

Accelerate pipeline with TechTarget's High-Quality Leads™

Arm sales with the contacts and the intelligence to influence the deal

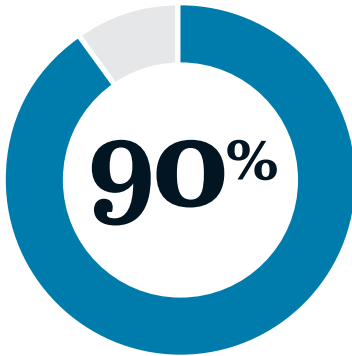
TechTarget's High-Quality Leads **connect sales reps with early-stage prospects** who have relevant technology challenges—and a confirmed need to solve them. With High-Quality Leads, your sellers can quickly identify emerging opportunities, get into deals earlier, and increase your chances of making the shortlist.

Save time prospecting with High-Quality Leads

- **Researching technologies in your market**
- **Directly confirmed a challenge and need** that you can solve
- **Exposed to your content** on the TechTarget network
- **Triple verified** contact data
 - Valid phone number
 - Valid corporate email address
 - Confirmed to work at the organization

Why are High-Quality Leads better than the average lead?

- **They're more responsive:**
Triple verification eliminates bad phone numbers and bounced emails.
- **They're pre-qualified:**
We've already identified a need, so that you can prioritize your outreach.
- **They're more likely to convert:**
Directly verified buyer intent insights on tech challenges and technologies help to spark interest, inform discovery, and improve conversion.



of buyers consider multiple solutions before moving to vendor selection. Ensure you're considered with **TechTarget High-Quality Leads.**

Source: TechTarget 2019 Identity Pulse Survey

Part of a comprehensive portfolio of solutions aligned to your unique sales objectives

	Sales-Ready Leads™	Confirmed Projects™	High-Quality Leads™
	Connect with real buyers who are ready to talk to you	Uncover purchases your prospecting efforts missed	Get into deals early and make the shortlist
Triple-verified contact information	●	●	●
Conducting relevant research with TechTarget	●	●	●
Downloaded your content via TechTarget content syndication	●		●
Confirmed an upcoming purchase in your market segment	●	●	
Includes purchase intent insights and investment drivers to aid in the discovery process		●	●
Opted-in to speak to you about an upcoming purchase	●		

To learn more, email us at SalesQualityLeads@techtarget.com 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.