

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	17,604	1,135,925	30,292
AI-enabled IT	26,411	2,533,688	53,266
AI-enabled Security	17,178	487,749	29,430
AIOps	15,779	357,995	30,051
API Management	3,222	64,011	4,417
AWS	24,361	1,448,998	47,344
Advanced Analytics	24,954	2,541,020	51,383
Agile Project Management	16,338	1,624,173	30,030
Application Delivery	5,468	193,616	8,120
Application Integration	27,676	2,564,591	56,484
Application Modernization	11,319	256,547	18,484
Application Performance Management and Monitoring	13,086	635,308	21,912
Application Security & DevSecOps	35,578	2,510,384	73,672
Application Virtualization (App-V, ThinApp, Etc.)	16,068	704,114	27,789
BI & Analytics	49,129	9,251,872	122,777

Tech Market	Accounts	Purchase Intent Behaviors	Active, Opted-in Prospects
Backup Hardware & Software	8,455	192,126	12,950
Backup as a Service	15,965	452,396	26,371
Bare Metal Platforms	2,043	79,405	2,801
Big Data	21,909	2,487,850	43,629
Blockchain	9,018	283,814	13,497
Business Analytics	31,003	3,175,406	66,146
Business Process Management (BPM)	18,008	1,300,823	30,885
Business Strategy__MSP	64,660	9,731,693	179,649
CRM	16,147	1,291,771	27,602
Change and Configuration Management	13,267	889,183	22,593
Cloud & Object Storage	42,170	3,307,206	97,183
Cloud Data Management & File Sharing Services	31,905	1,211,586	66,374
Cloud Development/PaaS	35,151	2,305,714	79,097
Cloud Integration	19,187	837,235	35,782
Cloud Management	34,253	1,654,786	74,285
Cloud Migration	28,231	922,684	56,572
Cloud Monitoring	11,145	149,681	17,548
Cloud Networking	25,697	1,263,345	50,605
Cloud Networking Services & CDN	4,882	113,641	7,379
Cloud Provider	16,407	714,219	29,792
Cloud Secondary Storage	7,602	118,474	11,451
Cloud Security	38,104	1,800,391	83,187

Tech Market	Accounts	Purchase Intent Behaviors	Active, Opted-in Prospects
Cloud Workload Security	20,706	636,046	39,545
Cloud apps	53,012	5,267,713	130,184
Cloud databases	17,399	621,247	32,663
Co-location	12,623	368,944	20,673
Compliance, Risk & Governance	48,392	5,359,705	114,007
Composable Infrastructure	2,117	145,129	3,379
Configuration Management (CMDB) for Networking	13,267	889,183	22,593
Container Management Software	13,623	649,740	26,171
Container Security	10,674	182,559	17,826
Containers	19,279	1,392,666	39,020
Containers and Microservices	21,551	1,672,922	44,165
Content Collaboration and File Sharing	27,621	1,527,421	48,663
Content/Text Analytics	8,623	425,991	13,763
Continuous Delivery (Release/Version Management)	12,498	957,202	22,306
Converged Infrastructure	14,804	885,015	27,338
Customer Data Management and Platforms	11,612	343,348	18,169
Customer Experience	38,443	4,049,739	85,597
Customer Service/Call Center	13,204	808,193	23,460
Customer analytics	9,349	219,729	13,861
CyberSecurity	45,612	5,319,769	103,138
Cyberattack Strategies: MITRE ATT&CK Framework	32,584	3,096,714	63,662
DNS	8,079	453,723	11,383

Tech Market	Accounts	Purchase Intent Behaviors	Active, Opted-in Prospects
DRaaS	23,327	721,451	42,127
DaaS	9,593	319,306	14,068
Data Archiving	5,511	160,273	7,653
Data Backup and Recovery	25,404	2,210,467	46,687
Data Center Design & Facilities	32,317	3,644,774	66,872
Data Center Networking	36,349	5,955,712	78,163
Data Center Power/Cooling	7,084	1,118,030	10,004
Data Center Security	36,815	2,752,070	76,901
Data Discovery/Visualization	8,571	350,005	13,513
Data Governance	17,960	1,259,774	32,611
Data Integration	13,921	779,172	25,529
Data Preparation	9,837	406,058	15,325
Data Protection	44,154	6,041,378	99,921
Data Quality	9,717	586,642	14,643
Data Science	32,931	5,593,004	72,951
Data loss prevention (DLP)	7,205	226,297	10,258
Database Management	28,437	4,953,065	58,641
Database security	9,772	260,439	15,068
DdoS Defense	5,545	223,546	7,654
Desktop Management	26,599	1,640,086	44,917
Desktop Security Management and Tools	13,319	416,778	19,087
Desktop Virtualization	23,698	2,093,623	43,178

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DevOps	19,410	992,213	37,814
Digital Experience Management	18,881	598,594	32,921
Digital Transformation	40,465	1,821,373	93,417
Disaster Recovery/Business Continuity	30,440	2,136,958	57,552
E-Commerce	13,432	735,495	21,208
ERP	22,124	3,401,867	42,008
Edge Computing	11,767	504,657	20,021
Electronic Health Records (EHR/EMR)	8,061	531,064	12,140
Email and Messaging Security	16,819	776,834	24,960
Embedded BI/analytics	3,837	54,409	5,722
Employee Experience	38,524	2,274,860	78,581
Encryption	15,234	1,721,321	24,278
End User Experience Monitoring	2,311	29,088	3,011
End User Hardware & Refresh	22,219	2,170,196	37,690
Endpoint Management	24,254	1,416,322	43,879
Endpoint Security	15,101	533,907	24,257
Enterprise Content Services	44,278	4,082,481	96,139
Enterprise Data Warehouse	10,798	715,249	18,031
Enterprise Mobility Management	24,273	1,415,556	43,930
Financial Software	21,713	1,328,367	37,392
Flash Storage	14,619	2,206,913	26,063
Fraud Management	10,287	373,809	15,105

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GPU	6,808	177,843	9,734
HR Software	48,229	4,737,930	103,678
Hadoop (Apache)	4,130	318,556	6,222
Healthcare Imaging	21,383	1,244,055	36,460
Healthcare Security & Compliance	11,092	598,417	16,781
High-Performance Computing (HPC)	4,524	102,679	6,690
Hybrid Cloud	20,436	654,380	38,699
Hybrid Infrastructure Monitoring and Management	21,277	1,336,068	40,487
Hyperconverged Platforms & Software Defined Storage (SDS)	14,722	845,056	27,021
Hyperscale Computing	1,934	38,185	2,856
IAM & Authentication	31,886	5,172,696	61,960
IAM for Cloud Security	16,075	450,552	26,303
IT Automation	19,318	729,638	37,342
IT Operations Analytics	13,394	354,462	23,618
IT Operations Management & Monitoring	20,900	866,872	41,291
IT Training and Certifications	31,731	2,701,656	61,153
ITSM and ITIL	10,669	464,291	21,437
Identity Theft and Data Security Breaches	19,182	817,962	32,278
In-memory databases	7,895	449,048	13,275
Internet of Things	21,205	2,039,986	37,347
Internet of Things Analytics	5,978	263,777	8,476
IoT software development	5,664	116,938	8,078

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Kubernetes	12,253	529,222	23,174
Linux Servers	12,462	899,284	21,191
Low Code No Code	8,579	199,755	13,283
Machine Learning	22,424	1,790,914	44,535
Mainframe	5,141	320,382	7,507
Managed Hosting	18,895	738,717	33,776
Managed Security Services	11,480	210,435	17,490
Managed Services	22,211	1,072,552	41,149
Marketing Analytics	4,578	131,369	6,470
Marketing Software	18,236	932,697	32,969
Microservices	10,532	460,681	18,223
Microsoft Azure	18,253	1,003,884	32,662
Microsoft SQL Server databases	7,097	593,183	10,169
Mobile Application Management & Security	10,337	623,002	14,616
Mobile Development	7,095	496,262	10,128
Mobile Development and APIs	23,139	2,067,606	43,983
Mobile and Wireless Security	20,041	1,445,865	33,235
Multicloud	16,895	473,659	32,217
NAC/VPN	14,336	1,086,701	22,063
NAS	9,712	776,121	16,090
NVMe & NVMe-oF	7,681	438,332	12,703
Network Infrastructure	29,568	7,389,260	57,598

Tech Market	Accounts	Purchase Intent Behaviors	Active, Opted-in Prospects
Network Management & Monitoring	34,055	4,464,298	73,634
Network Security	46,205	6,216,730	104,443
Network Virt/SDN	23,488	1,984,359	45,641
Network Visibility, Performance and Monitoring	16,780	1,129,508	29,486
Networking and Architecture for Internet of Things	12,354	472,231	19,378
Networking to Support Cloud Computing	25,061	1,173,663	48,668
Office 365	21,547	1,062,989	34,239
Open source databases	8,540	424,752	13,597
Open source software development tools	18,169	1,688,566	34,080
OpenStack	1,905	100,977	2,726
Operational Databases	10,470	691,703	17,621
Operational Technology (IT/OT convergence)	4,848	155,020	6,911
Oracle Applications	10,402	585,027	18,253
Oracle Databases	5,301	538,729	8,019
Patch Management	12,139	422,319	17,579
Patient Engagement	2,822	123,805	3,928
Predictive analytics	7,252	687,994	11,530
Private Cloud Infrastructure and Mgmt.	8,026	270,108	13,690
Product Analytics	8,466	264,065	12,690
Project and portfolio management	15,943	1,247,430	28,594
Providing Managed Services	17,530	675,549	30,743
Public Cloud IaaS	43,401	4,977,277	96,096

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QA/Test Management	10,918	924,853	18,039
Real-time Analytics	7,444	132,522	11,499
Relational Database Management System (RDBMS)	13,727	1,751,878	23,208
Risk management	38,025	2,451,900	81,044
Robotic Process Automation (RPA)	11,097	782,006	18,175
Routers and Switches	6,470	687,976	9,305
SAN	8,747	742,512	14,243
SAP Business Applications	10,920	1,454,269	19,081
SAP HANA	4,271	173,403	6,791
SAPS/4HANA	10,737	1,386,843	18,786
SAP databases	6,853	430,898	11,340
SD WAN	14,691	839,919	25,278
SDN for the Data Center	3,977	152,301	6,030
SIEM and Security Analytics	19,307	414,109	32,711
Sales Software	12,643	509,243	20,446
Secure Access Service Edge (SASE)	13,328	391,061	21,460
Secure File Transfer	7,429	123,803	10,049
Secure Remote Access	19,716	1,913,757	32,142
Securing Internet of Things	10,741	344,695	16,534
Security & Compliance for Communications	26,153	1,260,436	44,067
Security Awareness Training	15,202	532,909	22,423
Security Detection and Monitoring	24,145	1,202,960	42,174

Tech Market	Accounts	Purchase Intent Behaviors	Active, Opted-in Prospects
Security Development and Training	21,758	1,072,486	36,518
Security Operations, Automation, and Response	29,906	1,192,821	58,215
Security Professional Development	17,351	694,179	28,021
Security for AWS	10,723	202,644	17,116
Server Hardware and Refresh	35,209	4,864,481	73,265
Server OS	19,866	2,361,136	34,311
Server Virtualization	19,524	2,179,473	35,424
Serverless Computing	6,154	163,497	9,633
Software Asset Management	19,141	752,710	34,460
Software Development	52,646	17,246,415	130,640
Software-Defined Data Center (SDDC)	5,800	110,561	9,036
Storage Performance Management & Intelligent Operations	8,837	1,013,697	14,437
Storage for Containers	6,065	341,746	10,028
Supply Chain Management (SCM)	10,084	1,278,336	16,085
Systems Management	51,289	8,206,557	129,526
Talent Management	11,277	386,410	16,596
Team Collaboration Software	35,554	2,599,100	66,439
Telecom	23,009	3,180,316	41,551
Threat management and intelligence	45,185	5,172,777	101,556
UCaaS	16,201	874,940	22,918
Unified Communications	29,360	2,483,674	48,930
Video Conferencing	21,937	1,361,949	34,346

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Virtualization Security	19,598	585,687	36,027
Vulnerability Management	28,139	1,557,288	50,195
WAN	25,561	2,689,901	47,535
WAN and Application Services	11,575	366,948	19,135
Web Applications Security/Firewalls (WAF)	14,300	699,022	22,708
Web Security	19,530	1,475,048	32,949
Windows	25,036	4,165,390	40,338
Windows 10	9,536	718,166	12,516
Wired and Wireless LAN	16,830	3,158,683	27,227
Wireless LAN	6,349	952,734	8,469
Workspaces	10,731	302,102	16,407
Zero Trust Strategies	18,868	540,583	34,320

About TechTarget

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