



ABM List Opportunity Analysis

Your ABM list of **6,497 accounts** has been analyzed alongside TechTarget's purchase intent data for in-market accounts and contacts actively researching related technology solutions. The following data quantifies your in-market account opportunity within your named account list and uncovers lookalike accounts similar to those in your target list that are also in the market for related technology solutions. Additionally, it provides some context and insight on what matters to these accounts right now.

2,689

of your **Named Accounts** are **actively** in-market, consuming content in your solution areas in North America

28,976

Contacts from your Named Account List are actively in-market, consuming content in your solution areas in North America



Across All Technology Market Segments, these are the ones where your target accounts are most actively engaged with currently

Active Prospects

Software Development	18,763
Systems Management	17,394
Cloud apps	16,817
BI and Analytics	15,822
Digital Transformation	15,322
Compliance, Risk and Governance	15,295
AI-enabled IT	15,060

Your ABM List: Digging Deeper

Accounts from your ABM list are most active across the following market segments and topics.

In Your Market Segment

Here are the **top topics** that accounts on your list are engaged with strictly within the AI Platforms technology space that Wayne Enterprises is primarily focused on

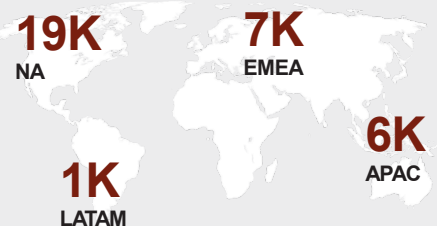
- Machine learning
- Artificial intelligence
- Data science
- Digital transformation
- Deep learning

Articles Your Target Accounts Have Read

These are the articles on TechTarget's network that your target accounts have engaged with most related to the markets you care about

- [Pros and cons of RPA platforms vs. APIs](#)
- [How the top open source AI software drives innovation](#)
- [How to choose the right auto ML platform for your enterprise](#)

Active contacts by geo





Sample of Named Account Activity



Active Prospects

- Enterprise Architect
- IT Manager
- Director, Americas IT

Vendors Influencing

- IBM
- AWS
- TIBCO

Installed

AWS, Microsoft, Micro Focus

Baxter

Active Prospects

- Senior IT Manager
- Manager, Customer Engagement IT
- Manager, Capd Call Center

Core Topics

- Machine learning
- Deep learning
- Data science

Installed

Ivanti, Salesforce, SAP

CONFIRMED PROJECT



Active Prospects

- Competitive Insights Manager
- Database Architect
- CIO, Global Supply Chain

Vendors Influencing

- Paxata
- Dataiku
- ServiceNow

Installed

AWS, Aptean, Dataminr



Active Prospects

- Regional IT Director
- Director Business Solutions and Services
- Director, Digital Experience Solutions

Core Topics

- MS Power BI
- Machine learning
- IIoT

Installed

Avaya, Oracle, Zendesk

143

of your named accounts have Confirmed Projects

In addition to observing activity, these accounts took an extra step and directly volunteered with us that they have a confirmed project.

Examples:

- McKesson
- JP Morgan
- Western Union

Vendors being considered

- Microsoft
- AWS
- IBM

Top Project Requirements

1. Develop intelligent analytics, predictive models and/or real-time scoring applications
2. Enhance data analysis with interactive query and advanced visualization tools
3. Leverage open source code and libraries (e.g. Python, R, SciKit)



What Your Named Account List is Missing

Based on the industry and company size profile of the accounts on your target list, **TechTarget has identified 6,797 additional contacts representing 1,680 lookalike accounts that you might want to further consider adding to your targets. We could help you filter this down if interested.**

What You Really Care About

Example of how TechTarget expands your reach into lookalike accounts based on cross section of industry and company size in your account list profile

Observed ABM List Focus

Industry:
Airline & Aviation

Company Size:
1,000+ employees

From your target account list



Not on your list, but in-market now

AIRBUS

American Airlines 

UNITED 

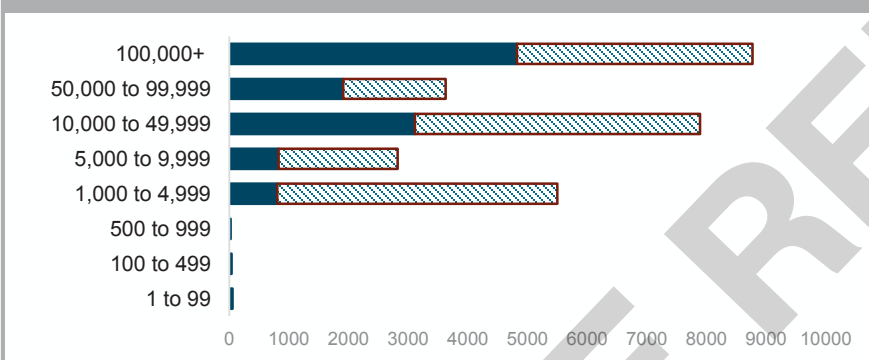
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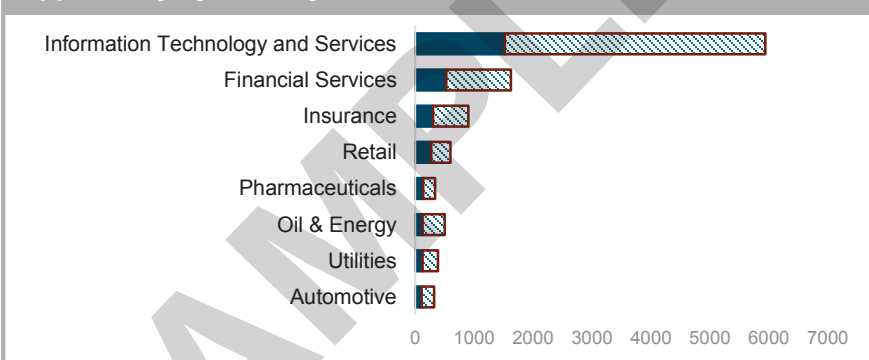
1,680

Lookalike accounts

Opportunity by Company Size



Opportunity by Industry



- Contacts currently in market from your ABM list
- ▨ Contacts currently in market missing from your ABM list
- Missed Opportunity

Through **Priority Engine**, TechTarget can provide full access to which accounts and contacts from your list are in market, along with the GDPR compliant, opt-in contact details of individuals that are part of the buying team from those accounts. This data is accessible through the Priority Engine SaaS platform or can be directly integrated into your system(s).

For more information, contact your TechTarget Account Rep or visit: www.techtarget.com