

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	16,846	1,049,577	28,198
AI Platforms (Data Science/Machine Learning)	28,080	1,869,636	55,295
AI-enabled IT	28,341	1,618,497	56,133
AI-enabled Security	18,874	421,470	32,132
AIOps	7,236	100,438	11,886
API Management	3,238	62,730	4,540
AWS	25,955	1,407,238	49,988
Advanced Analytics	28,347	2,868,796	57,684
Agile Project Management	17,642	1,888,362	32,045
Application Delivery	4,886	207,487	6,994
Application Integration	30,796	2,994,925	62,563
Application Modernization	12,882	279,626	21,195
Application Performance Management	13,114	527,900	22,007
Application Performance Management for Developers	9,854	263,739	15,665
Application Security & DevSecOps	37,339	2,412,393	76,483

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Application Virtualization (App-V, ThinApp, Etc.)	16,488	738,918	28,013
BI & Analytics	51,082	9,205,552	122,981
Backup Hardware & Software	8,591	237,941	12,784
Backup as a Service	17,363	460,367	27,881
Bare Metal Platforms	2,847	92,823	4,040
Big Data	23,422	3,166,832	46,464
Business Analytics	33,417	3,275,696	69,568
Business Process Management (BPM)	17,111	921,401	29,285
Business Strategy__MSP	63,519	9,915,534	165,534
CRM	35,092	3,326,731	73,821
Change and Configuration Management	14,146	862,472	23,317
Channel/MSP__MSP	28,148	1,531,975	55,858
Cloud & Object Storage	43,511	3,115,210	98,325
Cloud Data Management & File Sharing Services	33,178	1,265,457	68,327
Cloud Development/PaaS	36,367	2,552,719	80,992
Cloud Integration	21,473	984,304	39,961
Cloud Management	36,232	1,589,627	77,700
Cloud Migration	29,337	989,614	58,246
Cloud Networking	26,627	1,075,602	51,273
Cloud Networking Services & CDN	5,776	115,778	8,268
Cloud Provider	17,208	635,024	31,861
Cloud Secondary Storage	8,147	161,393	12,020

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Cloud Security	38,051	1,747,222	81,389
Cloud Workload Security	20,321	552,704	38,371
Cloud apps	53,561	5,596,374	128,806
Cloud databases	18,339	694,391	34,029
Co-location	20,514	870,118	36,717
Compliance, Risk & Governance	47,077	5,445,094	107,723
Composable Infrastructure	2,030	51,078	3,279
Configuration Management (CMDB) for Networking	14,146	862,472	23,317
Container Management Software	13,194	483,731	24,739
Container Security	10,585	161,528	17,635
Containers	20,214	1,359,199	39,936
Containers and Microservices	22,284	1,659,490	44,774
Content Collaboration and File Sharing	23,422	1,393,522	38,357
Content/Text Analytics	11,013	427,939	17,673
Continuous Delivery (Release/Version Management)	13,271	913,472	23,329
Converged Infrastructure	17,763	1,146,279	32,704
Customer Data Management and Platforms	16,902	605,396	27,778
Customer Experience	38,463	4,410,736	82,806
Customer Service/Call Center	11,179	740,700	18,501
Customer analytics	12,641	256,626	19,650
CyberSecurity	46,118	5,986,502	102,415
DNS	8,598	520,090	11,780

Tech Market	Accounts	Purchase Intent Behaviors	Active, Opted-in Prospects
DRaaS	22,926	647,927	39,905
DaaS	8,279	358,000	11,662
Data Archiving	6,440	188,472	8,930
Data Backup and Recovery	27,499	2,541,986	49,699
Data Center Design & Facilities	35,185	4,065,933	73,078
Data Center Networking	37,567	6,053,619	78,453
Data Center Power/Cooling	8,174	1,415,441	12,033
Data Center Security	37,996	2,564,916	77,707
Data Discovery/Visualization	9,585	368,581	15,002
Data Governance	19,080	1,037,634	34,819
Data Integration	15,570	968,744	28,615
Data Preparation	9,694	392,741	15,337
Data Protection	43,983	5,758,399	97,723
Data Quality	10,220	336,772	15,398
Data loss prevention (DLP)	8,051	185,969	11,818
Database Management	30,634	6,363,766	62,840
Database security	9,903	295,166	14,991
DdoS Defense	6,186	214,384	8,518
Desktop Management	26,094	1,699,122	42,464
Desktop Security Management and Tools	13,924	426,373	19,549
Desktop Virt and Management for Healthcare	41,901	5,054,438	84,593
Desktop Virtualization	24,280	2,305,649	42,769

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DevOps	20,034	894,647	38,791
Digital Experience Management	18,724	845,845	32,139
Digital Transformation	41,391	2,029,673	91,615
Disaster Recovery/Business Continuity	28,042	1,677,342	49,357
E-Commerce	14,852	726,900	23,892
ECM	39,412	3,298,298	79,388
ECM and compliance/discovery/governance	11,004	128,042	16,437
ERP	30,449	4,792,467	59,832
Edge Computing	10,763	449,460	17,667
Electronic Health Records (EHR/EMR)	6,580	509,574	9,539
Email and Messaging Security	16,248	516,378	23,415
Embedded BI/analytics	4,293	28,996	6,221
Employee Experience	29,430	1,609,500	55,246
Encryption	14,949	1,753,731	23,711
End User Hardware & Refresh	22,839	2,527,125	38,822
Endpoint Management	24,245	1,277,916	42,282
Endpoint Security	15,005	516,561	22,639
Enterprise Content Services	41,387	4,131,110	85,729
Enterprise Data Warehouse	8,263	529,951	13,197
Enterprise Mobility Management	24,252	1,276,454	42,295
Financial Software	22,741	1,455,043	39,046
Flash Storage	17,431	2,350,825	31,817

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Fraud Management	11,216	382,936	16,591
GPU	7,168	173,004	10,503
HIE (Health Information Exchange)/Interoperability	2,317	98,685	2,909
HR Software	41,925	3,931,289	84,554
Hadoop (Apache)	5,925	396,547	9,080
Healthcare Compliance & Regulations	5,665	497,283	7,828
Healthcare Imaging	22,594	1,280,807	37,872
High-Performance Computing (HPC)	5,306	111,188	7,792
Hybrid Cloud	20,377	735,120	39,495
Hyperconverged Platforms & Software Defined Storage (SDS)	17,694	1,055,536	31,832
Hyperscale Computing	2,328	34,560	3,267
IAM & Authentication	32,597	5,450,457	62,031
IAM for Cloud Security	14,906	412,358	24,660
IT Automation	20,575	529,722	38,489
IT Operations Analytics	15,293	302,091	26,011
IT Operations Management & Monitoring	25,289	1,148,117	48,589
ITSM and ITIL	11,701	478,679	22,455
Identity Theft and Data Security Breaches	20,783	760,101	34,885
In-memory databases	9,023	550,081	14,825
Internet of Things	23,257	2,220,249	41,351
Internet of Things Analytics	6,876	283,646	9,678
IoT software development	7,131	132,874	10,469

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Kubernetes	12,064	426,029	22,165
LAN/Campus LAN	17,046	3,328,246	26,891
Linux Servers	13,851	984,963	23,870
Low Code No Code	6,757	98,182	10,230
Mainframe	5,818	376,166	8,691
Managed Hosting	18,534	640,594	32,248
Managed Security Services	12,927	220,848	19,936
Managed Services	21,481	950,307	38,752
Marketing Analytics	10,731	252,395	16,681
Marketing Software	19,111	1,096,939	33,586
Microservices	11,098	497,830	19,191
Microsoft Azure	18,504	865,463	32,957
Microsoft SQL Server databases	8,453	925,140	11,753
Mobile Application Management & Security	10,656	660,817	15,055
Mobile Development	7,904	569,279	11,190
Mobile Development and APIs	24,437	2,361,673	46,257
Mobile and Wireless Security	20,637	1,384,525	33,440
Multicloud	19,284	644,069	36,523
NAC/VPN	11,096	876,842	16,152
NAS	12,103	776,535	20,323
NVMe & NVMe-oF	9,606	615,589	15,757
Network Infrastructure	30,131	7,913,628	57,045

Tech Market	Accounts	Purchase Intent Behaviors	Active, Opted-in Prospects
Network Management & Monitoring	35,208	4,488,153	73,436
Network Security	45,857	5,999,010	100,338
Network Security Monitoring	17,774	569,400	28,538
Network Virt/SDN	23,533	1,922,900	45,122
Network Visibility & Monitoring	9,617	412,599	14,455
Networking and Architecture for Internet of Things	13,049	473,622	20,420
Networking to Support Cloud Computing	25,907	988,123	49,328
Office 365	18,119	902,650	27,159
Open source databases	9,015	635,159	14,374
Open source software development tools	18,382	1,537,771	33,952
OpenStack	3,282	154,201	5,088
Operational Databases	11,979	1,088,891	20,840
Operational Technology (IT/OT convergence)	5,442	131,223	7,690
Oracle Applications	11,437	666,368	19,716
Oracle Databases	6,619	649,219	10,092
Patch Management	13,279	423,162	19,102
Patient Engagement	3,128	135,831	4,280
Predictive analytics	8,474	688,188	12,908
Private Cloud Infrastructure and Mgmt.	9,821	325,291	16,932
Product Analytics	9,398	225,729	13,650
Project and portfolio management	16,732	1,386,602	29,276
Providing Managed Services	16,848	541,163	28,668

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Public Cloud IaaS	43,322	4,899,036	94,135
QA/Test Management	12,426	1,104,763	20,594
Real-time Analytics	8,187	122,993	12,217
Relational Database Management System (RDBMS)	15,339	2,085,088	25,699
Risk management	37,114	2,253,380	76,908
Robotic Process Automation (RPA)	10,429	344,011	16,516
Routers and Switches	7,716	745,643	11,235
SAN	11,525	888,382	18,848
SAP Business Applications	12,995	2,015,836	22,624
SAPHANA	5,554	288,750	8,549
SAPS/4HANA	12,824	1,932,416	22,292
SAP databases	8,313	544,338	13,453
SD WAN	13,762	640,536	23,673
SDN for the Data Center	5,281	189,430	7,997
SIEM and Security Analytics	19,240	385,593	32,753
Sales Software	13,385	486,252	20,988
Secure File Transfer	6,973	124,551	9,194
Secure Remote Access	16,802	1,736,780	25,498
Securing Internet of Things	11,934	355,749	18,502
Security & Compliance for Communications	24,521	854,545	40,443
Security Awareness Training	13,575	385,814	19,647
Security Development and Training	20,796	870,221	34,562

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Security Operations, Automation, and Response	28,105	1,012,776	52,888
Security Professional Development	17,099	563,910	27,301
Security for AWS	11,414	202,387	18,514
Server Hardware and Refresh	37,452	5,484,292	78,612
Server OS	22,195	2,624,620	38,805
Server Virtualization	22,806	2,719,691	41,263
Serverless Computing	6,142	147,925	9,716
Software Asset Management	20,288	857,999	36,359
Software Development	55,083	18,567,033	135,218
Software-Defined Data Center (SDDC)	8,194	104,846	12,340
Storage Performance Management & Intelligent Operations	10,641	690,439	17,187
Supply Chain Management (SCM)	10,994	1,492,863	17,497
Systems Management	51,813	8,084,564	125,327
Talent Management	9,499	401,302	13,739
Team Collaboration Software	29,718	1,865,655	52,260
Telecom	23,603	3,297,205	41,232
Threat management and intelligence	43,588	5,199,413	94,178
UCaaS	13,749	816,189	19,130
Unified Communications	22,494	2,014,478	35,103
Video Conferencing	12,750	760,118	18,019
Virtualization Security	19,746	599,775	34,899
Vulnerability Management	28,077	1,554,843	49,280

Tech Market	Accounts	Purchase Intent Behaviors	Active, Opted-in Prospects
WAN	23,488	2,556,848	42,247
WAN and Application Services	11,419	360,073	18,961
Web Security	16,818	1,084,991	26,998
Windows	28,006	4,852,016	46,130
Windows 10	10,159	910,157	13,465
Wireless LAN	6,524	874,921	8,664
Workspaces	8,035	256,755	11,633
Zero Trust Strategies	16,824	471,184	29,437

About TechTarget

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