

Priority Engine™ + High-Quality Leads

Execute an always-on sales and marketing strategy focused on revenue growth

Today's complex purchase process elevates the importance of an always-on sales and marketing strategy. Buyers are less reliant on salespeople during the research process and continue to conduct research independently. In order to be successful, marketers must educate prospective buyers when and where they are conducting pre-purchase research and sellers must make the most of every conversation.

Break into new accounts, surround the buying team and educate buyers with a need for your solution

Priority Engine: Modular solution that provides direct access to in-market accounts and prospects researching solutions like yours, so you can fuel your nurture streams and educate the right buyers at the right time

- Permissioned, validated contact details for prospects actively researching solutions in your market
- Prioritized accounts and prospects based on the recency and relevancy of activity
- Insight into topical and vendor interests, current tech stack and more

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

- Permissioned, validated contact details for prospects who have identified a need that you can solve
- Directly confirmed the specific challenges and desired outcomes
- Exposed to your content on the Informa TechTarget network Insight into topical and vendor interests, current tech stack and more

83% of time is spent away from potential suppliers when B2B buyers are considering a purchase*

92% of buyers are more likely to engage with a tech vendor who has helped educate them on a particular subject/technology concept**

59% of buyers would meet with a vendor sales representative before an actual budgeted and approved project is in place, if the need is defined**

To learn more, visit 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 and follow us on [LinkedIn](#). Revised 6/25.

Sources: *Gartner, The New B2B Buying Journey **[Informa] TechTarget 2022–2023 Media Consumption Study