

Find the accounts that matter and the contacts that convert

Priority Engine™ boosts sales and marketing success by delivering real opt-in, active buyers at in-market accounts

Bigger deals in half the time

Focus your sales and marketing efforts on the hottest accounts and most active prospects in your market segment. Automatically prioritize, rank and score them based on their recent and relevant research behavior.

ABM that accelerates sales

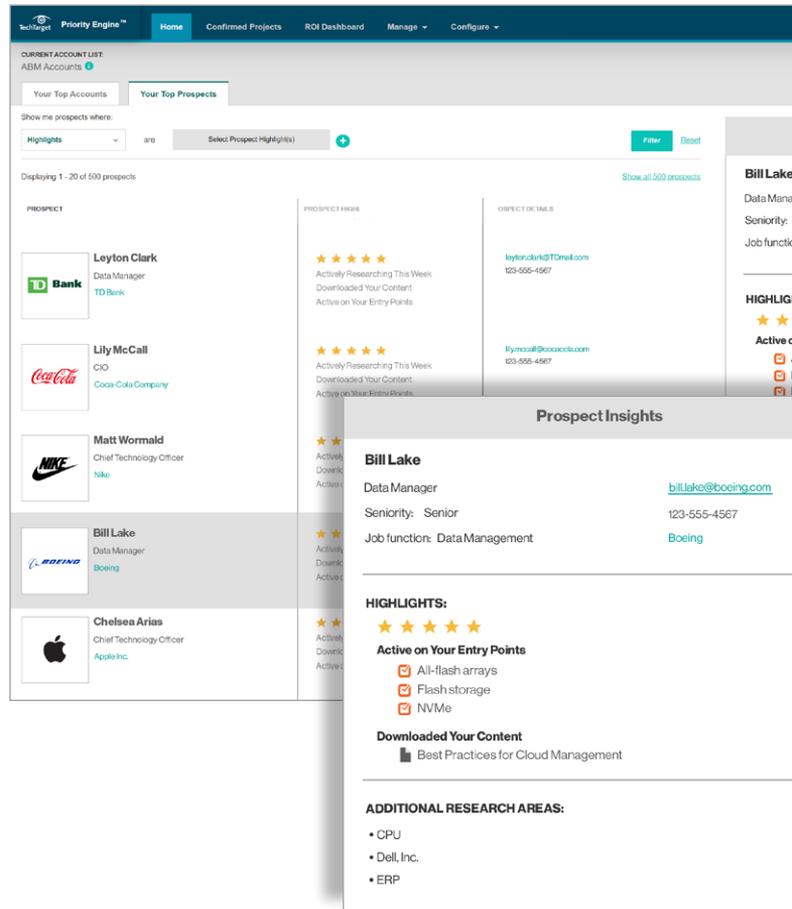
Target accounts with an immediate need for your solutions. Engage the actual buying team with content and advertising tailored to their individual interests and actions.

Outbound that secures meetings

Add thousands of active, opt-in contacts to nurture streams and sales cadences. Generate high-quality leads who are more likely to become opportunities.

Meetings that convert to pipeline

Leverage Prospect-Level Intent™ insights, entry points and icebreakers to have more meaningful conversations that turn into deals.



The screenshot displays the Priority Engine web application interface. At the top, there are navigation tabs: Home, Confirmed Projects, ROI Dashboard, Manage, and Configure. Below this, the 'CURRENT ACCOUNT LIST' is set to 'ABM Accounts'. There are two tabs: 'Your Top Accounts' and 'Your Top Prospects'. A search bar shows 'Highlights' and 'are' with a 'Select Prospect Highlight(s)' button. A 'Filter' button is visible. The main content area shows a list of prospects, with 'Bill Lake' selected. The list includes names, titles, and company logos (TD Bank, Coca-Cola, Nike, Boeing, Apple Inc.).

The detailed view for 'Bill Lake' shows the following information:

- PROSPECT INFO:** 5 stars, 'Actively Researching This Week', 'Downloaded Your Content', 'Active on Your Entry Points'.
- PROSPECT DETAILS:** Email: billlake@boeing.com, Phone: 123-555-4567.
- PROSPECT INSIGHTS:**
 - Bill Lake:** Data Manager, Seniority: Senior, Job function: Data Management.
 - HIGHLIGHTS:** 5 stars, 'Active on Your Entry Points', 'All-flash arrays', 'Flash storage', 'NVMe'.
 - Downloaded Your Content:** 'Best Practices for Cloud Management'.
 - ADDITIONAL RESEARCH AREAS:** CPU, Dell, Inc., ERP.

Over 500 technology vendors rely on Priority Engine for their success



“ Priority Engine allows me to know prospects’ priorities so I can better target my outreach. **It’s a crucial part of my daily prospecting effort.**”



Morgan W.

“ We are able to have more meaningful, customized conversations that help direct our marketing messages.”



Nate S.



“ Priority Engine allows me to prioritize my contact list by reaching out to the right person at the RIGHT time!”



Eddie C.



“ The level of insight and signals you get for intent leads is unmatched in the market.”



Tom C.



“ This is the best information you can get to develop an ABM campaign with intelligence.”



Joanne D.



The Priority Engine Advantage

Industry’s Only Prospect-Level Intent

See the exact topics individual prospects are researching, technologies they’re considering and vendors they’re evaluating to fuel more personalized and productive outreach.

Most Active, Opt-in Buyers

Fill your database, nurture streams and sales cadences with thousands of responsive, GDPR-compliant prospects who have opted-in to be contacted by you.

Largest B2B Tech Audience

With an audience of 19M+ opt-in technology researchers and 650,000 indexed pages in Google, TechTarget is the first place your prospects go to make technology purchase decisions.

Priority Engine data is available for 260+ market segments within the following tech categories:

Artificial Intelligence
Big Data
Business Applications
Business Intelligence
Channel

Cloud
Collaboration
Data Center
DevOps
End User Computing

Networking
Security
Storage
Unified Communications
Virtualization

To learn more, email us at [techtarget.com/priority-engine](mailto:sales@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.