

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).

Category Name	Total Companies	Yearly Category Activity	Total Prospects
5G	17,477	1,219,400	30,290
AI-enabled IT	26,233	2,289,376	53,401
AI-enabled Security	16,867	476,622	28,968
AIOps	15,116	364,060	28,312
API Management	3,037	65,948	4,195
AWS	24,337	1,373,036	47,731
Advanced Analytics	25,317	2,252,354	52,980
Agile Project Management	15,792	1,450,844	29,118
Application Delivery	5,561	181,615	8,213
Application Integration	26,752	2,380,876	54,035
Application Modernization	11,174	257,685	18,163
Application Performance Management and Monitoring	12,930	541,111	21,651
Application Security & DevSecOps	35,381	2,391,881	72,954
Application Virtualization (App-V, ThinApp, Etc.)	16,215	607,186	28,089
BI & Analytics	49,206	8,408,973	126,576

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Backup Hardware & Software	8,408	179,074	13,137
Backup as a Service	15,992	414,366	26,871
Bare Metal Platforms	1,718	73,966	2,310
Big Data	23,219	2,184,118	46,707
Business Analytics	31,633	2,852,056	69,920
Business Process Management (BPM)	18,194	1,191,174	31,291
Business Strategy__MSP	67,113	9,193,031	195,781
CRM	16,164	1,177,621	27,113
Change and Configuration Management	13,431	838,944	23,078
Cloud & Object Storage	43,845	3,157,982	103,611
Cloud Data Management & File Sharing Services	32,967	1,122,004	70,287
Cloud Development/PaaS	35,599	2,206,275	82,607
Cloud Integration	18,931	842,728	35,004
Cloud Management	34,415	1,596,392	75,649
Cloud Migration	29,177	873,513	59,817
Cloud Monitoring	10,748	149,193	16,898
Cloud Networking	25,329	1,307,983	50,051
Cloud Networking Services & CDN	5,039	108,450	7,604
Cloud Provider	17,900	690,128	31,933
Cloud Secondary Storage	7,816	110,371	11,836
Cloud Security	38,834	1,788,537	86,214
Cloud Workload Security	21,258	657,776	40,993

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Cloud apps	55,002	5,135,689	139,494
Cloud databases	18,135	572,239	34,408
Co-location	11,968	301,431	19,601
Compliance, Risk & Governance	49,398	4,935,311	119,002
Composable Infrastructure	2,075	171,460	3,331
Configuration Management (CMDB) for Networking	13,431	838,944	23,078
Container Management Software	13,603	641,968	26,343
Container Security	11,065	185,108	18,449
Containers	19,333	1,310,050	39,515
Containers and Microservices	21,697	1,584,714	44,889
Content Collaboration and File Sharing	29,075	1,442,212	50,983
Content/Text Analytics	8,218	400,303	13,221
Continuous Delivery (Release/Version Management)	12,229	866,189	21,897
Converged Infrastructure	14,346	818,628	26,845
Customer Data Management and Platforms	11,086	323,949	17,504
Customer Experience	40,427	3,686,969	89,955
Customer Service/Call Center	17,083	751,551	29,871
Customer analytics	8,564	199,433	12,878
CyberSecurity	45,713	5,198,476	105,836
Cyberattack Strategies: MITRE ATT&CK Framework	32,468	2,854,395	64,054
DNS	8,194	442,022	11,484
DRaaS	23,626	676,436	43,531

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DaaS	10,045	296,161	15,465
Data Archiving	5,531	149,841	7,603
Data Backup and Recovery	25,007	1,982,331	46,699
Data Center Design & Facilities	31,447	3,317,804	66,011
Data Center Networking	35,812	5,794,682	77,733
Data Center Power/Cooling	6,463	997,714	8,954
Data Center Security	35,993	2,587,420	75,983
Data Discovery/Visualization	8,291	317,063	13,110
Data Governance	17,535	1,149,787	31,649
Data Integration	14,792	724,374	27,364
Data Preparation	9,887	366,687	15,378
Data Protection	44,603	5,598,997	101,564
Data Quality	9,627	534,004	14,602
Data Science	32,658	4,930,400	74,573
Data loss prevention (DLP)	6,631	217,636	9,198
Database Management	29,224	4,306,214	60,794
Database security	10,061	241,140	15,704
DdoS Defense	5,358	208,081	7,428
Desktop Management	27,447	1,555,980	46,572
Desktop Security Management and Tools	12,941	397,647	18,575
Desktop Virtualization	23,405	1,908,783	43,289
DevOps	19,342	927,323	37,969

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Digital Experience Management	18,777	564,538	32,300
Digital Transformation	42,223	1,808,491	101,540
Disaster Recovery/Business Continuity	31,421	2,025,890	61,536
E-Commerce	12,906	711,027	20,199
ERP	23,299	3,161,983	44,707
Edge Computing	12,119	433,779	20,587
Electronic Health Records (EHR/EMR)	65,889	4,654,417	184,474
Email and Messaging Security	16,358	738,428	23,955
Embedded BI/analytics	3,461	50,015	5,060
Employee Experience	41,947	2,354,629	89,341
Encryption	15,182	1,653,190	23,852
End User Experience Monitoring	2,400	29,670	3,164
End User Hardware & Refresh	22,770	2,081,110	38,597
Endpoint Management	24,253	1,393,904	43,603
Endpoint Security	14,927	505,550	24,111
Enterprise Content Services	45,335	3,834,883	98,167
Enterprise Data Warehouse	11,705	584,760	19,938
Enterprise Mobility Management	24,297	1,393,440	43,702
Financial Software	21,446	1,259,891	37,569
Flash Storage	13,328	1,996,197	23,601
Fraud Management	9,637	388,550	14,031
GPU	6,451	172,252	9,056

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HR Software	50,747	4,604,326	111,865
Hadoop (Apache)	3,410	278,941	5,115
Healthcare Imaging & Storage	52,249	3,217,293	123,578
Healthcare Security & Compliance	59,885	2,911,104	158,223
High-Performance Computing (HPC)	4,677	96,338	7,069
Hybrid Cloud	21,191	617,915	41,810
Hybrid Infrastructure Monitoring and Management	21,631	1,247,695	41,869
Hyperconverged Platforms & Software Defined Storage (SDS)	14,475	785,551	26,907
Hyperscale Computing	2,478	41,406	3,726
IAM & Authentication	31,478	4,892,052	61,670
IAM for Cloud Security	16,191	482,346	26,256
IT Automation	18,747	746,285	36,291
IT Operations Analytics	13,267	324,295	23,677
IT Operations Management & Monitoring	21,619	845,373	43,690
IT Training and Certifications	31,171	2,530,795	60,239
ITSM and ITIL	11,144	410,816	23,643
Identity Theft and Data Security Breaches	18,118	748,186	30,030
In-memory databases	9,273	439,364	15,172
Internet of Things	20,525	1,804,404	36,204
Internet of Things Analytics	5,568	164,758	7,864
IoT software development	4,993	112,697	7,040
Kubernetes	12,279	538,230	23,453

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Linux Servers	12,044	811,600	20,382
Low Code No Code	8,770	208,961	13,592
Machine Learning	21,751	1,669,362	43,525
Mainframe	4,978	290,054	7,168
Managed Hosting	17,819	685,890	31,928
Managed Security Services	11,619	236,707	17,699
Managed Services	21,438	1,028,475	39,831
Marketing Analytics	4,041	134,377	5,718
Marketing Software	17,402	871,875	31,489
Microservices	10,554	450,626	18,192
Microsoft Azure	18,072	987,375	32,831
Microsoft SQL Server databases	7,156	479,325	10,432
Mobile Application Management & Security	10,668	582,709	15,089
Mobile Development	6,770	471,304	9,657
Mobile Development and APIs	22,157	1,936,952	41,737
Mobile and Wireless Security	19,836	1,364,860	32,503
Multicloud	17,089	421,566	32,681
NAC/VPN	14,844	1,169,005	23,004
NAS	9,583	651,550	15,883
NVMe & NVMe-oF	6,561	383,401	10,923
Network Infrastructure	28,900	7,251,156	56,672
Network Management & Monitoring	33,816	4,203,009	74,643

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Network Security	46,203	6,074,614	106,429
Network Virt/SDN	23,003	1,932,865	44,629
Network Visibility, Performance and Monitoring	15,855	1,072,084	27,756
Networking and Architecture for Internet of Things	11,963	451,610	18,705
Networking to Support Cloud Computing	24,678	1,223,546	48,036
Office 365	22,104	994,060	35,494
Open source databases	8,880	395,272	14,197
Open source software development tools	18,231	1,540,521	34,353
OpenStack	1,544	93,134	2,162
Operational Databases	11,751	620,851	19,399
Operational Technology (IT/OT convergence)	4,282	162,592	6,073
Oracle Applications	9,777	522,784	17,801
Oracle Databases	4,902	451,140	7,548
Patch Management	11,649	392,530	16,756
Patient Engagement	48,696	2,048,009	111,975
Predictive analytics	7,044	632,440	11,386
Private Cloud Infrastructure and Mgmt.	8,184	253,221	13,927
Product Analytics	8,031	249,622	12,320
Project and portfolio management	15,452	1,120,507	27,447
Providing Managed Services	16,893	720,871	29,606
Public Cloud IaaS	44,323	4,806,092	100,454
QA/Test Management	10,456	825,229	17,001

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Real-time Analytics	7,993	125,781	12,934
Relational Database Management System (RDBMS)	13,448	1,467,080	22,944
Risk management	37,579	2,288,018	81,431
Robotic Process Automation (RPA)	10,829	690,447	17,595
Routers and Switches	5,976	675,457	8,502
SAN	7,555	670,267	12,366
SAP Business Applications	11,719	1,360,720	20,334
SAPHANA	5,101	174,660	7,753
SAP S/4HANA	11,540	1,292,858	20,053
SAP databases	8,000	420,843	12,840
SD WAN	14,348	838,472	24,592
SDN for the Data Center	3,267	134,283	4,949
SIEM and Security Analytics	18,386	376,754	31,262
Sales Software	12,360	461,909	19,645
Secure Access Service Edge (SASE)	13,285	428,109	21,293
Secure File Transfer	7,506	114,714	10,120
Secure Remote Access	19,902	1,959,931	32,768
Securing Internet of Things	10,168	314,193	15,610
Security & Compliance for Communications	25,853	1,202,452	42,227
Security Awareness Training	15,595	532,192	23,415
Security Detection and Monitoring	23,545	1,131,191	42,335
Security Development and Training	21,875	1,003,408	37,070

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Security Operations, Automation, and Response	29,589	1,137,082	58,944
Security Professional Development	17,123	645,965	27,676
Security for AWS	10,289	188,695	16,441
Server Hardware and Refresh	35,050	4,538,364	74,170
Server OS	19,643	2,210,009	33,826
Server Virtualization	18,417	1,989,353	33,293
Serverless Computing	5,734	152,238	8,962
Software Asset Management	20,334	709,100	36,843
Software Development	52,591	15,708,398	133,876
Software-Defined Data Center (SDDC)	4,977	101,754	8,052
Storage Performance Management & Intelligent Operations	8,790	844,698	14,553
Storage for Containers	5,988	305,313	9,905
Supply Chain Management (SCM)	11,395	1,169,405	18,473
Systems Management	51,191	7,692,438	134,516
Talent Management	11,887	367,934	17,596
Team Collaboration Software	36,421	2,435,585	67,667
Telecom	22,547	3,111,009	41,064
Threat management and intelligence	45,234	5,204,020	103,978
UCaaS	17,782	760,727	24,504
Unified Communications	31,956	2,384,237	53,376
Video Conferencing	22,510	1,284,354	35,767
Virtualization Security	19,954	567,203	36,851

Category Name	Total Companies	Yearly Category Activity	Total Prospects
Vulnerability Management	27,192	1,497,983	48,546
WAN	25,448	2,658,577	47,316
WAN and Application Services	11,283	334,222	18,585
Web Applications Security/Firewalls (WAF)	13,918	638,384	21,924
Web Security	19,240	1,375,875	31,880
Windows	24,551	3,877,182	39,524
Windows 10	9,354	670,363	12,281
Wired and Wireless LAN	16,624	3,037,241	27,083
Wireless LAN	6,070	929,077	8,132
Workspaces	12,086	321,054	18,632
Zero Trust Strategies	19,286	556,319	35,124

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