

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



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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