23+ years of continuous innovation

Our content creates value for tech buyers. Our capabilities help build business for you.

From the beginning, we’ve recognized that enterprise tech buyers need definitive guidance and insight when researching purchases. Written specifically for them, TechTarget’s problem-solving content achieves first-page ranking in organic search across more than 10,000 specific topics. Our readership’s editorial and marketing consumption patterns provide us unique insights into their needs and behaviors.

Through more than two decades of optimization, we’ve perfected ways of strengthening their interest and influencing their actions. Every day, we keep our finger on the pulse of what’s happening in your target market, what’s working for marketers and how we can better assist you in reaching your goals. **TechTarget helps more than 3,400 tech companies achieve sustainable pipeline impact.** Our clients partner with TechTarget to combine the buyer visibility they require with the execution speed they need to be competitive in their markets.
Find and influence the people who shape enterprise technology initiatives

As the leading source of purchase-focused content on the Web, your buyers are with TechTarget before they turn to you. We can help you reliably reach, influence and engage them earlier in their journey.

Buyer searches for a technology or vendor

Buyer registers for TechTarget, BrightTALK & ESG content

30M registered members*

Buyer continues purchase research on our networks

1M+ buyer interactions per day*

Data and workflow orchestration in your stack for marketers & sellers

Buyer ID & activity captured in Priority Engine providing visibility into who/what/when at both new in-market accounts & existing opportunities

Data Center & Virtualization

AI, BI & Big Data

Business Applications

CIO & IT Strategy

Networking

Storage

Tech Content Libraries

Health IT

End User Computing

Find & influence the people who shape enterprise technology initiatives

AI, BI & Big Data
analyticbridge
bigdatanews
BrightTALK
ComputerWeekly
ComputerWeekly.de
ComputerWeekly.es
ComputerWeekly.com.br
dataMig
Education Spotlight
Enterprise Strategy Group
hadoop360
IoT Agenda
LeMagIT.fr
SearchBI.com.cn
SearchBusinessAnalytics
SearchDatabase.com.cn
SearchDataManagement
SearchEnterpriseAI
SearchInformationSystem
Japan
SearchOracle
SearchSAP
SearchSME Japan
SearchSQLServer

Business Applications
BrightTALK
ComputerWeekly
ComputerWeekly.de
ComputerWeekly.es
ComputerWeekly.com.br
LeMagIT.fr
SearchContentManagement
SearchCRM&SFAPJapan
SearchDatabase.com.cn
SearchERP
SearchERP Japan
SearchHRSSoftware
SearchOracle
SearchSAP
SearchSME Japan

CIO & IT Strategy
BrightTALK
SearchCIO
SearchCompliance
SearchEducation
IT Japan
SearchManagement&IT Japan
SearchMediaIT Japan
SearchSME Japan

Networking
BrightTALK
ComputerWeekly
ComputerWeekly.de
ComputerWeekly.es
ComputerWeekly.com.br
Enterprise Strategy Group
IoT Agenda
LeMagIT.fr
SearchNetwork Japan
SearchNetworking
SearchNetworking.com.cn
SearchSME Japan
SearchUnified
Communications

Storage
BrightTALK
ComputerWeekly
ComputerWeekly.de
ComputerWeekly.es
ComputerWeekly.com.br
Enterprise Strategy Group
LeMagIT.fr
SearchConverged
Infrastructure
SearchDataBackup
SearchDisasterRecovery
SearchServers&Storage
Japan
SearchSME Japan
SearchStorage
SearchStorage.com.cn
SearchVirtual.com.cn
SearchVirtualization Japan

Tech Content Libraries
Bitpipe.com
Bitpipe.com.br
Bitpipe.fr
BrightTALK
de.Bitpipe.com
es.Bitpipe.com
Whats
Whats.com/de
Whats.com/fr
wp.techtarget.com.cn

Health IT
BrightTALK
Xtelligent Healthcare Media

End User Computing
BrightTALK
ComputerWeekly
ComputerWeekly.de
ComputerWeekly.es
ComputerWeekly.com.br
Enterprise Strategy Group
LeMagIT.fr
SearchEnterpriseDesktop
SearchMobileComputing
SearchSmartMobile
Japan
SearchVirtual.com.cn
SearchVirtualDesktop
SearchVirtualization Japan
SearchWindowsServer
Our Product Portfolio

Optimized to perform at the account and individual level, TechTarget's purchase intent insight-powered solutions deliver the pipeline impact tech marketers seek with the support and flexibility you require. **You can’t get access to TechTarget purchase intent data anywhere else.**

<table>
<thead>
<tr>
<th>TechTarget Purchase Intent</th>
<th>TechTarget Demand Generation</th>
<th>TechTarget Brand Awareness</th>
<th>BrightTALK Online Events</th>
<th>ESG Content Services</th>
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</thead>
<tbody>
<tr>
<td>Priority Engine</td>
<td>Content Syndication</td>
<td>Data-driven Display</td>
<td>Virtual Events</td>
<td>Content Development</td>
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<tr>
<td>Access active accounts,</td>
<td>Generate, influence and</td>
<td>Drive awareness and build</td>
<td>ESG Virtual Events</td>
<td>Educate customers</td>
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<td>opted-in prospects and</td>
<td>nurture leads as they move</td>
<td>brand association through</td>
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<td>real buyer intent in your</td>
<td>through the buying cycle</td>
<td>TechTarget’s extensive</td>
<td>compelling marketing</td>
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<td>market segments to fuel</td>
<td>with your content assets</td>
<td>suite of on-network and</td>
<td>content developed by</td>
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<td>High Quality Leads</td>
<td>Contextual Banners</td>
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<td>Increase Sellers’ impact on</td>
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<td>Webinars</td>
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<td>leads by uncovering project</td>
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<td>Build a subscriber base</td>
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**Purchase intent driven offerings built to fulfill specific marketing and sales needs**

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<th>Use cases</th>
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<th>Sales-Quality Leads*</th>
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*Primary use case

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Product Descriptions

Purchase Intent

Priority Engine
Contact Acquisition to Fuel Nurture, Recruitment, Grow Database, and more!
On a weekly basis, Priority Engine reveals the active accounts and opted-in buying team members who are most active around topics that map to your products. This program offers you the ability to prioritize your account lists and get a fuller picture about what each account cares about so you can tailor messaging more effectively.

Demand Generation

Content Syndication
Lead Generation, Lead Acquisition, Content Interactions to Fuel Nurture, Recruitment, Grow Database, etc.
TechTarget will syndicate your assets on our network. Dedicated email promotions will be active users (in the last 90 days) who have been researching similar content on our network. Leads will be anyone who downloads the supplied content and matches your filters.

High Quality Leads
Identify opportunities, get into deals earlier and make the short list
TechTarget will deliver you prospects that have a confirmed, current technology challenge in your market and have already been influenced by your content.

Confirmed Projects
Book more qualified appointments & increase pipeline
TechTarget will deliver live, confirmed projects for a specific technology that maps to what you sell. All project details will be listed, including project location, project drivers, key purchase considerations, shortlist, as well as the contact details for the person who directly provided the information.
Product Descriptions

**Brand Awareness**

**Data-driven Display**
*Engage IT buyers throughout their entire purchase journey everywhere they are looking for you*
Combine contextual alignment and 1st party, purchase intent data to dominate banner placements everywhere active buyers are researching through TechTarget’s extensive suite of on-network and off-network digital ad tactics.

**Contextual Banners**
*Maximize awareness through contextual, relevant brand messaging*
Build awareness, brand loyalty and expert credibility by aligning your message with TechTarget’s industry-leading content, engaging highly active, tech-focused buyers when and where they are researching.

**Brand Takeovers**
*Leverage 100% share-of-voice brand experiences to box out the competition*
Box out competition by owning first-access to buyers researching keywords in your market and/or deliver curated learning experiences by owning messaging around expert-crafted editorials.

**ABM & Behavioral Ads**
*Use 1st party intent data to identify and engage buyers at active accounts*
Influence buyers throughout TechTarget’s extended network who are on your Target Account List and/or who have shown key behavioral indicators, such as interacting with your demand campaign or hyper-activity in your market.

**Custom & Native Sites**
*Drive content engagement & contextual lift*
Showcase your content in an interactive, media-rich site that is custom-built to responsively engage your active buyers as they move throughout their research journey. Your site will live in an embedded URL leveraging TechTarget’s topic domain, can be viewed on any device, and includes guaranteed page views.
Product Descriptions

Account Based Marketing

Priority Engine
On a weekly basis, Priority Engine reveals the active accounts and opted-in buying team members who are most active around topics that map to your products. This program offers you the ability to prioritize your ABM list and get a fuller picture about what each account cares about so your message can be tailored more effectively.

Brand Awareness
Target opted-in TechTarget prospects that map to your ABM lists with your banners as they research across TechTarget O&O sites and on our partner site properties.

Content Syndication
TechTarget will syndicate your assets on our network, generating leads with researchers who are both at your ABM accounts and are actively engaging in topically relevant content.

Confirmed Projects
Uncover live, confirmed projects at your ABM accounts and receive all project details, including project location, project drivers, key purchase considerations, shortlist, as well as the contact details for the person who directly provided the information.
Product Descriptions

**BrightTALK**

**Virtual Events**
Form immersive experiences at scale through single or multi-day community events with multi-tracks and session management.

**Webinars**
Build a subscriber base of relevant professionals who have engaged with your webinars/videos and expertly boost engagement.

**ESG**

**Content Development & Research**
Educate customers and gain share with compelling marketing content developed by ESG experts who can fine tune go-to market messaging. Available services vary from multiple forms of custom content creation, content research, and market validation. Get started with your TechTarget sales representative to find out which solutions best meet your goals.
Leading technology companies work with us

We’ve won over 200 awards for editorial excellence, business innovation and being a great place to work

“We’ve seen it in the numbers; there have been some really good wins, from not only a pipeline standpoint but a revenue standpoint as well. The TechTarget team has been fantastic to work with. It has been a very beneficial relationship.”

Derek Gunn
Global Marketing Automation Specialist

For editorial excellence: FOLIO: Top Women in Media Awards, SIIA CODiE Awards, Smart Selling Tools: Top Sales Tool

For business innovation: Forrester Wave: Strong Performer, ASBPE Azbee Awards, Forbes Best Small-Cap Companies

For being a great place to work: G2 Leader, Consecutive Quarters, Gartner Market Guide Vendor
TechTarget (Nasdaq: TTGT) is the global leader in purchase intent-driven marketing and sales services that deliver business impact for enterprise technology companies. By creating abundant, high-quality editorial content across more than 150 highly targeted technology-specific websites, TechTarget attracts and nurtures communities of technology buyers researching their companies’ information technology needs.

By understanding these buyers’ content consumption behaviors, TechTarget creates the purchase intent insights that fuel efficient and effective marketing and sales activities for clients around the world.


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