



TechTarget named a market leader in The Forrester Wave™: B2B Marketing Data Providers, Q3 2018

#1 in Data Coverage

Priority Engine™ increases engagement by providing one centralized source of actionable sales and marketing data, including firmographics, demographics, technographics and TechTarget's proprietary buyer-level intent.

#1 in Data Acquisition and Processing

Priority Engine monitors the real time purchase intent of millions of known technology buyers, ensuring your marketing and sales resources are always reaching the most active prospects in-market for your solutions.

#1 in Data Security and Privacy

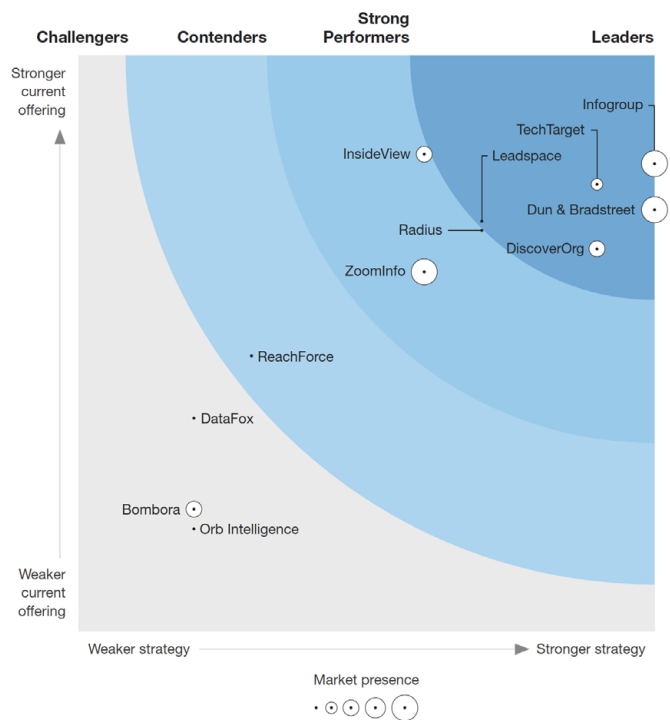
Every TechTarget prospect is fully GDPR compliant and must go through a comprehensive registration process that includes direct opt-in and consent to be contacted.

#1 in Go-to-Market Strategy

Priority Engine's ever-expanding use cases, frequent product updates and extensive service offerings make it the smart choice for business leaders who want to reduce vendor churn and align with industry-leading partners they can count on.

The Forrester Wave™

B2B Marketing Data Providers, Q3 2018

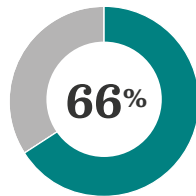


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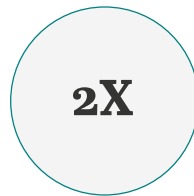
Why do over 400 technology vendors choose TechTarget's Priority Engine?



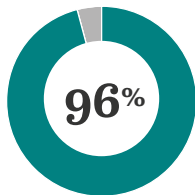
in marketing influenced pipeline



click-through rates on nurture emails



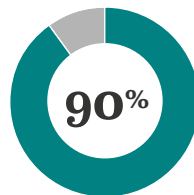
increase in appointment rates



net new ABM contacts added to database



ROI based on closed deals



of total meetings generated via Priority Engine

Results are from live Priority Engine programs and based on direct conversations with TechTarget customer success managers

“I evaluated multiple intent providers and rated TechTarget the highest.”

“TechTarget’s opt-in model was critical because of our conservative legal department’s interpretation of GDPR.”

“We had very positive results by extending our investment in TechTarget to add these services [lead generation and programmatic advertising] to our integrated marketing strategy.”

Real feedback provided by TechTarget customers as part of The Forrester Wave evaluation process

To download the report, visit bit.ly/TTGTforrester

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.

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