

# Accelerate Your Pipeline

## High-Quality Leads and Confirmed Projects™

### Fast track the right names at the right time to Sales

Today's purchase process is complex, fast and involves many stakeholders. With buyers spending 83% of their purchase journey away from vendors, sellers can not afford wasted touch points. High-Quality Leads and Confirmed Projects prioritize seller outreach on the right prospects and provide directly confirmed purchase intent to personalize the conversation.

### Better Together: High-Quality Leads and Confirmed Projects fuel a healthy sales pipeline

**High-Quality Leads:** Provide direct access to prospects with a need for your solution, so you can prioritize seller outreach on prospects with a high likelihood to convert

- **Researching technologies in your market**
- **Directly confirmed a challenge and a need that you can solve**
- **Exposed to your content on the TechTarget network**
- **Triple verified contact data**

**Confirmed Projects:** Provide direct access to prospects with a confirmed project, so you can steal market share by knowing where your competitors are considered

- **Researching technologies in your market**
- **Directly confirmed an upcoming purchase taking place within 12 months for a solution aligned to your technology market**
- **Directly confirmed purchase requirements, location, timeframe and short-list**
- **Triple verified contact data**

### How buyers want to be sold to, in 3 steps

1. **Diagnose** the business problem.
2. **Reiterate**/confirm your understanding of the business problem.
3. **Prescribe** the solution.

### Improve Seller conversations

1. **Diagnose** the business problem with direct access to the challenges driving the purchase.
2. **Reiterate** your understanding of the business problem with unique insight into the project blueprint.
3. **Articulate** how your solution accomplishes the desired outcomes.

To learn more, visit [techtarget.com/products/sales-quality-leads/](https://techtarget.com/products/sales-quality-leads/) 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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