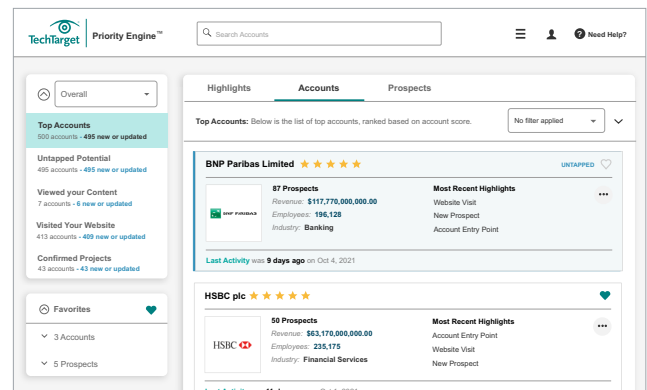# Turn Your Website Visitors into Opportunities

Many tools can help you identify the accounts visiting your website. Only **Priority Engine's Inbound Converter** matches anonymous website activity to real prospects on the buying team with rich behavioral insights to help you close.

Know which accounts are visiting your website

Inbound Converter identifies the accounts visiting your website and prioritizes them based on their relevant research activity with you and on the TechTarget network— all in real-time.

See the pages they're viewing

Inbound Converter pinpoints the exact pages accounts are viewing and flags high-priority pageviews such as product pages, pricing and demo requests, to help you quickly identify and prioritize late-stage opportunities.

Track their entire research journey

Inbound Converter shows you exactly when and how often accounts are visiting your site to help you quickly separate the serious opportunities from the drive-by visits.

Engage the buying team

Inbound Converter matches anonymous account visitors to real people on the buying team researching relevant solutions on the TechTarget network.

Increase conversion with behavioral insights

Inbound Converter enhances standard website visitor data with additional insights about the vendors and technologies the account is researching to help you write more responsive emails, have more meaningful conversations and generate more meetings.

Inbound Converter is included with all Priority Engine subscriptions at no additional cost.

To learn more, visit us at **techtarget.com/priority-engine** 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.