

TechTarget's Client Consulting Services:

Committed to maximizing your marketing ROI

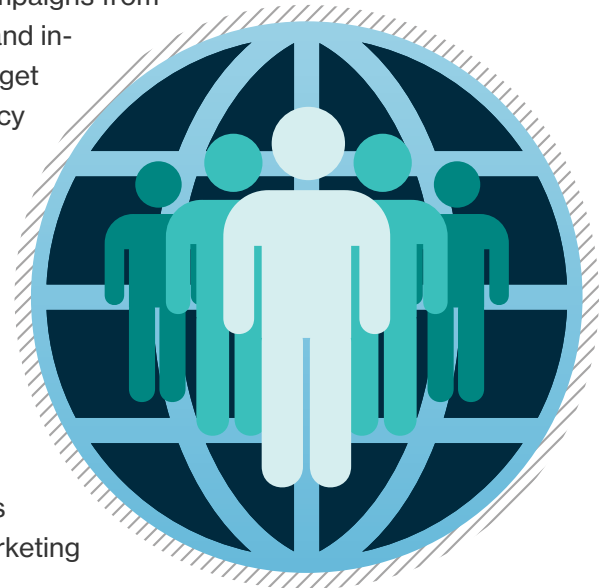
Best practices and strategic consulting services to keep you ahead of the market

White
paper



Client Consulting is a global team of marketing experts dedicated to helping you achieve your goals whatever they may be. They will manage your campaigns from start to finish, delivering the hands-on reporting, expertise, and in-depth strategic guidance to help you maximize your TechTarget investments. Comprised of a core group of advertising agency veterans, technology marketing practitioners, and former consultants, they represent over 100 years collective marketing experience combined with knowledge and best practices learned from managing more than 10,000 online marketing programs.

Through strategic consulting services such as buy cycle content auditing, competitive positioning analysis, account buying team mapping, and market messaging, TechTarget's Global Client Consulting Team arms marketers with the tools and marketing intelligence to continue to develop robust marketing programs and drive better ROI.



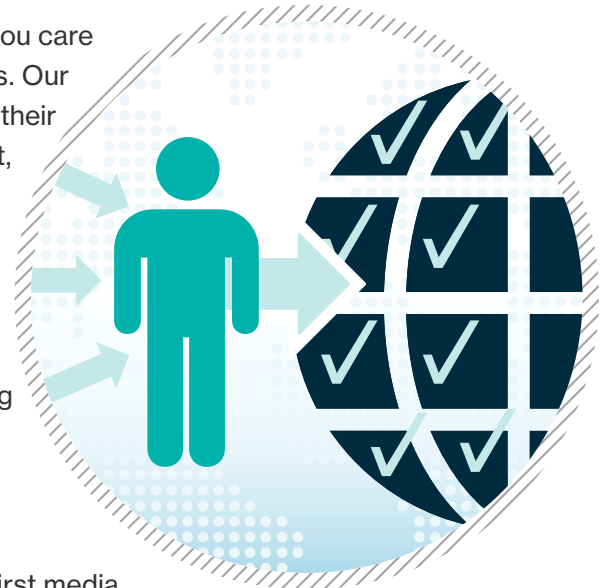
In addition to world class execution, reporting and driving results for our customer base, we bring the knowledge of TechTarget's research on the media consumption trends of technology buyers and expertise managing thousands of programs to develop informed strategies and pinpoint best practices to educate marketers on how to keep their brands top of mind with buyers and keep them ahead of the competition.

In 2001, TechTarget was the first technology media company to launch a Client Consulting practice. Still the industry's only Client Consulting team, they are personally invested in delivering successful programs for marketers through comprehensive services including:

- Global marketing campaign development and execution
- Guaranteed results and unmatched ROI reporting leveraging TechTarget's ground-breaking Activity Intelligence platform
- Expert tips and advice to improve marketing programs and content strategy
- Performance analysis, evaluation, and benchmarking
- Best practices and strategic consulting services

Global and regional marketing execution made simple

Understanding how to market in each of the global regions you care about most is challenging enough, let alone delivering results. Our Client Consultants work with global marketers to streamline their efforts around campaign management, content development, audience targeting, and lead and response management, all while providing a single point of contact to make execution simple and easy. Additionally, marketers can rely on Client Consultants in Boston, Atlanta, San Francisco, London, Beijing, and Singapore to deliver the deep local expertise and guidance to maximize the ROI of their regional marketing programs.



Guaranteed success. Actionable results.

Through its Client Consulting practice, TechTarget was the first media company to provide lead guarantees and continues to deliver highly targeted leads within the industry. We utilize our understanding of TechTarget's targeted media and knowledge of the buying activities of our member base as well as consult a vast library of performance benchmarks to guarantee the success of marketing programs against your marketing initiatives, no matter how specific they are.

TechTarget recognizes that a number alone does not constitute ROI. Delivering ROI starts with actionable results. Unlike other media companies, we don't merely send static leads in spreadsheets—our Client Consulting team works very closely with you to understand your specific reporting needs and bring to life the rich intelligence provided in our Activity Intelligence™ dashboards and **IT Deal Alert™** technology segment data to help you better understand how to identify projects, prioritize your best leads, engage serious, active prospects and buying teams, and enable your sales department to drive more revenue and opportunities from your TechTarget marketing programs.



A true extension of your marketing team

Client Consultants consider themselves to be a true extension of your marketing team and are focused on helping you achieve your goals and deliver against your objectives. Hear what these technology marketing leaders had to say about TechTarget's Client Consulting Services:

TechTarget's Client Consulting team is an integral element in seeing success from our demand generation programs. Taking the extra step to highlight active prospects and accounts on a weekly basis helps us prioritize the best leads for our sales teams, and in effect helps us yield much higher ROI.

Andy Milne
Marketing Manager
Dell SecureWorks

TechTarget and their Client Consulting team has become a true strategic partner for CommVault — teaching us, educating us, taking a look at what we're doing, and advising us. Their guidance has been invaluable and has been a driving force in changing the way we think about marketing.

Dawn Colossi
Senior Director of Worldwide
Corporate Marketing
CommVault

TechTarget does not just execute our campaigns, but is a true partner that helps us achieve our marketing goals. They are actively involved in setting campaign objectives and day-to-day program management, providing key insights to ensure that leads are being followed up on. We value the TechTarget team's opinion when it comes to content and nurturing strategy and their dedication to our success is what makes working with them rewarding and productive.

Natasha Sandoval
Manager, EMEA Marketing
Campaigns
HP Enterprise Services



Learn More

To learn more about TechTarget's Global Client Consulting services, please contact [Melissa Murtagh](#), Vice President, Client Consulting.

About TechTarget

TechTarget (NASDAQ: TTGT) is the Web's leading destination for serious technology buyers researching and making enterprise technology decisions. Our extensive global network of online and social media, powered by TechTarget's Activity Intelligence™ platform, allows technology sales and marketing teams to leverage real-time purchase intent data to more intelligently engage technology buyers and prioritize follow-up based on active projects, technical priorities and business needs. With more than 120 highly targeted technology-specific websites and a wide selection of custom advertising, branding, lead generation and sales enablement solutions, TechTarget delivers unparalleled reach and innovative opportunities to drive technology sales and marketing success around the world.

TechTarget has offices in Atlanta, Beijing, Boston, London, Munich, Paris, San Francisco, Singapore and Sydney.

To learn how you can engage with serious technology buyers worldwide, visit techtarget.com and follow us [@TechTarget](#).

©2015 TechTarget. All rights reserved. The TechTarget logo is a registered trademark of TechTarget. All other logos are trademarks of their respective owners. TechTarget reserves the right to make changes in specifications and other information contained in this document without prior notice. The reader should in all cases consult TechTarget to determine whether any such changes have been made.