

## Accelerate Sales with Priority Engine

### Priority Engine connects opt-in technology buyers with valuable account insights to accelerate your path to winning more deals

Priority Engine fuels inside sales success by giving your reps direct access to active, opt-in buyers engaged with you and your competition **AND** rich account insights to help them personalize their outreach and close.

**The result?** Multiple entry points into live deals, better email/call response and more qualified meetings that turn into pipeline.

#### Engage the Total Buying Team

- **Project Insiders\***

**New** Opt-in TechTarget members who have confirmed an upcoming project in your market segment.

- **Leads\***

Opt-in TechTarget members who have downloaded content from your TechTarget lead generation program.

- **Active Prospects\***

Opt-in TechTarget members who have recently conducted research relevant to your market segment.

- **DiscoverOrg Contacts**

Contacts from DiscoverOrg hand-selected by job title, seniority and their predicted decision-making influence within your market segment.

#### Using Insights to Break Through

- **Confirmed Project Details**

**New** Live project details that have been 100% validated by a project insider.

- **Technology Interests**

Relevant technologies the account is currently researching on the TechTarget network.

- **Vendors Considered**

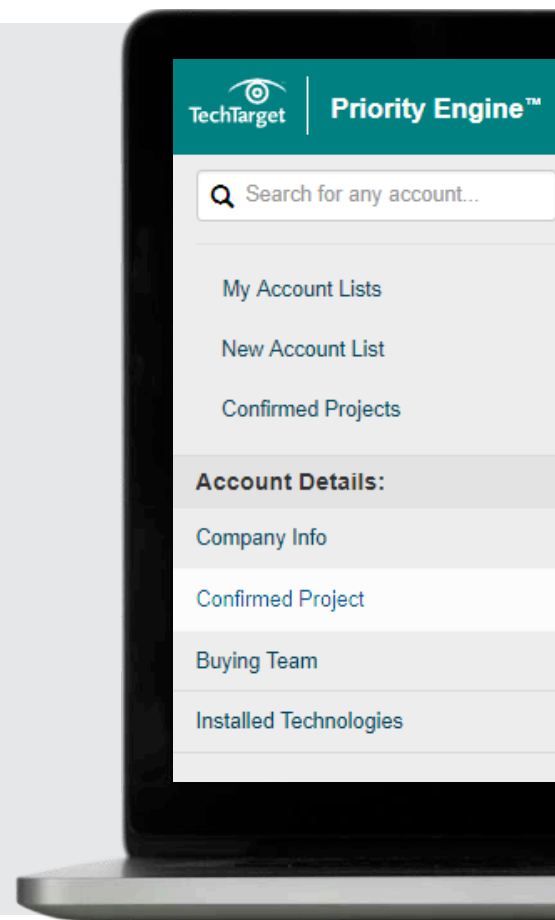
Top vendors the account is researching and engaging with.

- **Technologies Installed**

Key technologies and products currently installed at the target account.

- **Website Visitors**

Prioritized list of the in-market accounts visiting your website.



\*Opt-in TechTarget contacts have directly expressed permission to be contacted by third party vendors

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.