



# TechTarget Products & Solutions

Purchase intent-driven offerings built to fulfill specific marketing and sales needs.

- Primary use case
- Secondary use case

Use cases	Content Syndication	Data-Driven Display (Advertising)	Priority Engine™	Sales-Quality Leads™	Contact Data Services	Custom Research/Content Creation
<b>Tech Marketing</b>						
Enhance Your Contact Database			●		●	
Build Awareness	●	●	●			●
Generate Better Leads	●		●	●	●	●
Drive In-person Event Attendance	●	●	●	●		
Deliver Virtual Events	●	●	●	●		
Convert Website Visitors		●	●			●
Enable Sales/Channel	●	●	●	●		●
ABM	●	●	●		●	●
<b>Tech Sales</b>						
Prioritize Outreach			●	●		
Reach the Right Prospects			●	●	●	
Improve Response Rates			●	●	●	●
Access Live Projects			●	●		
Generate Meetings & Opps			●	●		●
<b>Partner Marketing</b>						
Tech Alliance Partner Marketing	●	●	●	●		●
Channel Strategy & Partner GTM						●
Channel Partner Sales Enablement	●	●	●	●		●
Channel Partner Recruitment	●	●	●			●
<b>Intent-driven Services</b>						
Enablement & Acceleration	●	●	●	●	●	●
Market Intelligence	●	●	●	●	●	●

## 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. [www.techtarget.com](http://www.techtarget.com)

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