TechTarget Research Deal ScoreCard™

20+ Markets, Global Reach, Quarterly Insight

TechTarget | Research

TechTarget provides insight on current market dynamics to improve sales, marketing and product decisions
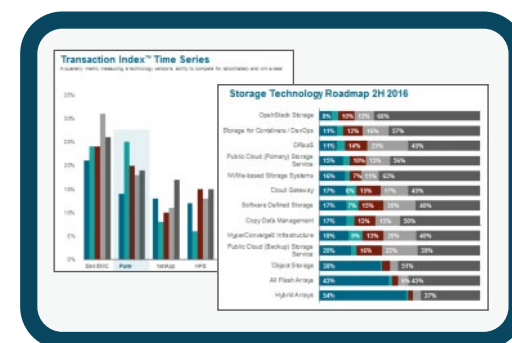
75K content items produced annually

1M daily buyer interactions across **10K** topics

200M inbound visits from organic Search

100K accts per month

TechTarget Research Deal Scorecard™ Reports and Market Landscape™ Reports

18M registered members

Deep content footprint and Search dominance drives active buyers into TechTarget's network

Buyer research details tracked on 140+ web sites yielding visibility into purchase intent in your market

User-generated insight on current market dynamics for marketing, product & sales leaders to make confident decisions to improve business

Why Is TechTarget Research Different?

Buyer-generated insight—on current market dynamics that matter most.
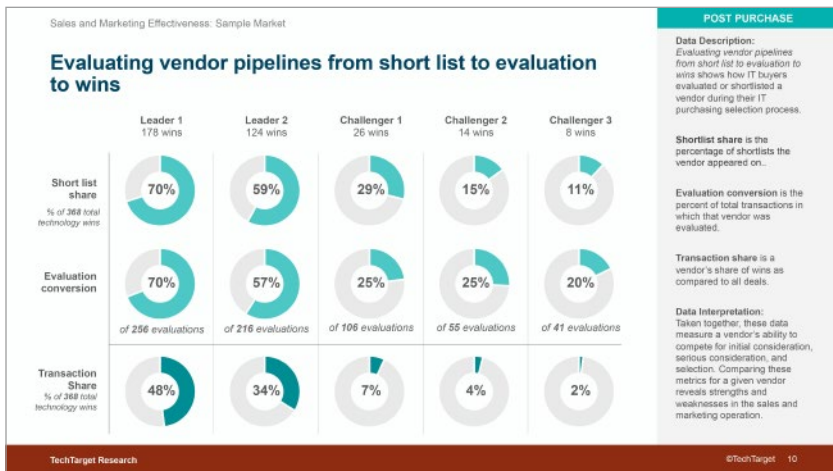
Quantitative—measurement of the technical features, business drivers, and competitive sales tactics observed in the field that determine who makes the shortlist, who wins, and who loses.

Facts—first-party data, with analysis, sampled from buyers that are in market now.

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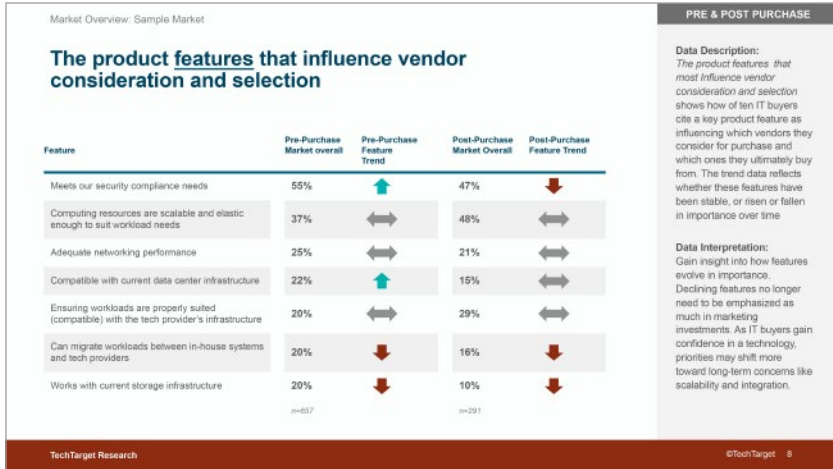
Unique Insight on Pre- and Post-Purchase Behavior

Market Coverage and Available reports

Storage

Deal ScoreCard Reports

- Flash Arrays
- Hybrid Arrays
- NAS
- Disaster Recovery

Market Landscape Report

Overall market assessment on Storage buying with deep dives on emerging topics

Data Center

Deal ScoreCard Reports

- Hyper-converged Infrastructure (HCI)
- Converged Infrastructure
- Blade Servers
- Rack/Tower Servers
- Virtualization Software
- Private Cloud & Virtualization Systems Management
- Colocation

Market Landscape Report

Overall market assessment on Data Center buying with deep dives on emerging topics

Cloud

Deal ScoreCard Reports

- Public Cloud IaaS
- Cloud Primary Storage
- Cloud Backup Storage
- Hybrid Cloud

Market Landscape Report

Overall market assessment on Cloud buying with deep dives on emerging topics

EUC

Deal ScoreCard Reports

- Virtual Desktop Infrastructure (VDI)
- Desktop as a Service (DaaS)
- Enterprise Mobility Management (EMM)

For more information

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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. By creating abundant, high-quality editorial content across more than 140 highly targeted technology-specific websites, TechTarget attracts and nurtures communities of technology buyers researching their companies' information technology needs. By understanding these buyers' content consumption behaviors, TechTarget creates the purchase intent insights that fuel efficient and effective marketing and sales activities for clients around the world.

TechTarget has offices in Beijing, Boston, London, Munich, Paris, San Francisco, Singapore and Sydney. For more information, visit techtarget.com and follow us on Twitter @TechTarget.

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