

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 |
|--------------------------------------|------------------------|--------------------------------------|------------------------------|-------------------------|--|-------------|--------------------------|
| Tech Marketing | | | | | | | |
| Enhance Your Contact Database | | | • | | | 0 | • |
| Build Awareness | 0 | • | 0 | | 0 | • | |
| Generate Better Leads | • | | • | • | • | • | 0 |
| Drive In-person Event Attendance | • | 0 | • | 0 | | | |
| Deliver Virtual Events | • | 0 | • | 0 | | • | |
| Convert Website Visitors | | 0 | • | | 0 | 0 | |
| Enable Sales/Channel | 0 | 0 | • | • | • | 0 | |
| ABM/ABX | • | • | • | | • | 0 | 0 |
| Tech Sales | | | | | | | |
| Prioritize Outreach | | | • | 0 | | | |
| Reach the Right Prospects | | | • | 0 | | 0 | 0 |
| Improve Response Rates | | | • | 0 | • | | 0 |
| Access Live Projects | | | 0 | • | | | |
| Generate Meetings & Opps | | | • | • | • | | |
| Partner Marketing | | | | | | | |
| Refine Joint Strategy & Messaging | | | | | • | | |
| Expand Your Content Library | | | | | • | • | |
| Drive Partner Pipeline | • | 0 | 0 | • | | • | |
| Recruit & Enable Channel Partners | • | • | • | • | • | | |
| Strategy & GTM Expertise | | | | | | | |
| Improve GTM Strategy & Execution | | | 0 | | • | 0 | |
| Continuously Leverage Market Experts | | | | | • | | |

About TechTarget TechTarget (Nasdag: TTGT) is the global leader in purchase intent-driven marketing and sales services that deliver business impact for enterprise technology companies. www.techtarget.com ©2023 TechTarget or its subsidiaries. All rights reserved. The TechTarget logo is a registered trademark of TechTarget. All other logos are trademarks of their respective owners. TechTarget reserves the right to make changes in specifications and other information contained in this document without prior notice. The reader should in all cases consult TechTarget to determine whether any such changes have been made. Revised 11/23.