

Further Your Influence and Create Demand for Your Solutions with TechTarget Lead Generation

Not all leads are created equal. Successful lead generation is much more than just filling your funnel – it’s about creating demand for the solutions you sell. With many vendors promising to quickly fill your database, determining where to spend your marketing dollars is difficult. To be effective you need to fill your funnel with the right prospects who are verifiably in-market.

Fuel nurture streams and enable Sellers with leads that are actively researching your solutions

TechTarget’s content footprint, with 150+ niche technology websites and more first page Google results than any other provider, fuels the largest database of B2B tech buyers and the most reliable purchase intent available. With TechTarget Lead Generation, our first-party intent driven strategy and AI-powered demand engagement engine ensure your lead generation campaign only targets prospects who are in-market for your solutions.

	TechTarget Lead Generation	Alternative B2B Lead Gen Suppliers
Audience Acquisition	Opt-in audience across the #1 Google destination for B2B tech with 150+ websites focused on purchase support content	Non-permissioned outreach to general contact databases, web scraping, lead brokering, list rentals
Targeting Strategy	First-party purchase intent strategy targets only buyers with recent and relevant activity	Industry / job function / company criteria, but lacking detailed knowledge of current interests
Content Enablement	In-market expertise on what resonates and sponsorable content available to help you refine your content marketing strategy	No editorial presence or market-specific insights to assist with content that fuels outreach
Lead Quality	Promoting content to users with demonstrated history of relevant content engagement produces strong alignment with marketing objectives	Lack of purchase intent can result in less qualified leads
Data Privacy Considerations	Promoting to content-based users who agree to share their business contact details with our customers	Lacks pre-established first-party relationship with the user, relies on non-permissioned outreach
Solutions	Comprehensive suite of solutions drives demand across all funnel stages, at scale	Single, point-in-time solution
Results	Fill your funnel with a high quantity of high quality tech professionals that are a fit for a solution you sell	One-and-done leads with no history of intent fills your funnel with prospects with no interest in your solutions

Fill Your Funnel with Prospects Who Are More Likely to Click, Respond and Convert

TechTarget leads are more responsive because they are opted-in and actively researching solutions in your market. Drive more effective marketing campaigns and increase conversions with TechTarget, the only lead generation provider that delivers prospects proven to convert faster.

Largest Network in B2B Tech

#1 Google destination for B2B tech fuels 1M+ buyer interactions per day

Permissioned Audience

29M+ opt-in B2B professionals, only available with TechTarget

Real Purchase Intent

1st party purchase intent driven from known prospect and account activity on tech-specific purchase support content

Pre-Qualified Leads

Data-centric approach targets only users with relevant activity in the past 90 days. Auto-excludes VARs, vendors, educators and more

Contact Enrichment

Data enrichment cleansing verifies contact data

More likely to click, respond and convert to an opportunity

To learn more, visit techtarget.com/products/lead-generation 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.