Priority Engine™

Priority Engine™ is the fastest path to the deal

Find real technology buyers when they're ready to buy

TechTarget's Priority Engine is the only solution that can identify, prioritize and engage the real people at your target accounts when they're researching solutions like yours.

Delivering the industry's most actionable sales intelligence, Priority Engine captures relevant buyer behavior and uncovers the insights your sellers need to generate more opportunities and close them faster.

Active buyers. Prioritized accounts. Relevant insights. One simple solution.

	Conventional Sales Solutions	The TechTarget Difference
	Contact Providers can give you contact details for employees at your target accounts, but they **don't know** who is looking to buy your products.	**TechTarget knows** the exact people at your target accounts who are researching solutions like yours – right now.
	Intent Providers can tell you the accounts researching relevant technology on the websites they're scraping, but they **don't know** who is doing the research.	**TechTarget knows** the accounts and the people displaying relevant purchase intent in your technology market segment.
	Social Networks can give you insight into a prospect's personal interests and career goals, but **don't know** their tech challenges or planned investments.	**TechTarget knows** the prospect's tech interests, upcoming projects, and competitive research to help inform call prep and personalize outreach.

> **66 What sets Priority Engine apart from other tools? The insights from the leads and Active Prospects."**
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> —Monica Fairbanks, Sales Development Manager, Unitrends

TechTarget®

Key Features & Benefits

Take the guesswork out of prospecting

Priority Engine connects you to the key members of the buying team and prioritizes them based on their level of relevant research activity. All TechTarget prospects opt-in to receive communication from our vendor partners and are GDPR/CASL/CCPA compliant.

Focus on the accounts that matter

Priority Engine priority ranks the accounts in your territory based on the level of relevant research activity on the TechTarget network—and with you, including if they've visited your website, downloaded your content or clicked on your banners.

Flexible fit within your systems and workflow

Priority Engine contacts and insights can be accessed in-tool, within your CRM and in sales engagement platforms. Direct Salesforce integration automatically syncs Salesforce Account Views to Priority Engine, imports Priority Engine prospects into Salesforce and gives sales access to relevant account insights on Account, Lead and Contact pages.

Accurate and actionable contact data

TechTarget prospects must pass rigorous data qualification tests before they're added to Priority Engine. All phone numbers, email addressesand job titles are validated and continuously cleansed to ensure contact data is accurate and up-to-date.

Rich insights to enable more personalized outreach

Priority Engine allows sales to have more meaningful conversations with prospects by providing insights that are proven to generate meetings, including specific tech challenges and pain points, if they're downloading content from your competitors and the solutions they already have installed.

Helping you succeed from day one

Value-added consulting services help with onboarding, implementation and ongoing sales training to ensure your team is getting the most out of your Priority Engine investment.

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.