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 7X 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
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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