

# Accelerate pipeline with TechTarget's Sales-Ready Leads™

## Reach real buyers who are ready to talk to you

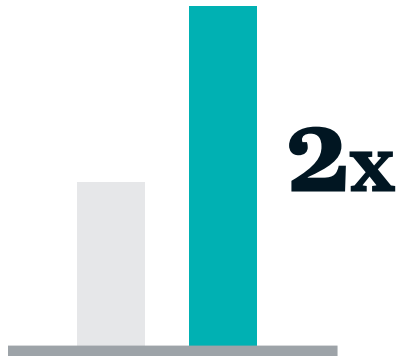
TechTarget's Sales-Ready Leads deliver quality buyers who have confirmed an upcoming technology purchase, recently been exposed to your content, and opted-in to be contacted by your sales team. With TechTarget's Sales-Ready Leads, your sellers can generate new opportunities and move them through the pipeline faster by engaging qualified prospects who are ready to talk to you.

### Sales-Ready Leads focus your sales efforts on buyers with a confirmed purchase in play

- **Directly confirmed an upcoming purchase** taking place within 12 months for a solution aligned to your technology market
- **Open to hearing from you** about their upcoming purchase plans
- **Triple verified** contact data
  - Valid phone number
  - Valid corporate email address
  - Confirmed to work at the organization

### Why are Sales-Ready Leads better than the average lead?

- **They're more responsive:**  
Triple verification eliminates bad phone numbers and bounced emails to prioritize outreach against real buyers.
- **They're pre-qualified:**  
We've confirmed that a purchase is happening, so you don't have to.
- **They're more likely to convert:**  
They've expressed interest in speaking with you about the current initiative in play.



Prospects are **2x more likely to turn into an opportunity** because they are ready to make a purchase decision.

Source: [Internal study](#) of 6,000 blind calls to two identically sized lists using the same pitch

## 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](mailto: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.