

# Accelerate Your Pipeline

## High-Quality Leads and Confirmed Projects™

**Accelerate Inside Sales efforts by prioritizing resources against verified leads with a high likelihood to convert**

Today's purchase process is complex, fast and involves many stakeholders. With buyers spending 83% of their purchase journey away from vendors, sellers can not afford wasted touch points. High-Quality Leads and Confirmed Projects prioritize seller outreach on the right prospects and provide directly confirmed purchase intent to personalize the conversation.

### Better Together: High-Quality Leads and Confirmed Projects fuel a healthy sales pipeline

**High-Quality Leads:** Provide direct access to prospects with a need for your solution, so you can prioritize seller outreach on prospects with a high likelihood to convert, get into deals early and make the shortlist

- Conducting relevant research on the Informa TechTarget network
- Directly confirmed a current technology challenge your solution solves
- Exposed to and influenced by your content
- Triple verified contact information

**Confirmed Projects:** Provide direct access to prospects with a confirmed project, so you can uncover purchases your prospecting efforts missed and steal market share by knowing where your competitors are considered

- Conducting relevant research on the Informa TechTarget network
- Directly confirmed an upcoming purchase within 12 months for a solution aligned to your tech market
- Directly confirmed purchase requirements, location, timeframe and short-list
- Exposed to and influenced by your content
- Triple verified contact information

### How buyers want to be sold to, in 3 steps

1. **Diagnose** the business problem.
2. **Reiterate**/confirm your understanding of the business problem.
3. **Prescribe** the solution.

### Improve Seller conversations

1. **Diagnose** the business problem with direct access to the challenges driving the purchase.
2. **Reiterate** your understanding of the business problem with unique insight into the project blueprint.
3. **Articulate** how your solution accomplishes the desired outcomes.

To learn more, visit [techtarget.com/products/modern-bant-leads/](https://techtarget.com/products/modern-bant-leads/) or contact your Informa TechTarget sales representative today.

#### About Informa TechTarget

Informa TechTarget (Nasdaq: TTGT) informs, influences and connects the world's technology buyers and sellers, to accelerate growth from R&D to ROI.

Informa TechTarget is headquartered in Boston, MA and has offices in 19 global locations. For more information, visit [informatechtarget.com](https://informatechtarget.com) and follow us on [LinkedIn](#). Revised 6/25.

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