



# 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™ | Custom Content/ Research & Advisory | BrightTALK® | Contact Data Services |
|--|---------------------|-----------------------------------|------------------|----------------------|-------------------------------------|-------------|-----------------------|
| <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/ABX  | ●                   | ●                                 | ●                |                      | ●                                   | ○           | ○                     |
| <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                | ●                   | ○                                 | ●                | ●                    | ●                                   | ●           |                       |
| Partner GTM Strategy                           |                     |                                   |                  |                      | ●                                   |             |                       |
| Channel Partner Sales Enablement & Recruitment | ●                   | ●                                 | ●                | ●                    | ●                                   |             |                       |
| <b>Strategy &amp; GTM Expertise</b>            |                     |                                   |                  |                      |                                     |             |                       |
| Improve GTM Strategy & Execution               |                     |                                   | ○                |                      | ●                                   | ○           |                       |
| Continuously Leverage Market Experts           |                     |                                   |                  |                      | ●                                   |             |                       |

**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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