

# Accelerate pipeline with TechTarget's Confirmed Projects™

## Deliver sales in-market buyers with rich project intelligence for new inroads to the deal

TechTarget's Confirmed Projects **accelerate pipeline by delivering opportunities that your marketing efforts may have missed**, allowing you to optimize your sales efforts against prospects with a high likelihood to convert. Confirmed Projects help you get your foot in the door when the opportunity is in motion to help you win more deals.

### Confirmed Projects empower your sales team to personalize the conversation based on your customers' pain points

- **Researching technologies in your market**
- **Directly confirmed an upcoming purchase** taking place within 12 months for a solution aligned to your technology market
- **Directly confirmed purchase requirements, location, timeframe, and current short-list**
- **Triple verified** contact data
  - Valid phone number
  - Valid corporate email address
  - Confirmed to work at the organization

### Why are Confirmed Projects better than BANT?

- **They're more responsive:** Triple verification eliminates bad phone numbers and bounced emails to prioritize outreach against real buyers.
- **They're pre-qualified:** We've already identified a purchase location and timeframe so you can target buyers at the right time and the right buy cycle stage.
- **They're more likely to convert:** As a trusted 3rd party, buyers share unique purchase details that they won't share with you. This unique insight helps you spark interest and position your solution in the best light based on the current project requirements and pain points.

To learn more, email us at [SalesQualityLeads@techtarget.com](mailto:SalesQualityLeads@techtarget.com) or contact your TechTarget sales representative today.

#### About TechTarget

TechTarget (Nasdaq: TTGT) is the global leader in purchase intent-driven marketing and sales services that deliver business impact for enterprise technology companies.

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