Find the Accounts that Matter and the Contacts that Convert

Priority Engine™ boosts sales and marketing success by delivering real, 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 prospects to nurture streams and sales cadences. Generate high-quality leads who are more likely to become opportunities.

Meetings that convert to pipeline
Access Prospect-Level Intent insights and icebreakers in-tool and directly within Salesforce to have more meaningful conversations that become deals.
Over 700 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.

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

- Artificial Intelligence
- Cloud
- Networking
- Big Data
- Collaboration
- Security
- Business Applications
- Data Center
- Storage
- Business Intelligence
- DevOps
- Unified Communications
- Channel
- End User Computing
- Virtualization

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, Registered Buyers
Fill your database, nurture streams and sales cadences with thousands of responsive, GDPR-compliant prospects.

Largest B2B Tech Audience
With an audience of 32M+ registered technology researchers* and 650,000 indexed pages in Google, TechTarget is the first place your prospects go to make technology purchase decisions.

To learn more, visit us at techtarget.com/priority-engine 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.

*This represents the number of total members and subscribers of the TechTarget and BrightTALK networks but does not account for overlap. For more detailed information, please refer to our filings.