

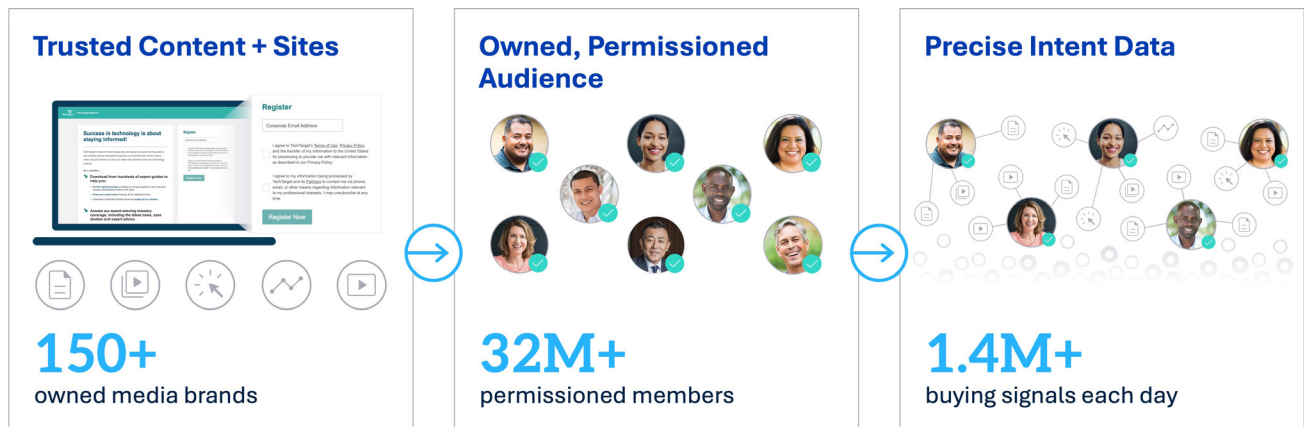
**Priority Engine™ Demand**

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

It's frustrating to pour resources into marketing efforts only to chase accounts that aren't actually in-market or miss key buyers. In fact, half of marketers<sup>1</sup> say they're overwhelmed by false positives, and 60%<sup>1</sup> struggle to identify who is part of the buying group. With most buyers building shortlists from digital content alone and 81%<sup>2</sup> selecting a favorite before ever talking to sales, engaging the right people early in their research journey and continuously educating them with impactful content is non-negotiable.

Improve go-to-market efficiency, uncover and influence key buying group members, and build pipeline faster with Priority Engine™ Demand – a modern demand solution that couples always-on lead generation with real-time buying group access.

### Confidently identify who is in-market for solutions like yours

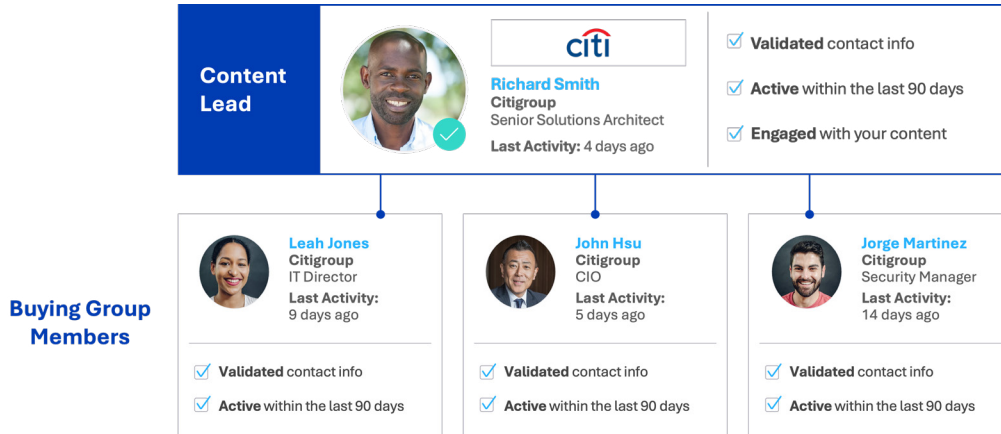


Informa TechTarget leads are 34% more likely to qualify as opportunities and secure meetings. Why? We leverage 1.4M+ daily intent signals from our audience of 32M+ global B2B professionals to promote your content to buyers who are actively researching solutions like yours. Plus, our always-on approach ensures you are present from the moment new accounts enter the market.

Sources: 1. Forrester 2. 6sense

**Your buyers trust Informa TechTarget and depend on our authoritative editorial content to inform their purchase decisions.**

## Reach much more of the buying group early in their research journey



Be present when new accounts enter the market, influence buyers throughout their research journey, and make more shortlists.

## Continuously engage and influence much more of the buying group



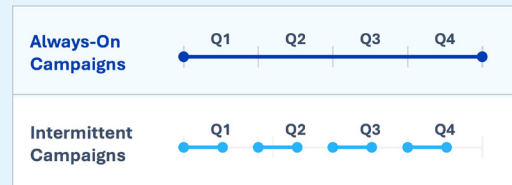
Seamlessly fuel marketing and sales activation with permissioned, marketable contacts delivered straight to your GTM systems. Amplify your own outreach efforts by harnessing Informa TechTarget's trusted relationship with our audience. We'll proactively re-engage buyers through email sequences that drive traffic to your branded Content Hub featured on one of our contextually relevant research destinations.

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

## Discover how Priority Engine Demand works:

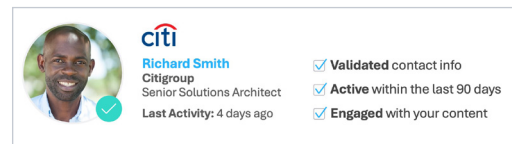
### Always-On Approach

Be present when new accounts enter the market, influence buyers throughout their research journey, and make more shortlists.



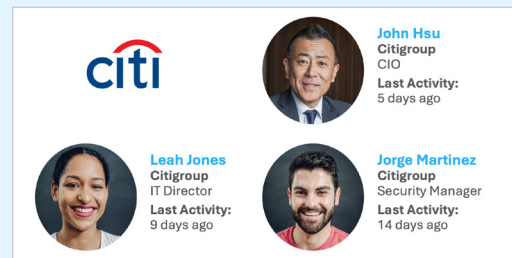
### Quality Content Leads

Promote your content to active buyers using our precise intent data and deliver quality leads that are more likely to convert.



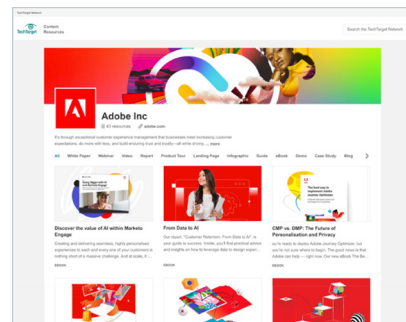
### Buying Group Access

Uncover and immediately access active buying group members at lead-generated accounts who have not yet engaged with you.



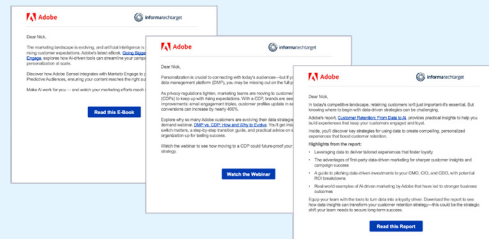
### Branded Content Hubs

Stay top of mind when buyers aren't with you with a Content Hub embedded on one of our relevant media sites.



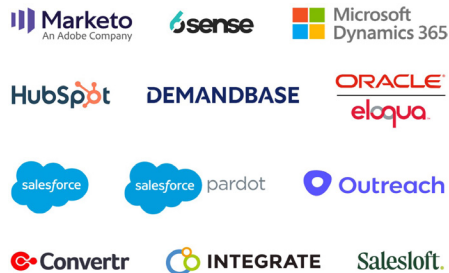
## Buying Group Engagement

We engage leads and buying group members on your behalf to jumpstart the education process and amplify your own activation efforts.



## Marketable Contacts

Permissioned leads and buying group members are delivered to your GTM systems to fuel timely and relevant marketing and sales activation.



**“Priority Engine Demand gives us the ability to easily scale our demand generation program. Being able to accomplish so many demand generation activities in one tool allows us to give our content more reach and impact.”**

– Vice President of Revenue Marketing  
at a leading CMS solutions provider

**Ready to build pipeline faster with Priority Engine Demand?  
Contact us to get started.**

### 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](http://informatechtarget.com) and follow us on [LinkedIn](#). Revised 5/25.

