## 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)

Cold Contacts
(Not active in your market)

dials to connect to an Active

Prospect vs. 18 dials to connect to a cold prospect

588 conversations

206 meetings set 555 conversations

**111** meetings set

 $\bigcap^{*}$ 

**35%** of Active Prospects accept meetings vs. **20%** of cold prospects

95% of Active Prospects attend confirmed meetings vs.
90% of cold prospects

196 meetings kept

122 opportunities created

100 meetings kept

**52** opportunities created

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.