Why cold prospecting costs you 50% of your deals

Unlike traditional cold contact providers, TechTarget’s Priority Engine™ connects you to real prospects researching technologies in your market – right now.

10,000 dials

Active Prospects (Researching tech in your market)

- 588 conversations
- 206 meetings set
- 196 meetings kept
- 122 opportunities created

Cold Contacts (Not active in your market)

- 555 conversations
- 111 meetings set
- 100 meetings kept
- 52 opportunities created

- It takes 17 dials to connect to an Active Prospect vs. 18 dials to connect to a cold prospect
- 95% of Active Prospects attend confirmed meetings vs. 90% of cold prospects
- 35% of Active Prospects accept meetings vs. 20% of cold prospects
- 62% of meetings with Active Prospects generate opportunities vs. 52% of meetings with cold prospects

Generate 2x more opportunities by targeting Active Prospects

To learn how you can double your pipeline by reaching prospects with recent purchase behavior, visit techtarget.com/priorityengine.

Sources: Operatix call conversion test results comparing cold contacts vs. TechTarget Active Prospects. Internal TechTarget study comparing 6,000 outbound calls to cold contacts vs. TechTarget Active Prospects.

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