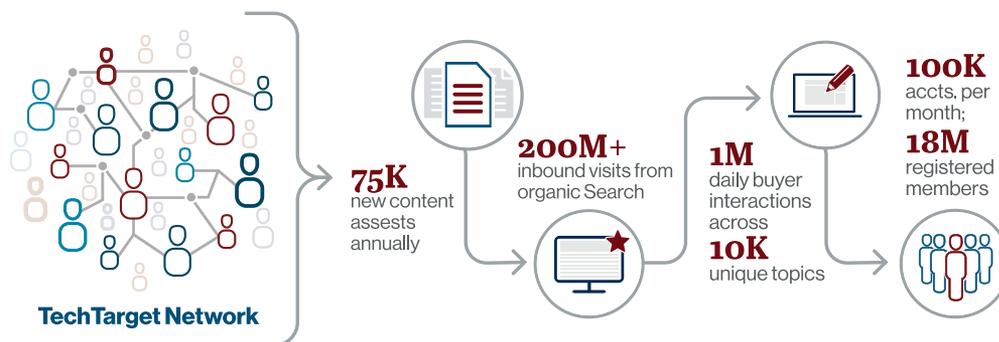


TechTarget has a unique vantage point on tech purchase plans



Qualified Sales Opportunities™ are directly confirmed – never 'inferred' or 'observed'

Every report provides a project blueprint as told by an inside member of the buying team, known as the “Insider.” Each report and Insider undergoes a six step, 3rd party verification process before being certified for delivery.

- Step 1** To become an Insider a member must first take a 30+ question phone or online interview detailing their upcoming project
- Step 2** TechTarget confirms the project is slated to take place within 12 months
- Step 3** Insiders at companies with fewer than 10 employees, from other technology vendors, or at resellers are screened out
- Step 4** An Insider's contact information is verified using a 3rd party service and then checked against LinkedIn
- Step 5** TechTarget representatives then personally verify the Insider's employment with additional phone outreach
- Step 6** After qualification and delivery TechTarget continues to check-in with the Insider, tracking how the original project is developing

To learn more, contact QSO@techtarget.com.

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.

Fuel your pipeline with Qualified Sales Opportunities™

Unique information you can't get anywhere else

Considered vendors, project drivers, feature criteria, project scope, and more

Live deals you'd otherwise miss

As a trusted 3rd party, we compliment your inbound and outbound marketing by uncovering new projects and contacts

So you can be more efficient...

We do all the qualification work so you can make the most of precious sales resources and time

And build market share

These are new business opportunities – for you or your competition