The Critical Foundation for ABM Success

Increase Marketing and Sales effectiveness with the power of intent

TechTarget knows your prospects—powered by 20+ years of publishing the largest and most influential B2B technology content network. We directly observe primary research activities on 150+ opt-in sites, to uncover exactly who is in-market for your solutions, who is on the buying committee and what competitors are in play. TechTarget tells who to target with what content—at what phase of their buyers' journey—at scale. TechTarget eliminates the guesswork, replacing probability and statistical possibilities of AI-based tools with certainty—turbocharging your ABM programs to drive more revenue faster.

Your ABM program is only as effective as the accuracy of your data and the quality of your content.

Active, prioritized accounts. Known buying team members. Critical account insights and meaningful B2B content. TechTarget uniquely delivers on all these facets for a more impactful ABM program.

	Account Identification	Buying Team Access	Engagement
TechTarget	Directly observes accounts in your market doing pre-purchase research right now	Provides opted-in buying team members with active interests based on direct prospect research activity	Helps you maximize your influence and engagement of accounts and prospects via multiple media channels
Others	Risk wasting time on accounts that aren't interested and missing those that have active projects	Risk wasting time trying to identify the actual members of the buying team; wasted budget targeting contacts not involved in projects	Limits the ways you can reach and influence buying teams, reducing paths to conversion and opportunities
TechTarget Results	**Decrease time to identify active, in-market accounts**	**Increase opp generation at target accounts**	**Increase account-to-meeting conversion**

How TechTarget enhances your execution of ABM programs

TechTarget's ABM solution

Step 1: Build your Target Account List

TechTarget helps you define, enhance and prioritize your target accounts based on exactly who is actively researching solutions like yours right now.

Step 2: Discover who's on the Buying Team

TechTarget provides you with the actual active, opt-in buyers from target accounts, along with insights on their specific technology interests and vendor research.

Step 3: Build your Engagement Cadences

TechTarget's uniquely coordinated and continuously optimized ABM advertising, content delivery, and custom rich-media content development maximize multi-channel engagement of target accounts and buying team contacts.

Step 4: Continually refine your target list and engagement cadences based on observed prospect behavior and interests

TechTarget provides both marketers and sellers with deep account and buyer insights as interest changes over time. Use rich account details, product install data and buying team interests to personalize outreach, increase response rates, and expand account footprint with additional products and services. Or, substitute new, hot accounts for older, colder accounts to ensure maximum performance without wasting time and resources

Step 5: Align Sales and Marketing around Revenue

As ABM helps align marketing and sales teams, Account-based Selling carries it forward to closed/won revenue. Only TechTarget delivers the highest level of prospect behavioral insights with message responsiveness signaling when accounts are ready to buy. TechTarget delivers timely insights, knowledge of who to prioritize, activity/event notifications and the right people to call for the most impactful follow-up.

To learn more, visit **techtarget.com/solutions/account-based-marketing/** or contact a 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.