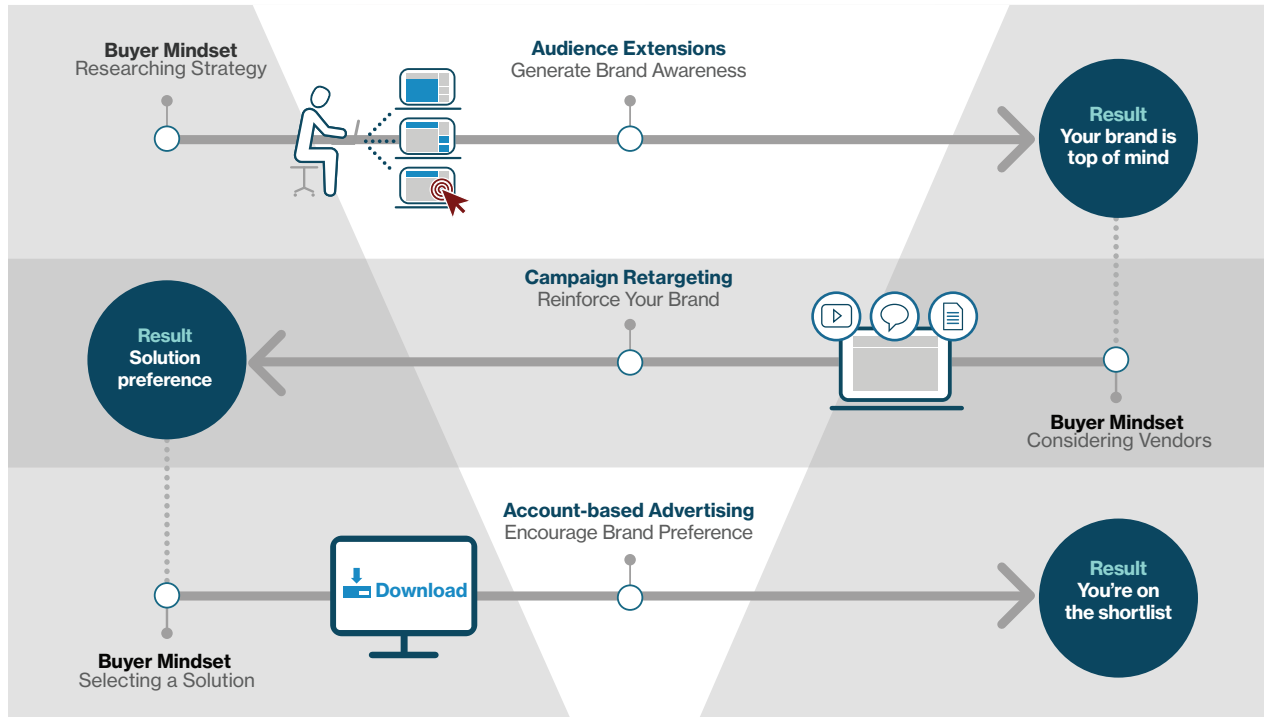
Ownership and visibility of the data allows us to see accounts with surging purchase behavior against specific topics



Transparent

Reporting provides insight into which accounts you reached and engage with your message

Spoke tactics accelerate your influence on prospects throughout their purchase journey



Our flexible solutions are designed to help advertisers move buyers through their journey no matter what mindset they're in.

- **Build brand awareness** and ensure your brand is top of mind by reaching buyers that are researching strategy against key IT topics
- **Encourage solution consideration** by reinforcing your brand with buyers that have previously engaged with your brand and content
- **Make the shortlist** by influencing the buyer and their buying team as they evaluate specific vendor solutions

To learn more, email us at Spoke@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 and follow us [@TechTarget](https://twitter.com/TechTarget).