# Introducing Priority Engine™ with HG Data

TechTarget has partnered with leading data intelligence provider **HG Data** to embed their proprietary vendor and product install information directly into TechTarget's **Priority Engine**. This powerful combination brings improved audience targeting, deeper sales intelligence and new account insights within one centralized dashboard.

HG Data-Enhanced Target Profiles allow you to identify accounts by the technology they currently have installed.

This enables you to build Target Profiles of accounts segmented by competitive product installs; identify and message customers who are engaging with your competitors; and enhance ABM account intelligence using install data across 15 distinct and searchable technology categories.
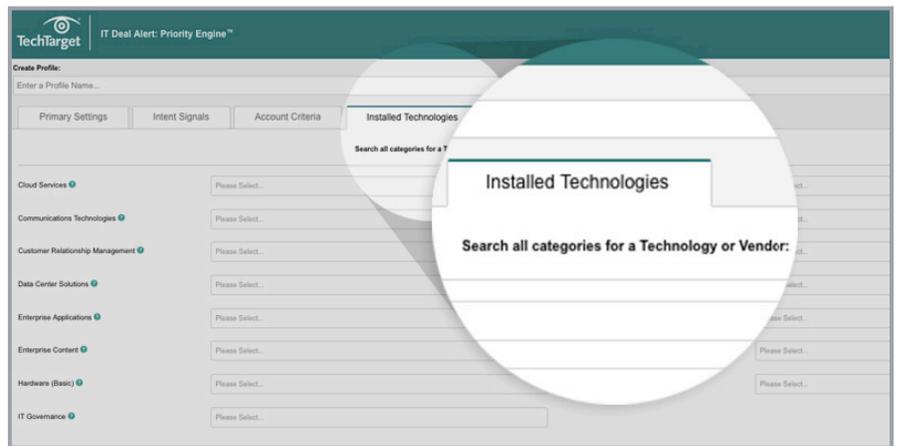
Target Profile view

HG Data-Enhanced Account Views now include installed technology details alongside TechTarget exclusive topical interest and vendor engagement data. Give your sales team a comprehensive view of account challenges, future investments and current infrastructure—all ranked by their unique purchase behavior.

Enhanced Account Views

![TechTarget]
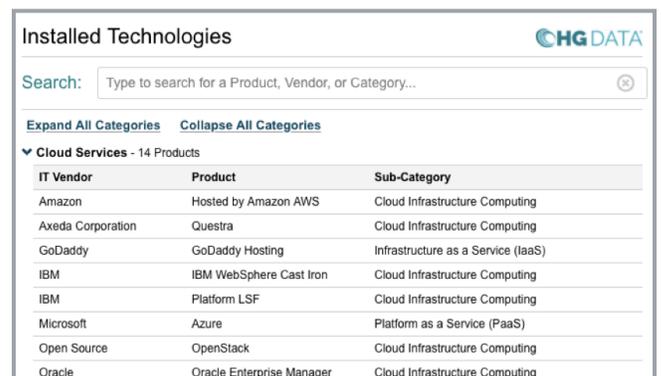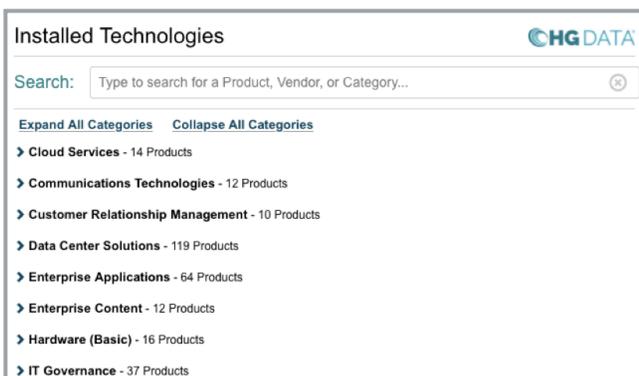
Direct Access to Competitors' Prospects and Customers

Priority Engine offers several segmentation options to help you influence new accounts, steal competitive market share, and protect your most valuable customers. With the power of HG Data integration, it's now possible to target active prospects directly engaging with and/or installed with your competitors across all stages of the purchase cycle.

- **Products and Companies**
  The Products and Companies segment identifies prospects who have recently read independent TechTarget editorial articles, vendor content and/ or social mentions about your competitors. Reach early-stage buyers looking to TechTarget for advice as they begin the shortlisting process. Products and Companies is commonly used for promoting thought leadership content and creating ABM lists for broad programmatic display campaigns.

- **Vendors Influencing**
  The Vendors Influencing segment identifies prospects who have downloaded specific sponsored content from your competitors. Target late-stage buyers who have potentially shortlisted your competitors for an upcoming project. Vendors Influencing is commonly used for promoting comparison content and building out direct marketing lists for compete campaigns.

- **HG Data Installed Technologies**
  The Installed Technologies segment identifies specific vendors and products installed at ranked Priority Engine accounts. Target your competitors' direct customers and identify your own at-risk accounts. Installed Technologies is commonly used for creating ABM lists for targeted programmatic and email conquesting campaigns.

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

Expanded Priority Engine use cases with HG Data integration

Identify current customers engaging with competitors

Create ABM lists for competitive conquesting

Build outbound marketing lists by installed technologies

Influence your competitors' customers