Unlock your Most Relevant Audience and Powerful Intelligence to Boost Marketing and Sales Performance

Priority Engine™ drives opportunities to closed-won 35% faster by delivering real, active buyers at in-market accounts

Find bigger deals faster

Focus Sales and Marketing efforts on the hottest accounts and prospects actively researching in your market. Create efficiencies with automatic prioritization based on directly observed, recent and relevant research.

ABM that accelerates sales

Target and identify your accounts with an immediate need for your solutions. Enhance and validate your ABM lists and intent from sources such as 6sense and Demandbase with our proprietary data. Engage opted-in buying teams with content and advertising tailored to their individual interests and actions.

Outbound that secures meetings

Add thousands of active prospects to nurture streams and sales cadences. Generate high-quality leads who are more likely to become opportunities.

Meetings that convert to pipeline

Access Prospect-Level Intent™ insights and granular account journey details in-tool and directly within Salesforce to have personalized, more meaningful conversations that become deals.

Enhance data effectiveness and accuracy

Fuel your systems and workflows via Salesforce to validate and improve your 1st- and 3rd-party intent by layering Priority Engine data. Visualize your impact on opportunities, increase sales productivity and prove ROI.
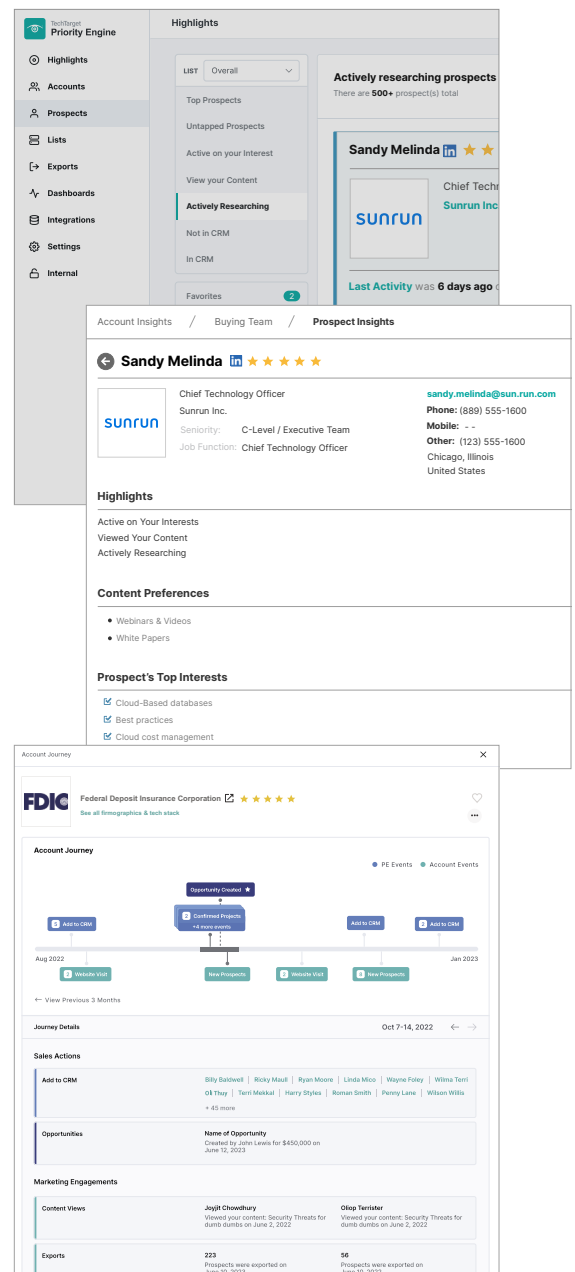
Over 500 technology vendors rely on Priority Engine for their success

TechTarget named a Forrester Wave™ leader in intent data

Top scores in 11 intent data categories

FORRESTER® WAVE LEADER 2023
B2B Intent Data Providers

" **TechTarget's offering is in high demand for proprietary signals and contact-level intent.**"

The Forrester Wave™: B2B Intent Data Providers, Q2 2023.

" Priority Engine helps us see which accounts from our **target account list** are actively in-market or engaging with our brand, and who the **actual buying team members** are within those accounts."

Heidi R., *VMware Tanzu, Director, Global Marketing Operations & Analytics*

VMware Tanzu

" Real-time insight into research activities helps us be proactive in **heading off competition** and **spotting upsell opportunities.**"

★ ★ ★ ★ ★
Mike G.

" **We are able to have more meaningful, customized conversations** that help direct our marketing messages."

★ ★ ★ ★ ★
Nate S.

" Priority Engine allows me to know prospects' priorities so I can better target my outreach. **It's a crucial part of my daily prospecting effort.**"

★ ★ ★ ★ ★
Morgan W.

" The scale and accuracy of the data that we're getting from Priority Engine is **unmatched.**"

Daniel B., *Cato Networks, Sr. Manager, Inbound Marketing*

CATO NETWORKS

Priority Engine data is available for 230+ market segments across 13 geographic regions within the following tech categories:

- AI, Business Intelligence & Big Data
- Application Development
- Business Applications
- CIO & IT Strategy
- Cloud Infrastructure & IT Operations
- Customer Experience
- Data Center & Virtualization
- Data Protection & Storage
- End User Computing
- Health IT
- Networking
- Security
- UC & Collaboration

Priority Engine: Powered by the TechTarget Data Advantage

Directly Observed, Real Prospect-Level Intent

See the exact topics your hottest prospects are personally researching, technologies they are considering and vendors they are evaluating to fuel more personalized and productive outreach.

Most Active Audience of Registered Buyers

Fill your database with registered, responsive, opt-in, GDPR-compliant prospects who are actively researching your solutions.

Largest B2B network of proprietary intent + most integrated campaigns

TechTarget is the first place your buyers go, and our data isn't available anywhere else. Easily activate intent with integrated media options in your workflows.

To learn more, visit **techtarget.com/priority-engine** or contact your TechTarget sales representative today.

About TechTarget

TechTarget®