

# 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

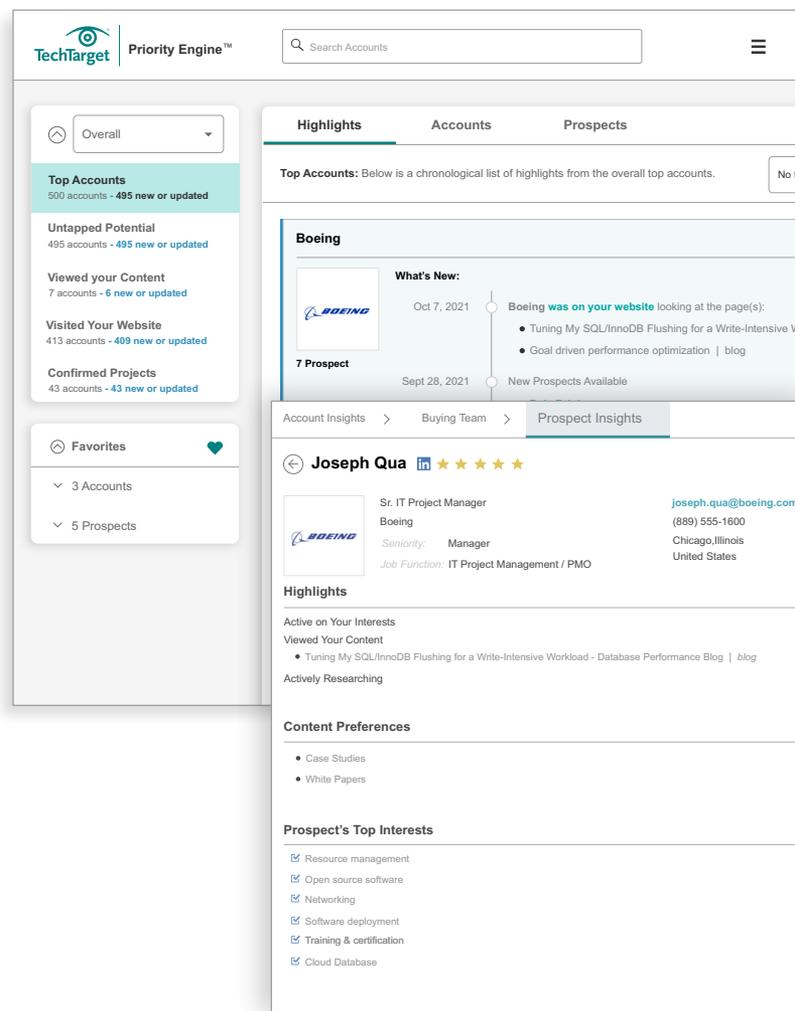
Target accounts with an immediate need for your solutions. Engage the actual buying team with content and advertising tailored to their individual interests and actions.

## 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.



The screenshot displays the TechTarget Priority Engine interface. At the top, there is a search bar for accounts and a navigation menu. The main content area is divided into several sections:

- Overall:** A dropdown menu set to 'Overall'.
- Top Accounts:** 500 accounts - 495 new or updated.
- Untapped Potential:** 495 accounts - 495 new or updated.
- Viewed your Content:** 7 accounts - 6 new or updated.
- Visited Your Website:** 413 accounts - 409 new or updated.
- Confirmed Projects:** 43 accounts - 43 new or updated.
- Favorites:** 3 Accounts and 5 Prospects.
- Highlights:** A section for 'Boeing' showing 'What's New' with a timeline of activity:
  - Oct 7, 2021: Boeing was on your website looking at the page(s):
    - Tuning My SQL/InnoDB Flushing for a Write-Intensive V
    - Goal driven performance optimization | blog
  - Sept 28, 2021: New Prospects Available
- Prospect Insights:** A detailed view for 'Joseph Qua', Sr. IT Project Manager at Boeing. It includes contact information (joseph.qua@boeing.com, (889) 555-1600, Chicago, Illinois, United States) and a list of interests:
  - Case Studies
  - White Papers
  - Resource management
  - Open source software
  - Networking
  - Software deployment
  - Training & certification
  - Cloud Database

## 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  
Big Data  
Business Applications  
Business Intelligence  
Channel

Cloud  
Collaboration  
Data Center  
DevOps  
End User Computing

Networking  
Security  
Storage  
Unified Communications  
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.

\*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](#).

To learn more, visit us at [techtarget.com/priority-engine](https://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.

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