

The key to driving better marketing and sales results

Understanding Prospect-Level Research Activity

Insight into exactly what's resonating with each prospect gives you the ability to be relevant in every interaction. When you know exactly what your buyers are seeking, you can create more opportunities by personalizing your outreach to their actual needs. Only TechTarget's Priority Engine™ with Prospect-Level Intent™ enables this level of accuracy and specificity.

Activity Matters: When prospects are in a buyer's journey, they're 7X¹ more likely to respond

- **TechTarget analyzes buyer activity across 140+ hyper-specific technology websites and 10,000+ granular topics.** When an account is in market, they come to us for critical decision support information. They opt-in and we monitor the needs and interests of every prospect for you.
- **Unlike what you get from look-alike modeling and AI-crawling, because we create our content, we know precisely what it's about.** Furthermore, we know what stage of the buyer's journey it was created to support, so you can immediately understand whether you need to nurture or if Sales should take immediate action.

¹ Source: *Demand Gen in the Age of Intent*



The four charts to the right illustrate the content consumption behaviors of prospects researching granular **CyberSecurity** and **Flash Storage** topics. By understanding prospect interests and funnel stage with precision, your teams know when to act and what messaging will open doors. These are just two examples of the hundreds of tech categories covered by TechTarget to support you in connecting with more buyers more effectively.

Develop breakthrough outreach

- With 20+ million opted-in enterprise technology members, TechTarget captures more active demand than anyone else – in every critical category.
- When you have real purchase intent insights at the opt-in prospect level, your teams know how to develop better tactics and orchestrate them far more productively.
- By personalizing outreach to the expressed needs of each critical person on the buying team, you'll create at least 2X² more opportunities – and close them faster.

2 Source: *Activity Matters! Bury Your Cold Contact List*

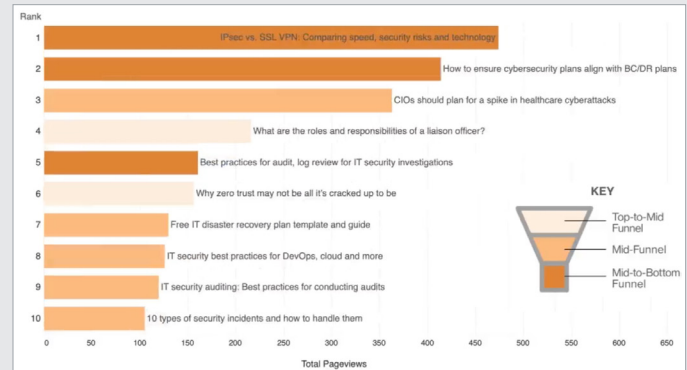
To learn more about how TechTarget's Priority Engine with Prospect-Level Intent helps you drive better results faster, **contact us today.**

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.

©2020 TechTarget. All rights reserved. Revised 09/20.

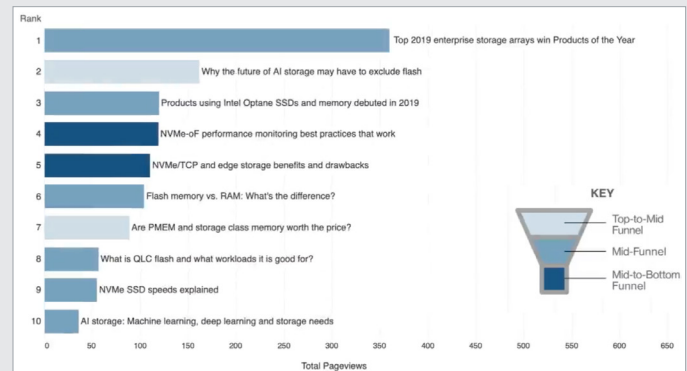
Top 10 CyberSecurity Articles of the Week



Sample CyberSecurity Content, by Funnel Stage

Funnel Stage	Executive IT	Security Team/ Management	Network Team
Early	Designing the future of cyber threat intelligence sharing	Making threat intelligence greater than the sum of its parts	What is network traffic analytics and how does it enhance security?
Mid	What are the cybersecurity benefits of zero trust?	Advanced cybersecurity fraud and how to fight it	Tips to improve network security visibility
Late	Use an IoT security architecture to protect networks end to end	4 essential AI-enabled security concerns for buyers and vendors	What to include in an SD-WAN security checklist

Top 10 Flash Storage Articles of the Week



Sample Flash Storage Content, by Funnel Stage

Funnel Stage	Storage IT	Data Center & Infrastructure	Data Analytics
Early	Time for a flash storage system refresh: What's next?	Get to know NVMe protocol basics with these related terms	8 factors that make AI storage more efficient
Mid	HDD vs. SSD storage in the age of flash	A guide to choosing and using all-flash array storage	Evaluate your machine learning and AI data storage requirements
Late	How to deploy NVMe flash storage for artificial intelligence	IBM supercharges scale-out NAS with NVMe in Elastic Storage 3000	Vexta fires up NVMe flash storage to tackle analytics