



TechTarget Media Kit

Insights. Access. Influence.

We help you accelerate growth throughout the go-to-market journey.

The pace of change in B2B technology is ramping up

B2B technology markets are becoming increasingly dynamic and competitive, and standing out requires a deep understanding of your market segment and buyer needs. In parallel, the purchase process is rapidly evolving. Buying groups are growing larger, relying more heavily on digital content to shape their decisions and forming strong opinions on preferred vendors before they talk to sales. Achieving aggressive revenue goals takes optimization and alignment across the go-to-market journey.

TechTarget is positioned to help you maximize growth

From research to revenue, TechTarget is here to help your company accelerate growth no matter where you are at in your go-to-market journey. Our intent-driven solutions help:

Strategy Teams build winning product and go-to-market strategies and develop differentiated messaging and content that resonates with buyers.

Marketing Teams confidently identify in-market accounts, reach buyers early in their research journey, and engage them with content that influences the decisions they make.

Sales Teams prioritize prospecting, personalize outreach, and have more meaningful buyer conversations.

In short, we help Strategy Teams gain a competitive edge, Marketing Teams build pipeline faster, and Sales Teams win more deals.

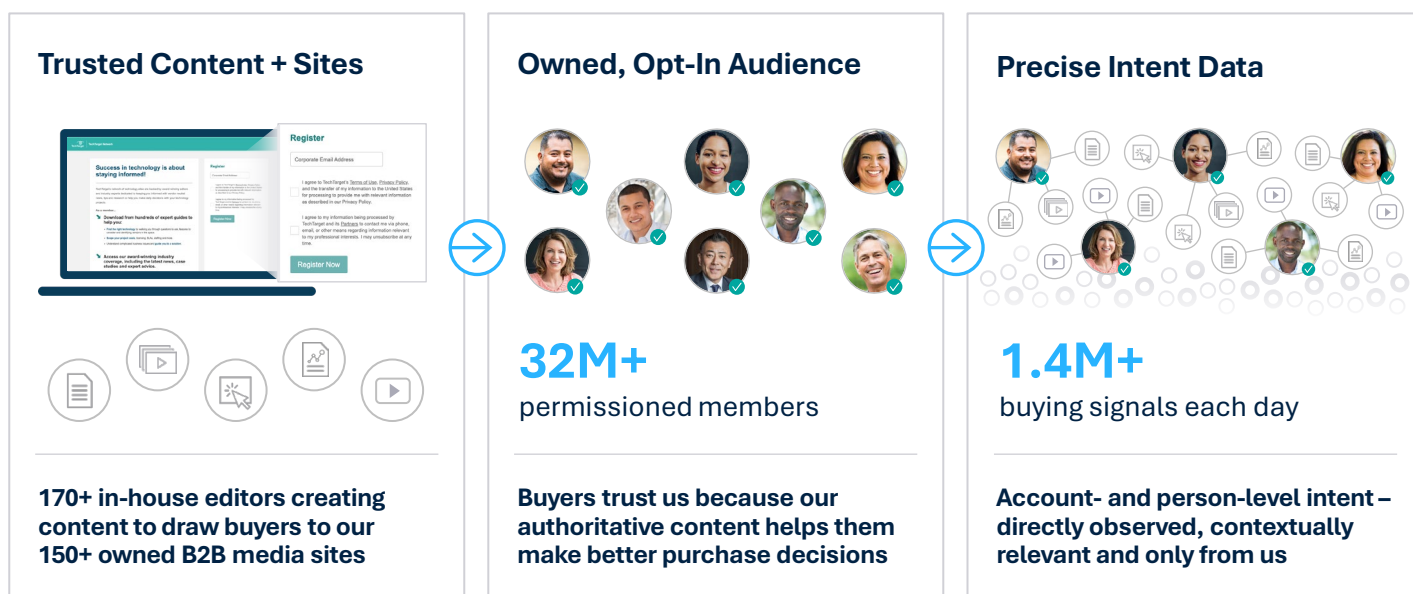
	STRATEGY	INTENT DATA	CONTENT	AWARENESS	DEMAND	SALES
Product Teams						
Optimize Product + Go-to-Market Strategies	●	●				
Craft Impactful Positioning + Messaging	●	●				
Create Content that Educates + Influences Buyers	●	●	●			
Marketing Teams						
Maximize Brand Awareness + Consideration		●	●	●	●	
Generate Better-Qualified Leads		●	●	●	●	●
Identify + Engage Buying Groups		●	●	●	●	●
Drive Revenue with + through Partners	●	●	●	●	●	●
Maximize ROI from Online + In-Person Events		●	●	●	●	●
Seamlessly Execute Global Campaigns at Scale			●	●	●	
Sales Teams						
Enable Sellers + the Channel Ecosystem	●		●			●
Prioritize Accounts + Focus Prospecting		●			●	●
Understand Buyer Needs + Personalize Outreach		●	●		●	●

Your buyers trust TechTarget to inform their purchase decisions

Crafted by 1,000+ expert contributors with in-depth knowledge of 200+ tech market segments, our authoritative content attracts in-market buyers (and keeps them coming back) to our 150+ trusted media sites when they're in pre-purchase research mode.

Buyers opt in to become members because they trust our content to help them make better purchase decisions. That's how we've built a permissioned audience of 32M+ B2B professionals across the globe.

Each day, we capture 1.4M+ directly observed and contextually relevant audience interactions across our owned network, and this uniquely precise intent data fuels everything we do.



On TechTarget, buyers trust what they see, hear, and read. On TechTarget, they're more ready to listen to you.

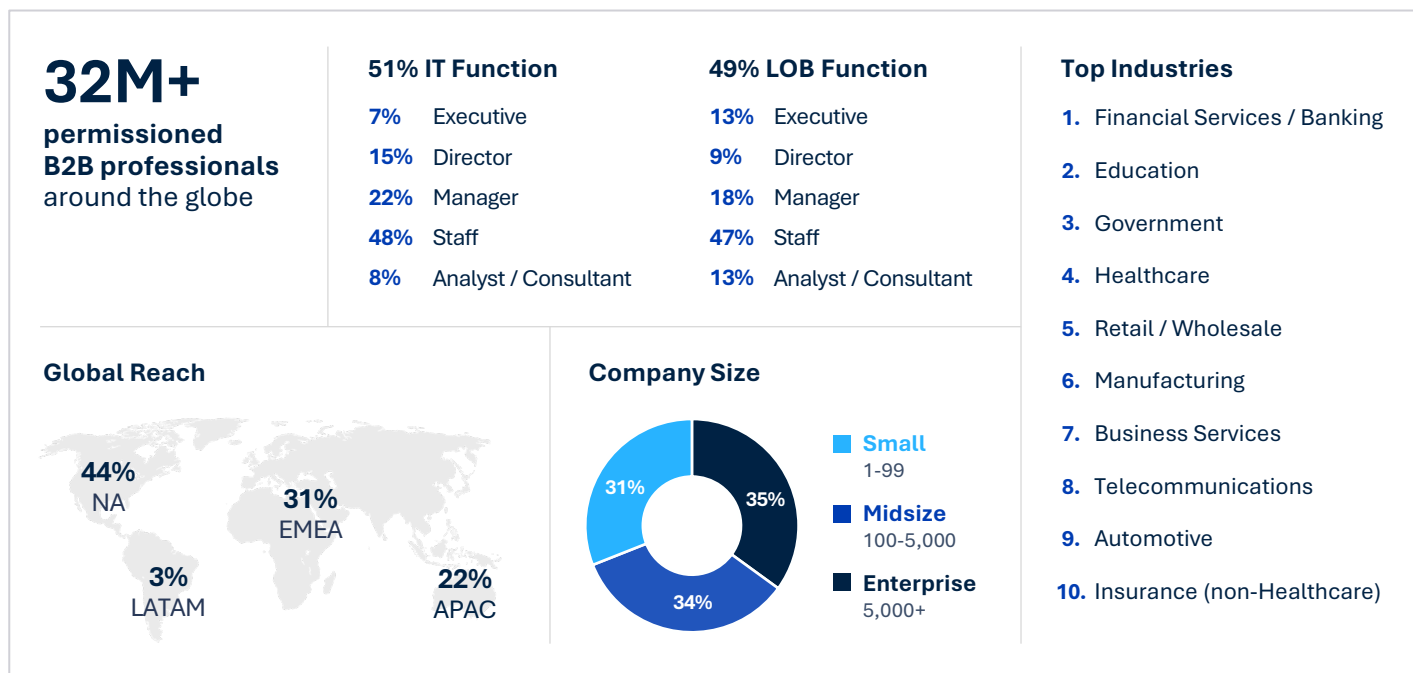
Coverage that captures tech needs from every angle

Whether you're in a well-known category or defining an emerging one, it's difficult to predict how today's buying organizations will most easily discover you. That's why we begin by covering every major category and then cross-reference and cross-link them in every probable combination. Our coverage areas include:

AI Software & Services	Application Development	Business Applications
CIO & IT Strategy	Cloud & IT Infrastructure	Customer Experience
Cybersecurity	Data Management & Analytics	End User Computing
Healthcare	IT Operations	Networking
Storage & Data Protection	Unified Communications & Collaboration	Channel Resources

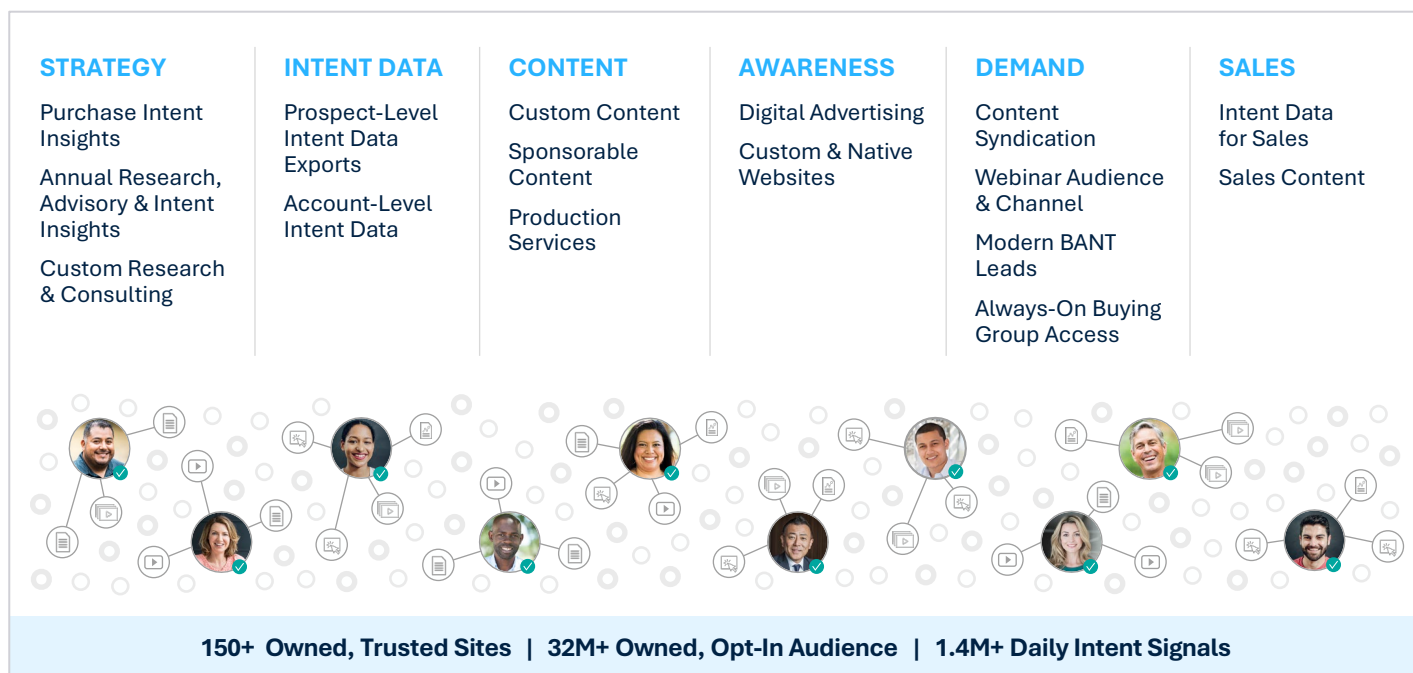
Our engaged and permissioned global audience

Tap into our audience to achieve your go-to-market goals. We help you identify, access, and influence in-market accounts and engaged buyers who are actively researching solutions like yours.



The insights, access, and influence you need to succeed

To help you achieve better go-to-market results, we've built our end-to-end go-to-market services on an unmatched foundation of analyst expertise, trusted sites, engaged audiences, and precise intent data.



Product Portfolio

STRATEGY: Optimize your product and go-to-market strategies based on authoritative research, buyer insights and analyst guidance from Enterprise Strategy Group.

Purchase Intent Analytics: Better understand your markets and buying centers with Market Monitor's up-to-date purchase intent trends and buyer behavioral insights. Use this information to optimize strategies, improve messaging, and inform content development.

Annual Research, Advisory & Intent Insights: Get ongoing access to market research, analyst insights, and purchase intent analytics that help you develop winning GTM strategies – from opportunity assessment to product development, competitive differentiation, messaging and more.

Custom Research & Consulting: Drill down on your specific GTM questions with custom research and consulting from our expert analysts. Methodologies include quantitative and qualitative surveys, focus groups, market and economic modeling, and more.

INTENT DATA: Fuel winning product, marketing and sales efforts with our uniquely precise account- and person-level intent data.

Prospect-Level Intent Data Exports: Identify and access the specific individuals who are actively researching solutions like yours. Add opt-in marketable prospects to your go-to-market systems to fuel high-performing marketing campaigns.

Account-Level Intent Data: Stop wasting resources chasing false positives. Confidently identify high-value accounts that are truly looking to buy and engage with personalized outreach using your own GTM systems.

Forrester found that companies leveraging B2B intent data face two key challenges – 60% struggled to identify members of the buying team and 50% saw too many false positives for accounts showing intent.

CONTENT: Data-driven, expert-crafted content that's proven to better educate and influence your target buyers.

Custom Content: Deliver thought leadership, tell your differentiated story, and demonstrate your solution value with expert-crafted Custom Content like e-books, infographics, videos, webinars, validations, case studies, and more.

Sponsorable Content: Align your brand with trusted industry voices, launch campaigns faster, and capture leads immediately when you sponsor expert-crafted content that's ready and waiting for you.

Production Services: Create polished visual content with support from our full-service production studio. Our experts deliver content strategy, live event video production, turnkey virtual event and webinar support, videos, animations, and more.

Product Portfolio

Gartner found that 63% of buyers say they build vendor shortlists based solely on what they've learned from digital content.

AWARENESS: Stay top-of-mind and make the short list with intent-driven, contextually aligned brand awareness solutions.

Digital Advertising: Reach IT buyers when and where they are researching. From contextual banners to brand takeovers to ABM and behavioral ads, our intent-driven solutions help you capture mindshare, establish credibility, and disrupt competitors.

Custom and Native Websites: Engage active buyers in research destinations they know and trust. Showcase your content in a custom-built site that's embedded on a contextually relevant TechTarget media site and get guaranteed page views.

6sense Research found that 81% of buyers have already picked a favorite before they talk to sellers.

DEMAND: Intent-based targeting of our pre-engaged audience delivers leads that are more likely to convert into pipeline.

Content Syndication: Generate quality leads that are more likely to convert. We feature your content on a trusted TechTarget site and leverage our precise intent data to promote it to buyers who are actively researching relevant solutions.

Webinar Audience and Channel: When you promote your video-based content to our Webinar Audience on BrightTALK (the #1 destination for B2B tech video), you'll capture buyers who prefer video and get even more of the quality leads you seek.

Modern BANT Leads: Accelerate pipeline with sales-ready leads that include insights to drive personalized outreach and meaningful conversations. High-Quality Leads have relevant technology challenges – and a confirmed need to solve them. Confirmed Projects have also verified a planned tech purchase in the next 12 months.

Always-On Buying Group Access: Generate quality leads and get access to active buying group members who have not yet engaged with you. We proactively re-target them with a fully branded Content Hub and personalized emails sent on your behalf.

Effective content marketing is more important than ever. "Sales processes underestimate the importance of the research phase and focus on influencing deals once buyer contact has been established. That's too late. Sellers are losing deals before they even have a chance to win them." – 6sense Research

Product Portfolio

SALES: Empower sellers with the insights they need to target active buyers, personalize outreach and win more deals.

Intent Data for Sales: With direct access to the most promising accounts and the people who are actually doing buying research, your sales teams are empowered to focus prospecting, personalize outreach, book more meetings, and win more deals.

Sales Content: Digital tools that help prospects self-assess their organization's readiness and reinforce your solution's value can propel an opportunity to close. These tools can outline deal-closing talk tracks that solidify a decision to invest.

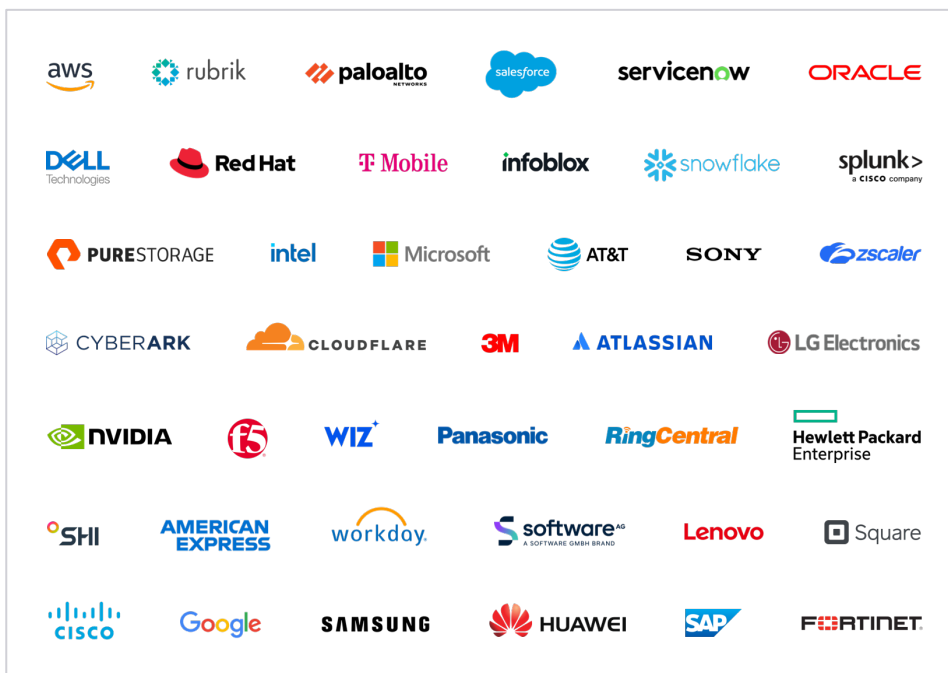
PLATFORMS: Understand and engage audiences across your GTM without complicating your stack.

Priority Engine Intent Data Platform: Align your GTM teams with access to in-market audiences. Our modular approach allows Strategy, Marketing, and Sales Teams to leverage the industry's most precise and actionable intent data in ways that meet their unique needs.

BrightTALK Webinar Platform: Much, much more than a webinar platform, B2B marketers turn to BrightTALK for end-to-end video content creation, delivery, and distribution that drives industry-leading brand engagement and pipeline impact.

Leading technology companies work with us

More than 2,500 B2B technology companies trust us to help them gain a competitive edge, build pipeline faster, and win more deals.



“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



We've won over 200 awards

Recognized as Best in Class by leading analysts and associations.

 G2 Leader Sales Intelligence, Marketing Account Intelligence	 The Forrester Wave™ Leader B2B Intent Data Providers	 Technology Leader Quadrant Knowledge Solutions	 Honoree, Boston Business Journal Middle Market Leaders
 SIIA CODiE Awards Winner & Finalist	 Gartner Market Guide & Hype Cycle Vendor	 Market Leader, Research in Action	 ASBPE Azbee Awards Editorial Excellence

Want to learn more? Get in touch!

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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. By creating abundant, high-quality editorial content across more than 150 highly targeted technology-specific websites and 1,125 channels, 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.

TechTarget has offices in Boston, London, Munich, New York, Paris, Singapore and Sydney.

For more information, visit techtarget.com and follow us on X @TechTarget.