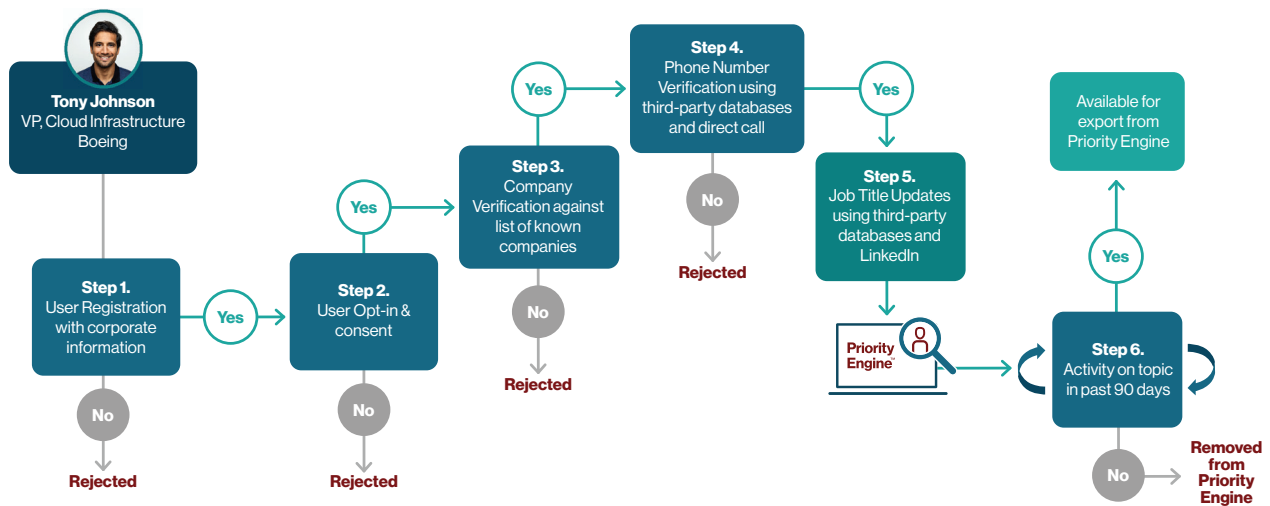# TechTarget delivers gold standard prospect data

Our rigorous verification and cleansing process ensures superior data hygiene

TechTarget takes data quality seriously. Not only do we validate every contact before they enter Priority Engine™, we continuously cleanse and append their data to ensure that it's always accurate, up-to-date and—most importantly—actionable. Learn how we ensure accurate and reliable contact data for all Priority Engine subscribers.

Qualification Steps

Step 1
User Registration

Before buyers start their research on the TechTarget network, they must voluntarily opt-in and manually enter their information into each field on our registration form. New users must provide their corporate contact information consisting of name, corporate email, phone number, job title, role, seniority, company name, number of employees, industry and company address.

Step 2
User Opt-In

All registered TechTarget users must consent to the collection, sharing and transmission of their personal data as part of the registration process and must (1) check the boxes confirming their consent to how their information will be used/shared and (2) click a button to submit their information to TechTarget. This process ensures compliance with GDPR, CCPA and CASL regulations.

TechTarget

Step 3
Company Verification

All company information provided at registration is verified to confirm its authenticity. The user-provided company name must match a list of globally verified organizations, including common misspellings and abbreviations, to ensure an accurate company match. Contacts are rejected from TechTarget's Priority Engine if the company name cannot be verified.

Step 4
Phone Number Verification

All phone numbers are verified using reputable third-party contact databases. If the phone number cannot be verified across multiple contact databases, TechTarget representatives will attempt to contact the prospect directly. Contacts are rejected from Priority Engine if the direct or corporate phone numbers cannot be verified.

Step 5
Job Title Updates

All user-provided job titles are verified using reputable third-party contact databases. TechTarget will update and/or replace job titles based on LinkedIn job title where applicable.

Final Step
Confirmed and Continuous Activity

TechTarget uses first-party cookies to monitor the research behavior of buyers on the TechTarget network. As soon as a verified prospect is active in your market segment, they will be added to Priority Engine. Priority Engine continuously monitors the prospect's research activity, including email response, content views, searches and social interactions across the network. Only users who are recently active within your market segment remain in Priority Engine.

2019 Priority Engine Data Cleanse Updates

4M+
Validated Job Title Records

720K+
Contact Records Appended with LinkedIn Job Titles

620K+
Accounts with Updated Firmographic Data

To learn more, email us at **PriorityEngine@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.