Uncover the most active prospects at managed service providers with TechTarget's Verified MSP Targeting

TechTarget's Verified MSP Targeting provides you with exclusive access to a premium audience of active, in-market managed service providers. Only TechTarget has the content infrastructure in place, and market experts in-house, to attract, qualify and verify hard-to-find MSPs.

Key benefits of Verified MSP Targeting

Access 17,000+ managed service provider accounts
Access to all active prospects from verified MSPs to sell to, through or with.

Expert-verified MSP list
Our list of MSPs is validated, cleansed and reverified via multiple sources including industry associations, LinkedIn and IT channel market experts.

Uncover new prospects every week
Active, opt-in, GDPR/CCPA/CASL compliant prospects at verified MSPs delivered to you every week.

Prioritized by your market segments
MSP accounts and prospects prioritized by relevant technology topics and your ideal customer profile.

Easily integrates with marketing automation systems
Automatically import active MSP prospects into your marketing automation system every week.

Access to additional MSP account insights in-tool
Additional insights within Priority Engine include specific tech challenges and pain points, vendor content downloaded and solutions installed.

TechTarget's comprehensive verification process ensures our MSP data is the most accurate and actionable

Step 1: Member registration and opt-in

TechTarget

First, all TechTarget users must register to view our content, provide corporate account and contact details and opt-in to be contacted by TechTarget and our vendor partners.

Step 2: MSP selection & expert verification

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Next, to qualify for delivery, the user's contact and account information is validated against TechTarget's verified MSP list and active users in your tech market segment.

Step 3: MSP prospects delivered weekly

Last, the active MSP prospects are prioritized, based on tech topics and ideal customer profile, and are delivered to you - directly via spreadsheet or automatically imported into your marketing automation system.

Why are MSPs so hard to find?

Convergence

The lines are blurring between VARs, systems integrators, ISVs, CSPs and MSPs as traditional channel companies transition their revenue models.

Classification

Many channel companies that offer managed services still refer to themselves as VARs, SIs or something else depending on their percentage of revenue from managed services.

Rapid Change

With so many channel companies rapidly transitioning their businesses to offer managed services, what was a VAR one month could be an MSP the next. Keeping up with this change requires ongoing verification of which companies offer managed services and which do not.

To learn more, 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.