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

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

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

<table>
<thead>
<tr>
<th>Active Prospects</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Software Development</td>
<td>18,763</td>
</tr>
<tr>
<td>Systems Management</td>
<td>17,394</td>
</tr>
<tr>
<td>Cloud apps</td>
<td>16,817</td>
</tr>
<tr>
<td>BI and Analytics</td>
<td>15,822</td>
</tr>
<tr>
<td>Digital Transformation</td>
<td>15,322</td>
</tr>
<tr>
<td>Compliance, Risk and Governance</td>
<td>15,295</td>
</tr>
<tr>
<td>AI-enabled IT</td>
<td>15,060</td>
</tr>
</tbody>
</table>

Active contacts by geo

19K NA
7K EMEA
1K LATAM
6K APAC
## Sample of Named Account Activity

**Ford**

### 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

**GE**

### Active Prospects
- Competitive Insights Manager
- Database Architect
- CIO, Global Supply Chain

### Vendors Influencing
- Paxata
- Dataiku
- ServiceNow

### Installed
AWS, Aptean, Dataminr

**Abbott**

### 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

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### 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.

Opportunity by Company Size

<table>
<thead>
<tr>
<th>Company Size</th>
<th>Missed Opportunity</th>
</tr>
</thead>
<tbody>
<tr>
<td>100,000+</td>
<td></td>
</tr>
<tr>
<td>50,000 to 99,999</td>
<td></td>
</tr>
<tr>
<td>10,000 to 49,999</td>
<td></td>
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<tr>
<td>5,000 to 9,999</td>
<td></td>
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<tr>
<td>1,000 to 4,999</td>
<td></td>
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<tr>
<td>500 to 999</td>
<td></td>
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<tr>
<td>100 to 499</td>
<td></td>
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<tr>
<td>1 to 99</td>
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</tbody>
</table>

Opportunity by Industry

<table>
<thead>
<tr>
<th>Industry</th>
<th>Missed Opportunity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information Technology and Services</td>
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</tr>
<tr>
<td>Financial Services</td>
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<tr>
<td>Insurance</td>
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<tr>
<td>Retail</td>
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<tr>
<td>Pharmaceuticals</td>
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<tr>
<td>Oil &amp; Energy</td>
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<tr>
<td>Utilities</td>
<td></td>
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<tr>
<td>Automotive</td>
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</tbody>
</table>

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