

23+ years of continuous innovation

Our content creates value for tech buyers. Our capabilities help build business for you.

From the beginning, we've recognized that enterprise tech buyers need definitive guidance and insight when **Intent Insight** researching purchases. Written specifically for them, for Enterprise TechTarget's problem-solving content achieves first-page ranking in organic search across more than 10,000 specific topics. Our readership's editorial and marketing consumption patterns provide us unique insights into their needs and behaviors.

in Purchase

Tech

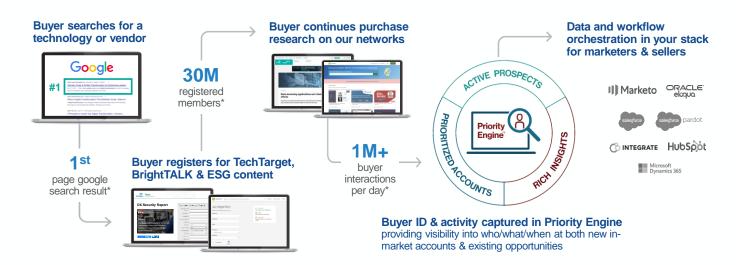
Through more than two decades of optimization, we've perfected ways of strengthening their interest and influencing their actions. Every day, we keep our finger on the pulse of what's happening in your target market, what's working for marketers and how we can better assist you in reaching your goals. TechTarget helps more than 3,400 tech companies achieve sustainable pipeline impact. Our clients partner with TechTarget to combine the buyer visibility they require with the execution speed they need to be competitive in their markets.





Find and influence the people who shape enterprise technology initiatives

As the leading source of purchase-focused content on the Web, your buyers are with TechTarget before they turn to you. We can help you reliably reach, influence and engage them earlier in their journey.



Al, Bl & Big Data

analyticbridge bigdatanews BrightTALK ComputerWeekly ComputerWeekly.de ComputerWeekly.es ComputerWeekly.com.br Data Plumbing Data Science Central dataviz **Education Spotlight** Enterprise Strategy Group hadoop360 IoT Agenda LeMagIT.fr SearchBl.com.cn SearchBusinessAnalytics SearchDatabase.com.cn SearchDataManagement SearchEnterpriseAl SearchInformationSystem SearchOracle SearchSAP SearchSME Japan

Channel Resources

SearchSQLSever

BrightTALK Enterprise Strategy Group MicroScope.co.uk SearchITChannel

Business Applications

BrightTALK ComputerWeekly . ComputerWeekly.de ComputerWeekly.es ComputerWeekly.com.br LeMagIT.fr SearchContentManagement SearchCustomerExperience SearchCRM&SFA Japan SearchDatabase.com.cn SearchERP SearchERP Japan SearchHRSoftware SearchOracle SearchSAP SearchSME Japan

Storage

BrightTALK ComputerWeekly ComputerWeekly.de ComputerWeekly.es ComputerWeekly.com.br Enterprise Strategy Group LeMagIT.fr SearchConverged Infrastructure SearchDataBackup SearchDisasterRecovery SearchServers&Storage Japan SearchSME Japan SearchStorage SearchStorage.com.cn SearchVirtual.com.cn SearchVirtualization Japan

CIO & IT Strategy

BrightTALK
SearchCIO
SearchCIO.com.cn
SearchCompliance
SearchEducationalIT Japan
SearchMangement&IT Japan
SearchMediaIT Japan
SearchSME Japan

Networking

BrightTALK
ComputerWeekly.de
ComputerWeekly.de
ComputerWeekly.com.br
ComputerWeekly.es
Enterprise Strategy Group
IoT Agenda
LeMagIT.fr
SearchNetwork Japan
SearchNetworking
SearchNetworking.com.cn
SearchSME Japan
SearchUnified
Communications

Tech Content Libraries

Bitpipe.com Bitpipe.com.br Bitpipe.fr BrightTALK de.Bitpipe.com es.Bitpipe.com Whatts Whatts.com/de Whatts.com/fr wp.techtarget.com.cn

Cloud & DevOps

BrightTALK

ComputerWeekly
ComputerWeekly.de
ComputerWeekly.cs
ComputerWeekly.com.br
Enterprise Strategy Group
LeMagIT.fr
SearchAppArchitecture
SearchAWS
SearchCloud Japan
SearchCloudComputing
SearchCloudComputing.com.cn
SearchITOperations
SearchSystemsDevelopment

Security

BrightTALK
ComputerWeekly.de
ComputerWeekly.de
ComputerWeekly.es
ComputerWeekly.com.br
Enterprise Strategy Group
IoT Agenda
SearchCloudSecurity
SearchSecurity
SearchSecurity Japan
SearchSecurity.com.cn
SearchSecurity.t
SearchSMB Japan

Health IT

BrightTALK Xtelligent Healthcare Media

Data Center & Virtualization

BrightTALK ComputerWeekly ComputerWeekly.de ComputerWeekly.com.br ComputerWeekly.es Enterprise Strategy Group LeMagIT.fr SearchDataAnalysis Japan SearchDataCenter SearchDataCenter.com.cn SearchDataCenter.it SearchDomino SearchServerVirtualization SearchServers&Storage Japan SearchSME Japan SearchVirtual.com.cn SearchVirtualization Japan SearchVMware SearchWindowsServer

End User Computing

BrightTALK
ComputerWeekly.
ComputerWeekly.de
ComputerWeekly.com.br
ComputerWeekly.es
Enterprise Strategy Group
LeMaglT.fr
SearchEnterpriseDesktop
SearchMobileComputing
SearchSmartMobile Japan
SearchVirtual.com.cn
SearchVirtualDesktop
SearchVMware



Our Product Portfolio

Optimized to perform at the account and individual level, TechTarget's purchase intent insight-powered solutions deliver the pipeline impact tech marketers seek with the support and flexibility you require. You can't get access to TechTarget purchase intent data anywhere else.

TechTarget Purchase Intent

Priority Engine

Access active accounts, opted-in prospects and real buyer intent in your market segments to fuel marketing outreach and sales cadences

TechTarget Demand Generation

Content Syndication

Generate, influence and nurture leads as they move through the buying cycle with your content assets and/or sponsorships

High Quality Leads

Increase Sellers' impact on leads by uncovering project needs, motivators and challenges from triple verified prospects

Confirmed Projects

Prioritize and focus sales efforts on accounts that are pre-qualified in the market to buy now using the project blueprints to engage

TechTarget Brand Awareness

Data-driven Display

Drive awareness and build brand association through Tech Target's extensive suite of on-network and off-network digital advertising tactics

Contextual Banners

Brand Takeovers

ABM & Behavioral Ads

Custom/Native Sites

BrightTALK Online Events

Virtual Events

Form immersive experiences at scale through single or multiday community events with multi-tracks and session management

Webinars

Build a subscriber base of relevant professionals who have engaged with your webinars/videos and expertly boost engagement

ESG

Content Services

Content Development

Educate customers and gain share with compelling marketing content developed by ESG experts who can fine tune go-to market messaging

Custom Content

Custom Research

Market Validation

Purchase intent driven offerings built to fulfill specific marketing and sales needs

| Use cases | Content Syndication | Data-Driven Display (Advertising) | Priority Engine [™] | Sales-Quality Leads [∞] | Contact Data Services | Custom Research/ Content Creation |
|---|------------------------|---|---------------------------------|-------------------------------------|--------------------------|--------------------------------------|
| Tech Marketing | | | | | | |
| Enhance Your Contact Database | | | • | | • | |
| Build Awareness | • | • | • | | | • |
| Generate Better Leads | • | | • | • | • | • |
| Drive In-person Event Attendance | • | • | • | • | | |
| Deliver Virtual Events | • | • | • | • | | |
| Convert Website Visitors | | • | • | | | • |
| Enable Sales/Channel | • | • | • | • | | • |
| ABM | • | • | • | | • | • |
| Tech Sales | | | | | | |
| Prioritize Outreach | | | • | • | | |
| Reach the Right Prospects | | | • | • | • | |
| Improve Response Rates | | | • | • | • | • |
| Access Live Projects | | | • | • | | |
| Generate Meetings & Opps | | | • | • | | • |
| Partner Marketing | | | | | | |
| Tech Alliance Partner Marketing | • | 0 | • | • | | • |
| Channel Strategy & Partner GTM | | | | | | • |
| Channel Partner Sales Enablement | • | • | • | • | | • |
| Channel Partner Recruitment | • | • | • | | | • |
| Intent-driven Services | | | | | | |
| Enablement & Acceleration | • | • | • | • | • | • |
| Market Intelligence | 0 | 0 | • | • | 0 | • |

- Primary use case
- Secondary use case



Product Descriptions

Purchase Intent

Priority Engine

Contact Acquisition to Fuel Nurture, Recruitment, Grow Database, and more!

On a weekly basis, Priority Engine reveals the active accounts and opted-in buying team members who are most active around topics that map to your products. This program offers you the ability to prioritize your account lists and get a fuller picture about what each account cares about so you can tailor messaging more effectively.

Demand Generation

Content Syndication

Lead Generation, Lead Acquisition, Content Interactions to Fuel Nurture, Recruitment, Grow Database, etc.

TechTarget will syndicate your assets on our network. Dedicated email promotions will be active users (in the last 90 days) who have been researching similar content on our network. Leads will be anyone who downloads the supplied content and matches your filters.

High Quality Leads

Identify opportunities, get into deals earlier and make the short list

TechTarget will deliver you prospects that have a confirmed, current technology challenge in your market and have already been influenced by your content.

Confirmed Projects

Book more qualified appointments & increase pipeline

TechTarget will deliver live, confirmed projects for a specific technology that maps to what you sell. All project details will be listed, including project location, project drivers, key purchase considerations, shortlist, as well as the contact details for the person who directly provided the information.



Product Descriptions

Brand Awareness

Data-driven Display

Engage IT buyers throughout their entire purchase journey everywhere they are looking for you

Combine contextual alignment and 1st party, purchase intent data to dominate banner placements everywhere active buyers are researching through TechTarget's extensive suite of on-network and off-network digital ad tactics.

Contextual Banners

Maximize awareness through contextual, relevant brand messaging

Build awareness, brand loyalty and expert credibility by aligning your message with TechTarget's industry-leading content, engaging highly active, tech-focused buyers when and where they are researching.

Brand Takeovers

Leverage 100% share-of-voice brand experiences to box out the competition

Box out competition by owning first-access to buyers researching keywords in your market and/or deliver curated learning experiences by owning messaging around expert-crafted editorials.

ABM & Behavioral Ads

Use 1st party intent data to identify and engage buyers at active accounts Influence buyers throughout TechTarget's extended network who are on your Target Account List and/or who have shown key behavioral indicators, such as interacting with your demand campaign or hyper-activity in your market.

Custom & Native Sites

Drive content engagement & contextual lift

Showcase your content in an interactive, media-rich site that is custom-built to responsively engage your active buyers as they move throughout their research journey. Your site will live in an embedded URL leveraging TechTarget's topic domain, can be viewed on any device, and includes guaranteed page views.



Product Descriptions Account Based Marketing

Priority Engine

On a weekly basis, Priority Engine reveals the active accounts and opted-in buying team members who are most active around topics that map to your products. This program offers you the ability to **prioritize your ABM list** and get a fuller picture about what each account cares about so your message can be tailored more effectively.

Brand Awareness

Target opted-in TechTarget prospects that **map to your ABM lists** with your banners as they research across TechTarget O&O sites and on our partner site properties.

Content Syndication

TechTarget will syndicate your assets on our network, generating leads with researchers who are both at your **ABM accounts** and are actively engaging in topically relevant content.

Confirmed Projects

Uncover live, confirmed projects at your **ABM accounts and receive** all project details, including project location, project drivers, key purchase considerations, shortlist, as well as the contact details for the person who directly provided the information.



Product Descriptions BrightTALK

Virtual Events

Form immersive experiences at scale through single or multi-day community events with multi-tracks and session management.

Webinars

Build a subscriber base of relevant professionals who have engaged with your webinars/videos and expertly boost engagement.

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ESG

Content Development & Research

Educate customers and gain share with compelling marketing content developed by ESG experts who can fine tune go-to market messaging. Available services vary from multiple forms of custom content creation, content research, and market validation. Get started with your TechTarget sales representative to find out which solutions best meet your goals.



Leading technology companies work with us



We've won over 200 awards

for editorial excellence, business innovation and being a great place to work



FOLIO: Top Women in Media Awards



SIIA CODIE Awards



Smart Selling Tools: Top Sales Tool



G2 Leader, Consecutive Quarters



Forrester Wave:

Strong Performer



ASBPE Azbee Awards



Forbes Best Small-Cap Companies



Gartner Market Guide Vendor

Want to learn more? Connect with us!

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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, 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, Paris, San Francisco, Singapore and Sydney.

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