Priority Engine™

Find the accounts that matter and the contacts that convert

Priority Engine™ boosts sales and marketing success by delivering real opt-in, active buyers at in-market accounts

Bigger deals in half the time
Focus your sales and marketing efforts on the hottest accounts and most active prospects in your market segment. Automatically prioritize, rank and score them based on their recent and relevant research behavior.
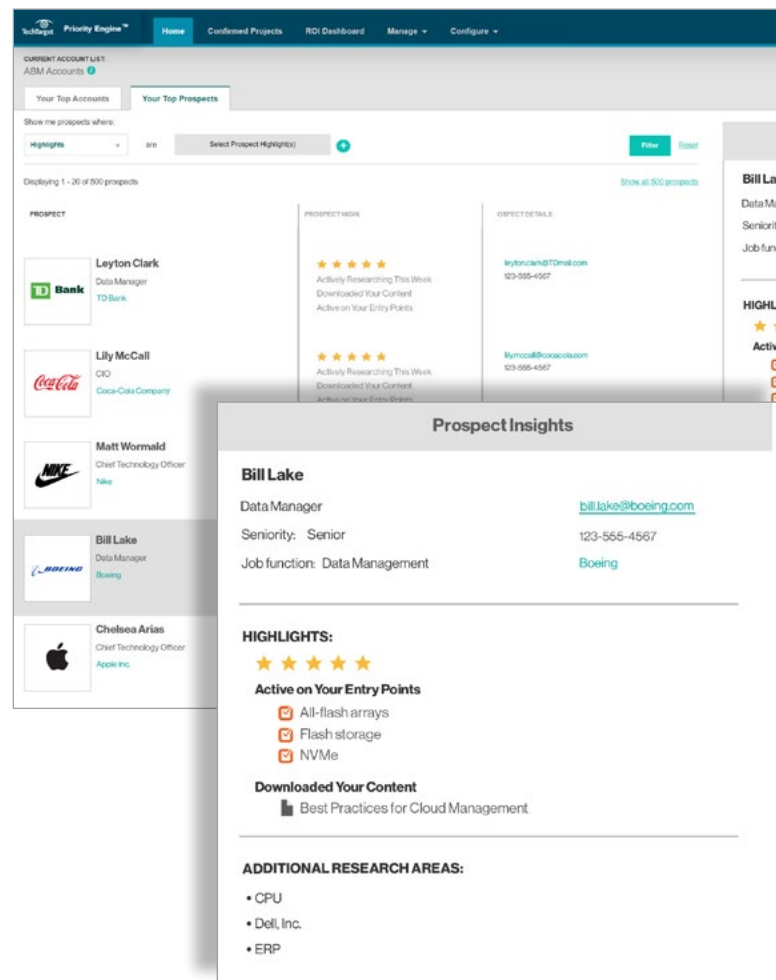
ABM that accelerates sales
Target accounts with an immediate need for your solutions. Engage the actual buying team with content and advertising tailored to their individual interests and actions.

Outbound that secures meetings
Add thousands of active, opt-in contacts to nurture streams and sales cadences. Generate high-quality leads who are more likely to become opportunities.

Meetings that convert to pipeline
Leverage Prospect-Level Intent™ insights, entry points and icebreakers to have more meaningful conversations that turn into deals.

TechTarget

![TechTarget logo]

Over 500 technology vendors rely on Priority Engine for their success

Leader SUMMER 2020

> " 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.

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

> " Priority Engine allows me to prioritize my contact list by **reaching out to the right person at the RIGHT time!"**
>
> ★ ★ ★ ★ ★
> Eddie C.

> " The level of insight and signals you get for intent leads is **unmatched in the market."**
>
> ★ ★ ★ ★ ★
> Tom C.

> " This is the best information **you can get to develop an ABM campaign with intelligence."**
>
> ★ ★ ★ ★ ★
> Joanne D.

Priority Engine data is available for 260+ market segments within the following tech categories:

Artificial Intelligence	Cloud	Networking
Big Data	Collaboration	Security
Business Applications	Data Center	Storage
Business Intelligence	DevOps	Unified Communications
Channel	End User Computing	Virtualization

The Priority Engine Advantage

Industry's Only Prospect-Level Intent
See the exact topics individual prospects are researching, technologies they're considering and vendors they're evaluating to fuel more personalized and productive outreach.

Most Active, Opt-in Buyers
Fill your database, nurture streams and sales cadences with thousands of responsive, GDPR-compliant prospects who have opted-in to be contacted by you.

Largest B2B Tech Audience
With an audience of 19M+ opt-in technology researchers and 650,000 indexed pages in Google, TechTarget is the first place your prospects go to make technology purchase decisions.

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