

Fuel your pipeline faster

Understanding Prospect-Level Research Activity

Prospect-level research activity—knowing what your targets are doing and what they really care about—gives you a huge advantage in your outreach. You'll see immediate improvements in conversion rates all across the buyer's journey. Only TechTarget's Priority Engine™ can provide this level of accuracy and specificity into the immediate needs of your accounts, the individuals within them and the buying teams they're a part of.

Activity Matters: When prospects are in a buyer's journey, they're 7X¹ more likely to respond

- **We uncover the buyer's journeys for you.** We're the largest enterprise tech publisher on the web, so when an account is in market to buy, they opt-in with us for critical decision support information. We're constantly monitoring activity across 140+ hyper-specific technology websites and 10,000+ granular topics to identify the best prospects—the real opportunities—for your teams to pursue.
- **We provide unmatched precision.** We know what they're reading, what decision stage they're in, even how they line up to your specific value propositions. You'll know immediately whether to add them to a Marketing nurture stream or if Sales should take immediate action.

¹ Source: [Demand Gen in the Age of Intent](#)

The four charts to the right illustrate the content consumption of prospects researching granular **CyberSecurity** and **Team Collaboration** topics – two examples from the hundreds of tech categories we cover for you. Understanding this detail, your teams will know how best to activate and what messaging to emphasize every time they plan a touch, a campaign or a cadence.

Develop breakthrough outreach

- With 20+ million opted-in enterprise tech members, TechTarget’s network captures more active demand in your market than anyone else.
- When you have real purchase intent data at the opt-in prospect level, your teams know how to develop better tactics and orchestrate them far more productively.
- By better personalizing outreach based on the expressed needs of each buying team member, you’ll create at least 2X² more opportunities – and close them faster.

2 Source: [Activity Matters! Bury Your Cold Contact List](#)

To learn more about how TechTarget’s Priority Engine with Prospect-Level Intent helps you drive better results faster, **contact us today.**



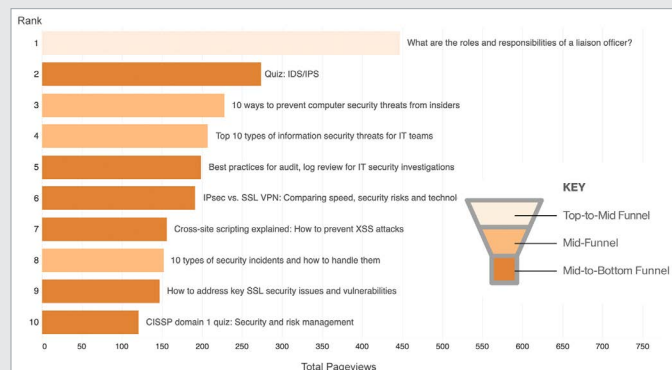
About TechTarget

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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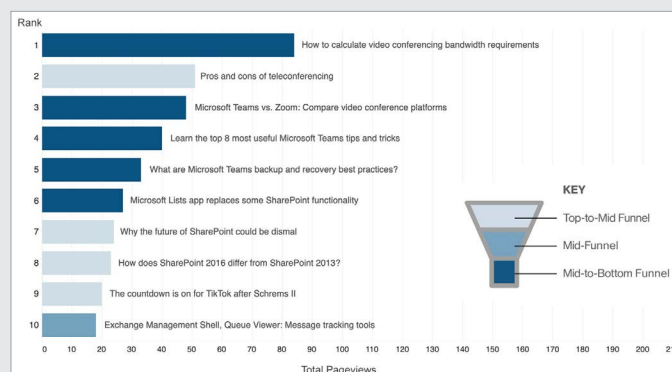
Top 10 CyberSecurity Articles of the Week



Sample CyberSecurity Content, by Funnel Stage

Funnel Stage	Executive IT	Security Team/ Management	Network Team
Early	Zero-trust security model gaining traction	Making threat intelligence greater than the sum of its parts	What is network traffic analytics and how does it enhance security?
Mid	What are the cybersecurity benefits of zero trust?	Advanced cybersecurity fraud and how to fight it	Tips to improve network security visibility
Late	Use an IoT security architecture to protect networks end to end	4 essential AI-enabled security concerns for buyers and vendors	What to include in an SD-WAN security checklist

Top 10 Team Collaboration Articles of the Week



Sample Team Collaboration Content, by Funnel Stage

Funnel Stage	C-Level	Network Manager /Administrator	IT Manager
Early	Build a collaboration hub to transform team workflows	Getting infrastructures in shape for the big return to work	How best to put collaboration tools to work for your team
Mid	Hybrid working becomes the new collaboration imperative	What are challenges of using multiple team collaboration apps?	Team collaboration tools ease remote work management
Late	CIO strategies for COVID-19 require new long-term IT planning	Craft collaboration metrics to enhance business benefits	Collaboration technology is breeding burnout – keep it real