

Priority Engine™

Fueling Your Data Workflows with Informa TechTarget's Audience and Intent

Informa TechTarget is the leading data-driven marketing services and purchase intent provider in B2B tech. Known for our technology market expertise and leading content engine, Informa TechTarget attracts a global membership of **50M+ permissioned buyers actively researching tech decisions** within **our network of 150+ websites**.

The direct relationship we have with our audience is more important now than ever given today's changing purchase process and compliance demands. Informa TechTarget's unique, proprietary audience fuels your go-to-market efforts by optimizing workflows across marketing and sales. Informa TechTarget delivers a critical dataset of first-party, permissioned contacts from active buying groups researching your technology right now.

How? All of the contact and account activity happening across our network is stored in a central cloud data warehouse. This valuable dataset includes who is researching tech purchases in your market (accounts with known, active contacts) and what they are researching (topics, vendors, solutions). By targeting known prospects and recently active accounts, you're able to see faster response and higher conversion rates.

Informa TechTarget can directly feed data into your martech stack to help you better segment, prioritize and engage audiences on your own. Our leading SaaS tool, Priority Engine™, can also sync data from your Salesforce, Microsoft Dynamics 365 or HubSpot CRM and push prospects natively into your CRM or MAP applications. From CRM or MAP, prospects can then be activated within your connected application workflow.

Accessing a Unique Audience of B2B Tech Buyers

85%

of Informa TechTarget accounts active in your market (last 90 days) are NOT active on vendor websites.¹

40%

of the active, permissioned prospects researching across the Informa TechTarget publishing network are not contained in leading third-party contact databases.²

¹ Inbound Converter data, Jan. 2023.

² Internal assessment of Informa TechTarget database vs. leading 3rd party contact providers.

Two Options to Activate – Most Customers Do Both

Figure 1.



Option 1: Enlist Informa TechTarget to create influence and leads for you.

We offer a full suite of content marketing services to create demand for you. White paper syndication, webinars, targeted banner campaigns, ABM insights and support. The results of these services – leads and Confirmed Projects™ – are directly and automatically integrated into your CRM or MAP applications.

BENEFIT: “Do It For You” marketing streamlines your path to pipeline, reducing resource load and operational overhead.

Option 2: Via Priority Engine, take a direct feed of permissioned prospects into your MAP or CRM to power all your marketing and sales activities.

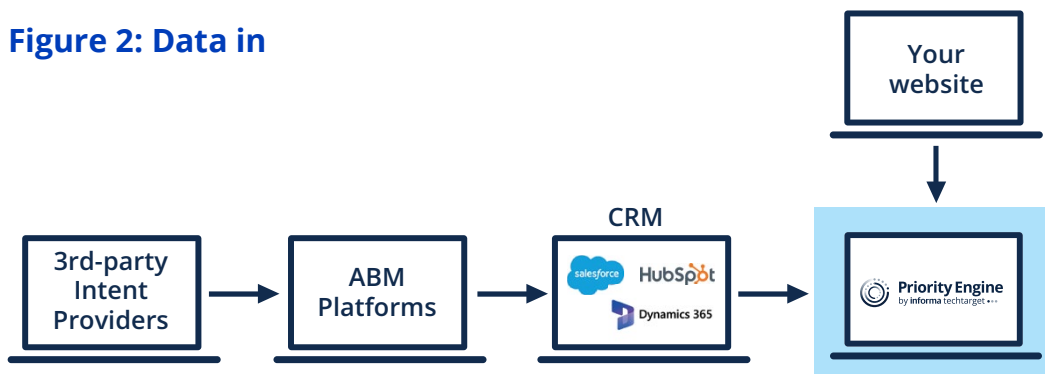
This approach integrates warm contacts (because they are in-market researching today) into your MAP or CRM which, from those systems of record, can be routed into your other applications.

BENEFIT: High volume of in-market prospects, exported into your stack every week, speeding time-to-action. Prospect-level intelligence ensures faster conversion across acquisition, nurture, ABM and sales enablement activities.

Visualizing Account & Prospect Workflows

Figures 2-4 illustrate in detail the common approaches you can take to integrate Informa TechTarget Priority Engine data with your application stack and workflows. Think of these as both “data in” to Priority Engine and “data out” to your stack.

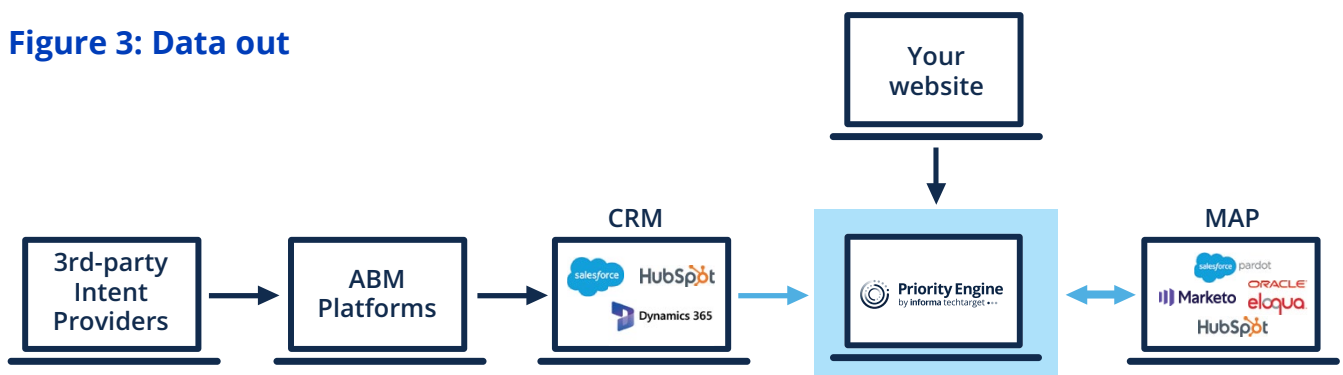
Figure 2: Data in



Via Salesforce, Dynamics 365 or HubSpot, you can upload Account data and Intent from your CRM, ABM or 3rd party sources, and sync automatically into Priority Engine. Via Inbound Converter view the engagement journey of accounts visiting key pages of your corporate website and access most active members of buying groups researching the Informa TechTarget ecosystem.

BENEFIT: Automated way to build powerful Priority Engine ABM lists that combine intent from your CRM data, 3rd party intent PLUS Priority Engine intent. As signals and account scoring changes, the lists in Priority Engine automatically and dynamically update – no manual updating required.

Figure 3: Data out



Priority Engine exports prospects directly into Marketing Automation Platforms (MAPs) such as Marketo, Pardot and Eloqua; or directly into CRM, such as Salesforce, Dynamics 365 or HubSpot. Bulk prospect exports from Priority Engine are available into both MAP and CRM.

BENEFIT: Automated flows of highly active, relevant permissioned contacts plus their tech research topics into your systems of record, enabling both marketing-funnel progression and immediate sales follow-up.

Figure 4: Data Workflows in your Stack

The diagram illustrates the data workflow in a marketing stack. It shows a sequence of components: 'Your website' at the top, '3rd-party Intent Providers' on the left, 'ABM Platforms' in the middle-left, 'CRM' in the middle-right, 'Priority Engine' (highlighted in a blue box) in the center, and 'MAP' (Marketing Automation Platform) on the right. Data flows from 'Your website' to 'CRM' and 'Priority Engine'. '3rd-party Intent Providers' feed into 'ABM Platforms', which then feed into 'CRM'. 'CRM' feeds into 'Priority Engine', which in turn feeds into 'MAP'. 'MAP' feeds back into 'Your website'. Below 'CRM' and 'MAP' are two boxes representing 'Customer's Native CRM Integrations' and 'Customer's Native MAP Integrations' respectively, which provide data to the 'CRM' and 'MAP' components.

```
graph TD; Website[Your website] --> CRM[CRM]; Website --> PE[Priority Engine]; PE --> Website; ITP[3rd-party Intent Providers] --> ABM[ABM Platforms]; ABM --> CRM; CRM --> PE; PE --> MAP[MAP]; MAP --> Website; CRM --> CNCRM[Customer's Native CRM Integrations]; CNCRM --> CRM; MAP --> CNMAP[Customer's Native MAP Integrations]; CNMAP --> MAP;
```

CRM

- salesforce
- HubSpot
- Dynamics 365

Priority Engine
by Informa TechTarget

MAP

- salesforce
- pardot
- ORACLE
- eloqua
- HubSpot

Customer's Native CRM Integrations

- Sales Engagement
- Content Experience
- Service

Customer's Native MAP Integrations

- Social Advertising
- Direct Mail

Once Priority Engine prospects and intent are delivered into your MAP and CRM, you can leverage those systems of record to route and activate them across your application workflow. You can sync contacts from MAP to CRM or vice-versa; or use both systems to power campaigns via connected apps.

BENEFIT: Leverage the native integration capabilities in your primary systems of record to execute omni-channel marketing and sales enablement against Priority Engine's unique audience dataset.

To learn more about Integrating Informa TechTarget's audiences and intent into your workflows, visit informatechtarget.com 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://www.informatechtarget.com) and follow us on [LinkedIn](#). Revised 5/25.

