TechTarget Products & Solutions

Purchase intent-driven offerings built to fulfill specific marketing and sales needs.

● Primary use case
○ Secondary use case

Use cases	Content Syndication	Data-Driven Display (Advertising)	Priority Engine™	Sales-Quality Leads™	Custom Content/ Research & Advisory	BrightTALK®	Contact Data Services
Tech Marketing							
Enhance Your Contact Database			●			○	●
Build Awareness	○	●	○		○	●	
Generate Better Leads	●		●	●	●	●	○
Drive In-person Event Attendance	●	○	●	○			
Deliver Virtual Events	●	○	●	○		●	
Convert Website Visitors		○	●		○	○	
Enable Sales/Channel	○	○	●	●	●	○	
ABM/ABX	●	●	●		●	○	○
Xtelligent Healthcare IT Verticals	●	●	●	●	*	●	●
Tech Sales							
Prioritize Outreach			●	○			
Reach the Right Prospects			●	○		○	○
Improve Response Rates			●	○	●		○
Access Live Projects			○	●			
Generate Meetings & Opps			●	●	●		
Partner Marketing							
Refine Joint Strategy & Messaging					●		
Expand Your Content Library					●	●	
Drive Partner Pipeline	●	○	○	●		●	
Recruit & Enable Channel Partners	●	●	●	●	●		
Strategy & GTM Expertise							
Improve GTM Strategy & Execution			○		●	○	
Continuously Leverage Market Experts					●		

* Custom Content and Research only. Advisory services not currently available available for healthcare IT verticals.

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. **www.techtarget.com**