

**Demand Generation**

# Informa TechTarget Demand Generation Services

## Intent-driven solutions that target active buyers, deliver engaged leads & build sales pipeline

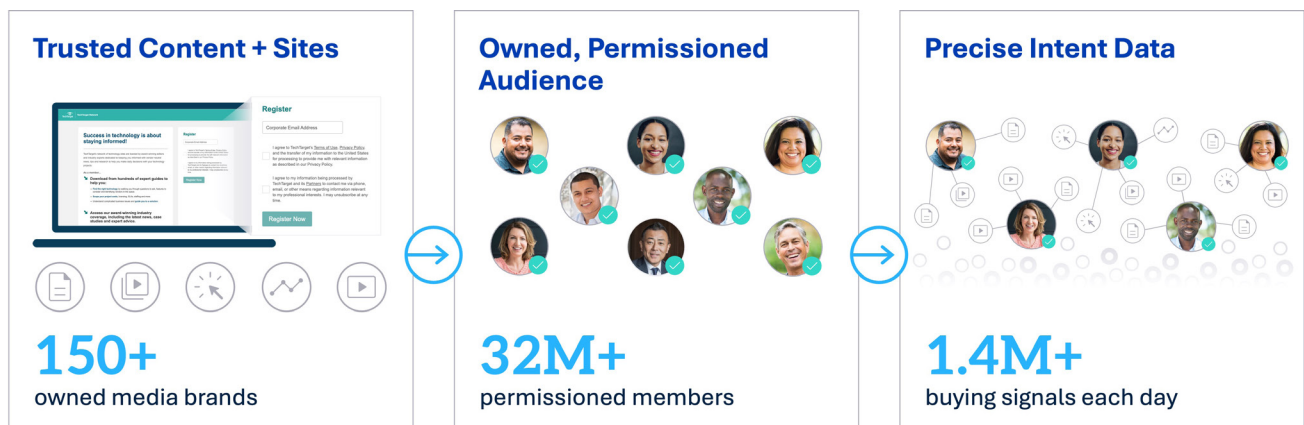
Today, Demand Generation marketers face numerous challenges, from limited resources to shifting priorities to poor-quality lead sources that erode trust with sales. The pressure is on to deliver leads that convert into sales opportunities and closed won revenue. To succeed, effective content marketing is now more important than ever, as 75% of buyers prefer to gather information on their own<sup>1</sup> and 81% have already chosen a preferred vendor before speaking with sales<sup>2</sup>. To stay competitive, Demand Generation marketers must serve up relevant digital content that reaches and engages buying groups throughout their entire journey.

With our global audience of 32M+ B2B permissioned technology buyers and an editorial-driven engagement approach across 150+ trusted sites to inform purchase decisions, Informa TechTarget uses person-level intent data to help you reach active buyers throughout their research journey. We analyze 1.4M+ exclusive, daily intent signals across our audience and promote your content to a targeted group of buyers who are actively researching solutions like yours within the last 90 days. This approach ensures your message reaches the right buyers at the right time, increasing engagement with high-intent prospects who are more likely to convert into valuable sales opportunities. In addition, we empower your team with guidance and tools for lead follow up so that you can drive more pipeline.



### Informa TechTarget intent-driven leads have a:

- **3X** higher email open rate
- **13X** email CTR
- **5X** call conversions
- **34%** increase in qualifying an opportunity & setting a meeting



## Our intent-driven approach to demand generation

Informa TechTarget understands the unique challenges Demand Generation marketers face in today's competitive landscape. Unlike other providers, we connect you directly to a permissioned, actively engaged audience with built-in trust for our editorial content. We simplify your demand generation efforts by providing a comprehensive portfolio of demand generation offerings and turnkey program management, eliminating the hassle of juggling multiple vendors and freeing you to focus on what matters most.

Lead generation	Always-On Buying Groups	Modern BANT leads
Content Syndication Leads Webinar Audience and Channel	Priority Engine Demand	High-Quality Leads Confirmed Projects

### Lead generation

Deliver a reliable stream of quality leads and build pipeline with our intent-driven lead generation solutions.

<b>Content syndication leads</b>	Generate quality leads by engaging buyers during their critical research phase when you showcase your content alongside our trusted editorial content.
<b>Webinar Audience &amp; Channel</b>	Build pipeline and expand your reach by promoting high-impact webinars to an engaged audience of B2B tech buyers within your target market.

### Always-On Buying Group Access

Improve GTM efficiency, uncover and influence key buying group members, and build pipeline faster.

<b>Priority Engine Demand</b>	Confidently identify who is in-market, reach much more of the buying group, and continuously engage them.
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## Modern BANT leads

Help sellers prioritize qualified leads with validated needs or confirmed projects directly related to your solution.

### High-quality leads

Focus your reps on high-priority contacts with a confirmed need for your solution and empower personalized sales outreach with insight into authority, need, key challenges, desired outcomes, and content interactions.

### Confirmed projects

Equip your sellers to win larger deals faster with contacts that have a confirmed project related to your solution plus insights into budget, authority, need, timing, competitors, investment drivers, and full project details.

### Featured customers



**“Informa TechTarget’s Confirmed Projects often result in a 20% higher contract value. We have a much deeper understanding of the buyer’s needs, which allows us to establish trust and ultimately win more deals. Our close rate is 25% and those deals close at a much faster rate.”**

– Ryan Burns,  
VP of Marketing  
**magna<sup>5</sup>**



**Drive better results with Informa TechTarget Demand Generation Services. Contact us to learn how we can help you target active buyers, deliver engaged leads and build sales pipeline or explore our solutions for Lead Generation, Always-On Buying Groups and Modern BANT Leads.**

### 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 3/25.

