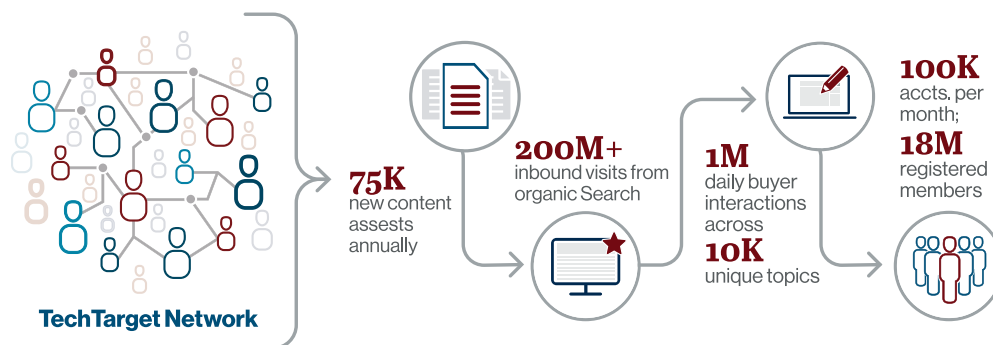


## TechTarget has a unique vantage point on tech purchase plans



### 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](mailto: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