

Priority Engine™ + High-Quality Leads

Execute an always-on sales and marketing strategy focused on revenue growth

Today's complex purchase process elevates the importance of an always-on sales and marketing strategy. Buyers are less reliant on salespeople during the research process and continue to conduct research independently. In order to be successful, marketers must educate prospective buyers when and where they are conducting pre-purchase research and sellers must make the most of every conversation.

Break into new accounts, surround the buying team and educate buyers with a need for your solution

Priority Engine: Provides direct access to all in-market accounts and prospects researching solutions like yours, so you can fuel your nurture streams and educate the right buyers at the right time

- Opt-in, validated contact details for prospects actively researching solutions in your market
- Prioritized accounts and prospects based on the recency and relevancy of activity
- Insight into topical and vendor interests, current tech stack and more

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

- Opt-in, validated contact details for prospects who have identified a need that you can solve
- Directly confirmed the specific challenges and desired outcomes
- Exposed to your content on the TechTarget network

83% of time is spent away from potential suppliers when B2B buyers are considering a purchase*

92% of buyers are more likely to engage with a tech vendor who has helped educate them on a particular subject/technology concept**

59% of buyers would meet with a vendor sales representative before an actual budgeted and approved project is in place, if the need is defined**

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.

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Sources: *Gartner The New B2B Buying Journey **TechTarget 2022–2023 Media Consumption Study