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.
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.

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 or contact your TechTarget sales representative today.