

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 with the following sections:

- Active Accounts:** A table listing accounts such as Bank of America Corporation, The Bank of Nova Scotia, The Boeing Company, and United Parcel Service Inc. Each entry includes a star rating, number of active prospects, and engagement status.
- Summary:** A section for a selected account showing a star rating, 'New Activity' indicator, Revenue of \$13.3M, and Employees of 100,000+. It includes sub-sections for Qualifications (Ideal Customer Profile, Evaluating Vendors), Engagements (Downloaded your content, Visited your website, Clicked your banner), and Buying Team (5 Leads from TechTarget, 34 TechTarget Prospects, 2 DiscoverOrg Contacts).
- Vendor Interests:** A list including IBM, Tamr, and Onfido.
- Topic Interests:** A list including Machine learning, Artificial Intelligence, and DevOps.
- Buying Team:** A table showing 5 prospects with columns for Name, Title, Type, and Location.
- ROI Dashboard:** A summary of performance metrics including 13.3K In-Market Accounts, 28% Exported (3.7K prospects), 83% Influenced (11.1K impressions), 29 Accounts with Opportunities, 5.2K Prospects Exported, 667.5K Impressions, 872 Engaged Accounts, and \$2.3M Projected Revenue.

Making 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 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.