

Activity Matters: Direct access to the active buyers in your space

At TechTarget, we match your ICP out-of-the-box or customize the audience access for you. Review the list below to get a feel for the current buyer activity¹ in the categories most relevant to you and your prospects. For more information, visit [TechTarget.com](https://www.techtarget.com).

Tech Market	Accounts	Purchase Intent Behaviors	Active, Opted-in Prospects
5G	14,339	1,110,535	23,650
Advanced Analytics	29,335	3,226,846	60,173
Agile Project Management	16,836	2,066,554	30,717
AI Platforms (Data Science/Machine Learning)	28,070	1,967,064	54,937
AI-enabled IT	27,280	1,523,511	52,863
AI-enabled Security	17,945	438,339	30,344
AIOps	6,808	109,190	10,783
API Management	3,235	76,899	4,743
Application Delivery	5,390	249,791	7,856
Application Integration	30,637	3,231,482	64,026
Application Performance Management	13,471	505,715	22,845
Application Performance Management for Developers	9,578	273,603	15,621
Application Security & DevSecOps	35,639	2,648,728	72,425
Application Virtualization (App-V, ThinApp, Etc.)	17,353	748,589	29,414
AWS	24,119	1,486,822	45,771

Tech Market	Accounts	Purchase Intent Behaviors	Active, Opted-in Prospects
Backup as a Service	16,323	475,223	25,694
Backup Hardware & Software	8,024	269,290	11,687
Bare Metal Platforms	2,944	118,721	4,286
BI & Analytics	52,259	11,038,678	125,330
Big Data	25,398	3,641,370	50,793
Business Analytics	36,214	4,552,356	76,601
Business Process Management (BPM)	15,858	928,599	27,139
Change and Configuration Management	15,006	1,103,849	24,567
Channel/MSP__MSP	28,233	1,610,526	55,772
Cloud & Object Storage	43,516	3,213,410	95,451
Cloud apps	51,440	5,392,317	122,218
Cloud Data Management & File Sharing Services	33,153	1,408,203	67,079
Cloud databases	17,859	776,538	32,195
Cloud Development/PaaS	35,621	2,703,207	79,304
Cloud Integration	20,763	902,872	39,486
Cloud Management	31,846	1,527,624	65,977
Cloud Migration	29,306	1,119,959	56,988
Cloud Networking	26,418	1,024,412	50,033
Cloud Networking Services & CDN	5,423	135,653	7,665
Cloud Provider	17,607	762,148	33,088
Cloud Secondary Storage	7,066	166,347	10,164
Cloud Security	36,189	1,709,367	75,142

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Co-location	19,601	789,557	34,289
Compliance, Risk & Governance	46,304	5,629,205	103,023
Composable Infrastructure	1,529	48,463	2,361
Configuration Management (CMDB) for Networking	15,006	1,103,849	24,567
Container Management Software	8,781	173,885	15,522
Container Security	10,759	202,820	18,058
Containers	22,157	1,378,567	43,987
Containers and Microservices	24,054	1,694,823	48,929
Content Collaboration and File Sharing	20,803	1,148,971	35,135
Content/Text Analytics	11,812	502,169	19,685
Continuous Delivery (Release/Version Management)	13,912	1,061,573	24,671
Converged Infrastructure	18,954	1,386,966	35,100
CRM	34,437	3,551,423	70,912
Customer analytics	12,418	268,912	19,138
Customer data management	15,554	629,188	25,228
Customer Experience	37,659	4,380,154	79,505
Customer Experience Management	26,374	1,463,454	51,400
Customer Service/Call Center	11,485	458,260	18,736
CyberSecurity	46,252	6,642,959	99,447
DaaS	9,103	425,735	12,865
Data Archiving	6,385	215,149	9,210
Data Backup and Recovery	28,243	2,974,540	50,758

Tech Market	Accounts	Purchase Intent Behaviors	Active, Opted-in Prospects
Data Center Design & Facilities	36,129	4,640,797	73,695
Data Center Networking	38,657	6,891,077	79,619
Data Center Power/Cooling	9,004	1,672,277	13,532
Data Center Security	37,924	2,908,403	75,585
Data Discovery/Visualization	11,086	512,357	18,059
Data Governance	18,953	1,194,343	34,644
Data Integration	16,757	1,199,292	31,225
Data loss prevention (DLP)	8,073	195,016	11,820
Data Preparation	9,842	487,856	15,774
Data Protection	44,077	6,134,924	95,655
Data quality software	9,620	378,926	14,697
Database Management	31,512	8,088,599	64,441
Database security	9,228	351,816	13,462
DdoS Defense	7,854	253,788	11,007
Desktop Management	24,424	2,049,740	40,180
Desktop Security Management and Tools	13,148	487,935	18,385
Desktop Virt and Management for Healthcare	41,902	5,905,431	85,371
Desktop Virtualization	26,151	2,689,796	46,396
DevOps	20,024	1,010,508	39,231
Digital Experience Management	17,149	817,951	28,613
Digital Transformation	40,572	1,913,777	87,175
Disaster Recovery/Business Continuity	27,872	1,853,835	48,275

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DNS	9,393	646,380	13,128
DRaaS	21,409	678,996	36,305
E-Commerce	13,507	791,037	21,523
ECM	34,284	2,943,699	69,593
ECM and compliance/discovery/governance	9,366	122,304	14,059
Edge Computing	9,728	368,364	15,901
Electronic Health Records (EHR/EMR)	6,350	506,027	9,320
Email and Messaging Security	14,881	579,801	21,547
Embedded BI/analytics	3,594	27,206	4,974
Encryption	15,831	1,888,245	25,826
End User Hardware & Refresh	24,887	2,993,013	42,442
Endpoint Management	24,189	1,441,487	42,802
Endpoint Security	15,290	527,072	22,812
Enterprise Content Services	38,193	4,169,831	79,297
Enterprise Data Warehouse	9,630	689,955	15,624
Enterprise Mobility Management	24,194	1,439,226	42,816
ERP	30,597	5,393,466	60,969
Financial Software	21,456	1,643,769	36,693
Flash Storage	20,697	2,610,458	37,373
Fraud Management	10,859	422,574	16,210
GPU	7,417	201,070	11,093
Hadoop (Apache)	7,342	513,081	11,655

Tech Market	Accounts	Purchase Intent Behaviors	Active, Opted-in Prospects
Healthcare Compliance & Regulations	5,571	586,155	7,552
Healthcare Imaging	23,190	1,480,845	38,985
HIE (Health Information Exchange)/Interoperability	3,099	115,385	4,007
High-Performance Computing (HPC)	5,297	117,732	7,624
HR Software	34,816	2,810,038	68,795
Hybrid Cloud	20,316	873,950	38,886
Hyperconverged Platforms & Software Defined Storage	18,279	1,199,509	33,676
Hyperscale Computing	2,083	46,136	2,944
IAM & Authentication	32,442	5,777,765	61,164
IAM and Authentication for Healthcare	48,064	9,224,007	106,391
IAM for Cloud Security	13,451	379,523	21,836
Identity Theft and Data Security Breaches	21,268	857,497	35,629
In-memory databases	9,443	605,009	15,482
Internet of Things	24,002	2,410,278	44,356
Internet of Things Analytics	6,685	217,095	9,632
IoT software development	8,268	162,770	12,408
IT Automation	18,449	492,938	33,521
IT Operations Analytics	11,519	273,716	18,354
IT Operations Management & Monitoring	22,507	1,245,543	41,727
ITSM and ITIL	11,632	394,514	21,364
LAN/Campus LAN	16,915	3,879,804	26,715
Linux Servers	14,967	1,235,400	26,033

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Low Code No Code	4,788	76,376	7,037
Mainframe	5,520	488,504	8,296
Managed Hosting	17,517	595,813	30,091
Managed Security Services	11,689	194,459	17,364
Managed Services	20,909	879,804	36,818
Marketing Analytics	10,612	296,678	16,422
Marketing Software	18,244	1,077,446	31,214
Microservices	12,211	480,534	21,824
Microsoft Azure	18,530	949,847	33,340
Microsoft SQL Server databases	9,222	1,388,519	12,912
Mobile and Wireless Security	20,726	1,702,777	33,866
Mobile Application Management & Security	10,551	826,862	15,405
Mobile Development and APIs	23,850	2,560,847	45,756
Mobility for Healthcare	29,192	3,250,980	53,931
Multicloud	18,414	743,214	34,979
NAC/VPN	10,301	861,495	15,411
NAS	12,912	792,973	21,896
Network Infrastructure	30,139	9,371,984	57,483
Network Management & Monitoring	36,467	5,227,324	74,743
Network Security	45,713	6,650,257	98,548
Network Security Monitoring	16,574	608,307	25,608
Network Virt/SDN	24,296	2,175,440	46,161

Tech Market	Accounts	Purchase Intent Behaviors	Active, Opted-in Prospects
Network Visibility & Monitoring	8,815	447,920	13,214
Networking and Architecture for Internet of Things	13,054	536,294	20,978
Networking to Support Cloud Computing	25,690	929,190	48,382
NVMe & NVMe-oF	10,677	689,249	17,143
Office 365	15,841	648,840	23,856
Open source databases	10,079	729,543	16,311
Open source software development tools	19,021	1,828,153	35,690
OpenStack	4,496	183,516	7,198
Operational Databases	12,391	1,252,473	21,526
Operational Technology (IT/OT convergence)	5,791	149,687	8,033
Oracle Applications	11,533	706,566	19,283
Oracle Databases	7,992	874,777	12,288
Patch Management	13,169	506,045	19,128
Patient Engagement	3,329	153,978	4,387
Predictive analytics	9,299	766,482	14,565
Private Cloud Infrastructure and Mgmt.	11,416	440,460	19,826
Product Analytics	17,343	1,189,089	28,458
Project and portfolio management	15,304	1,527,284	26,596
Public Cloud IaaS	42,084	4,785,333	91,631
QA/Test Management	12,535	1,517,380	20,975
Real-time Analytics	7,708	143,543	11,330
Relational Database Management System (RDBMS)	15,198	2,640,779	25,674

Tech Market	Accounts	Purchase Intent Behaviors	Active, Opted-in Prospects
Risk management	36,289	2,266,389	73,099
Robotic Process Automation (RPA)	8,475	278,707	13,244
Routers and Switches	8,123	911,359	12,046
Sales Software	12,269	558,758	19,551
SAN	12,177	1,112,026	19,948
SAP Business Applications	13,574	2,458,617	24,341
SAP databases	8,464	622,363	13,834
SAPHANA	5,514	339,404	8,676
SAPS/4HANA	13,431	2,358,925	24,054
SD WAN	13,095	584,185	22,291
SDN for the Data Center	5,865	257,600	9,175
Secure File Transfer	6,561	133,058	8,714
Secure Remote Access	16,163	1,841,039	24,885
Securing Internet of Things	13,348	433,615	21,175
Security & Compliance for Communications	23,423	913,986	39,560
Security Awareness Training	12,563	399,215	17,622
Security Development and Training	20,671	942,607	33,371
Security for AWS	9,207	188,547	14,622
Security Operations, Automation, and Response	27,138	951,624	48,715
Security Professional Development	17,118	616,984	26,556
Server Hardware and Refresh	39,819	6,486,720	83,774
Server OS	23,600	3,103,122	41,901

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Server Virtualization	24,681	3,447,884	44,733
Serverless Computing	5,749	147,535	9,045
SIEM and Security Analytics	18,751	454,916	31,160
Social Networking and Collaboration	26,789	1,784,021	48,328
Software Asset Management	19,460	1,035,187	34,617
Software Development	55,351	22,057,530	137,962
Software-Defined Data Center (SDDC)	7,343	68,799	10,732
Storage for Healthcare	45,447	9,049,353	96,073
Storage Performance Management & Intelligent Operations	10,105	635,662	16,168
Supply Chain Management (SCM)	10,581	1,556,908	16,686
Systems Management	52,490	9,230,449	123,919
Talent Management	9,455	408,277	13,674
Team Collaboration Software	23,362	1,320,636	40,481
Telecom	23,662	3,901,978	40,476
Threat management and intelligence	43,565	5,814,971	91,625
UCaaS	10,972	630,166	16,090
Unified Communications	28,894	2,882,096	52,946
Video Conferencing	11,178	634,154	16,439
Virtualization Security	19,851	670,773	34,784
Vulnerability Management	27,009	1,738,961	46,620
WAN	23,588	2,823,669	42,788
WAN and Application Services	11,818	344,790	19,625

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Web Security	17,584	1,229,036	28,893
Windows	28,456	5,725,658	48,012
Windows 10	11,862	1,136,840	16,076
Wireless LAN	14,293	2,015,858	21,330
Workspaces	7,608	282,050	10,810
Zero Trust Strategies	14,405	382,141	25,107

About TechTarget

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