

Accelerate pipeline with TechTarget's Sales-Ready Leads™

Reach real buyers who are looking to purchase a solution you sell

TechTarget's Sales-Ready Leads deliver quality buyers who have confirmed an upcoming purchase for a solution similar to yours, provided key purchase drivers and have recently been exposed to your content. With TechTarget's Sales-Ready Leads, your sellers can generate new opportunities and move them through the pipeline faster by engaging qualified prospects who are ready to talk to you.

Sales-Ready Leads focus your sales efforts on buyers with a confirmed purchase in play

- **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**
- **Exposed to your content** on the TechTarget network
- **Triple verified** contact data
 - Valid phone number
 - Valid corporate email address
 - Confirmed to work at the organization

Why are Sales-Ready Leads better than the average lead?

- **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 confirmed that a purchase is happening, so you don't have to.
- **They're more likely to convert:**
As a trusted 3rd party, buyers share unique purchase details that they won't share with you. Coupled with the knowledge that they are aware of your brand, the purchase intent helps you spark interest, inform discovery and position your solution in the best light based on the needs of the buyer.

To learn more, email us at 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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