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
- Exposed to your content on the TechTarget network
- Triple verified contact data

How buyers want to be sold to, in 3 steps

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

Improve Seller conversations

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

To learn more, visit **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.

