

Fuel your pipeline faster

# Understanding Prospect-Level Research Activity

Prospect-level research activity—knowing what your targets are doing and what they really care about—gives you a huge advantage in your outreach. You'll see immediate improvements in conversion rates all across the buyer's journey. Only TechTarget's Priority Engine™ can provide this level of accuracy and specificity into the immediate needs of your accounts, the individuals within them and the buying teams they're a part of.

## Activity Matters: When prospects are in a buyer's journey, they're 7X<sup>1</sup> more likely to respond

- **We uncover the buyer's journeys for you.** We're the largest enterprise tech publisher on the web, so when an account is in market to buy, they opt-in with us for critical decision support information. We're constantly monitoring activity across 140+ hyper-specific technology websites and 10,000+ granular topics to identify the best prospects—the real opportunities—for your teams to pursue.
- **We provide unmatched precision.** We know what they're reading, what decision stage they're in, even how they line up to your specific value propositions. You'll know immediately whether to add them to a Marketing nurture stream or if Sales should take immediate action.

<sup>1</sup> Source: [Demand Gen in the Age of Intent](#)

The four charts to the right illustrate the content consumption of prospects researching granular **CyberSecurity** and **Flash Storage** topics – two examples from the hundreds of tech categories we cover for you. Understanding this detail, your teams will know how best to activate and what messaging to emphasize every time they plan a touch, a campaign or a cadence.

## Develop breakthrough outreach

- With 20+ million opted-in enterprise tech members, TechTarget’s network captures more active demand in your market than anyone else.
- When you have real purchase intent data at the opt-in prospect level, your teams know how to develop better tactics and orchestrate them far more productively.
- By better personalizing outreach based on the expressed needs of each buying team member, you’ll create at least 2X<sup>2</sup> 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.**



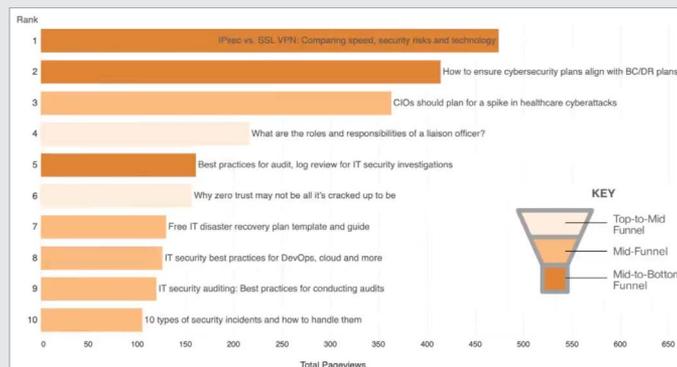
### About TechTarget

TechTarget (Nasdaq: TTGT) is the global leader in purchase intent-driven marketing and sales services that deliver business

impact for enterprise technology companies.

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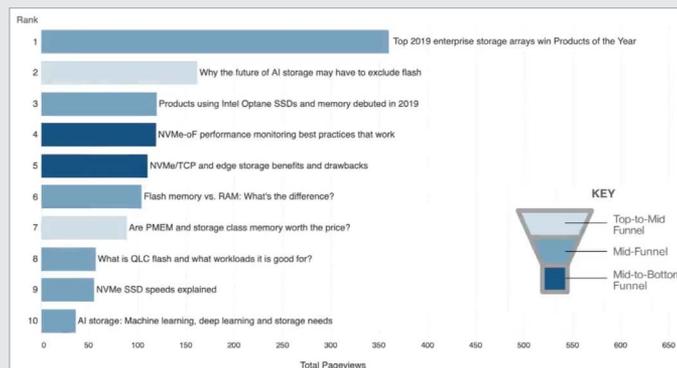
## Top 10 CyberSecurity Articles of the Week



## 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