

# Priority Engine™ provides direct access to real buyers interested in your solutions today

## 1. Target

Build customized lists of accounts and prospects filtered by tech interests, firmographics, vendors considered, installed products and more.

## 2. Prioritize

Rank accounts based on the real-time research behavior of active, opted-in buyers. Prioritize accounts on your ABM list and discover purchase interest you didn't know about.

## 3. Convert

Seamlessly flow prospect lists into your nurturing and CRM platforms; drive more email conversions and empower sales with insights to break through.

## 4. Measure

Understand your progress engaging and influencing your target market and the impact on sales pipeline and ROI.

The screenshot displays the Priority Engine interface, which is divided into several sections:

- Ranked Accounts:** A list of accounts ranked by interest. The top three are:
  - The Progressive Corporation:** Their top area of interest is **Cloud IaaS**. They are being influenced strongest by **Commvault**.
  - Capital One Financial Corp:** Their top area of interest is **Cloud computing stack**. They are being influenced strongest by **8x8, Inc.**
  - Citi:** Their top area of interest is **DBaaS**. They are being influenced strongest by **8x8, Inc.**
- Summary:** A central dashboard with four key metrics:
  - How Interested is this Account?:** A gauge showing 'Ramping Up' (Evaluating Vendors) and 'Not Active'.
  - Buying Team:** 3 Leads from TechTarget, 2 TechTarget Prospects, and 38 DiscoverOrg Contacts.
  - Vendor Interests:** AppNeta, Arrow, and Ixia - Keysight.
  - Topic Interests:** HP Helion OpenStack, Sysdig, and Cloud migration.
- Buying Team:** A table showing 5 prospects:
 

Name	Title	Type	Location
Drew Potter	IT Manager	TechTarget Lead	BOSTON, Massachusetts
Kathryn Hanson	Business Systems Analyst	TechTarget Lead	BOSTON, Massachusetts
Lucy Keller	Network Engineer	TechTarget Lead	BOSTON, Massachusetts
Justin Boyd	Enterprise Data Architect	Active Prospect	Tucson, Arizona
Roderick West	System Analyst Lead	Suspect	BOSTON, Massachusetts
- ROI Dashboard:** A summary of performance metrics:
  - 13.3K In-Market Accounts** (Last Updated November 18, 2019)
  - EXPORTED:** 28% (3.7K of 13.3K Accounts Exported)
  - INFLUENCED:** 83% (11.1K of 13.3K Accounts Influenced)
  - PIPELINE IMPACT:** 29 Accounts with Opportunities
  - 5.2K Prospects Exported
  - 667.5K Impressions
  - 872 Engaged Accounts
  - \$2.3M Projected Revenue

## Real Impact with Customers

“ Based on the 120 influenced and direct pipelined opportunities thus far, we are getting a **33x more productive cost per opportunity vs. competitive programs** with other vendors.”

“ We had **3x higher than our average** open & click thru rates.”

“ **Increased** our open rate by 93% and **our CTR by 98%.**”

“ **80%** of prospects imported are **net new to our ABM list.**”

“ **\$9.1 million** in open marketing influenced pipeline; **\$503K in influenced deals won** 7 months into the program.”

“ 6 months in we are tracking **\$6M of influenced pipeline** and **\$1M of net new pipeline.**”

“ **Webinar attendee rate was 70%** from Priority Engine contacts, compared to our previous benchmarks at 30-40%.”

“ We set **2 meetings within the 1st week** of working with your Priority Engine prospects. One meeting is with American Express!”

“ **\$300K deal** (\$25K per month) **closed** with JP Morgan Chase.”

**400+**  
customers  
running Priority  
Engine across  
**180 unique**  
market segments



To learn more, email us at [PriorityEngine@techtarget.com](mailto:PriorityEngine@techtarget.com) or contact your TechTarget sales representative today

### 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.