

Informa TechTarget Portal

Unified GTM intelligence. From R&D to ROI.





Introducing Informa TechTarget Portal

Accelerate your go-to-market and drive better outcomes across Strategy, Marketing, and Sales.

Powering end-to-end GTM productivity

Informa TechTarget Portal is a modular solution that enables GTM teams to more effectively access in-market audiences tailored to their needs. Leveraging the industry's most precise and actionable first-party intent data, each module is conceived for specific uses. Informa TechTarget's data and intelligence enable alignment across your GTM, from strategy through sales, so each user group can be more effective in their jobs.

Why GTM Teams Choose Informa TechTarget Portal

Access the Largest Trusted Buyer Network

Tap into 50M+ permissioned members across 220 media properties. Our exclusive first-party intent data is directly observed from buy-cycle content engagement, offering unmatched granularity and context.

Purpose-Built for Your Teams

Each module is tailored to the unique needs of Strategy, Demand Generation, and Sales. Whether enriching databases, powering outreach, or informing planning, every insight is grounded in real buyer behavior.

Unified GTM Intelligence

A centralized location for all GTM teams streamlines execution, accelerates speed to ROI, and aligns strategies across your organization.

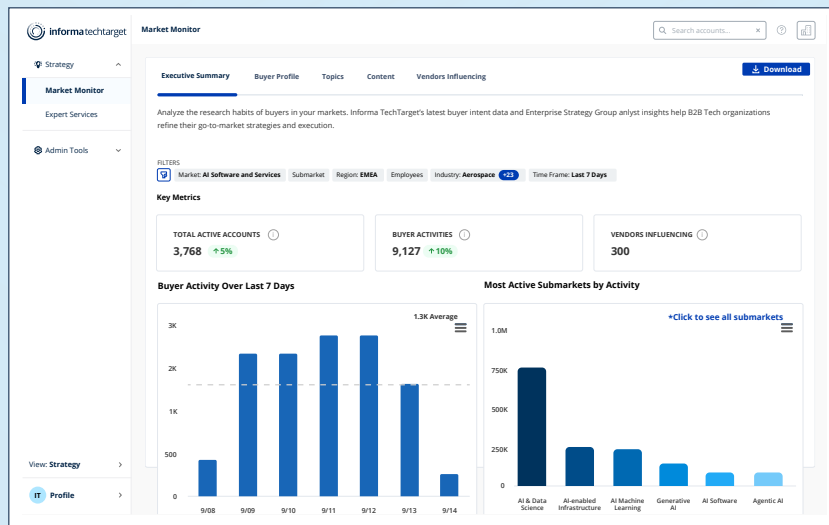
Portal Modules

Tailored Intelligence for Every Team

Fueling smarter strategy, campaigns, and conversations

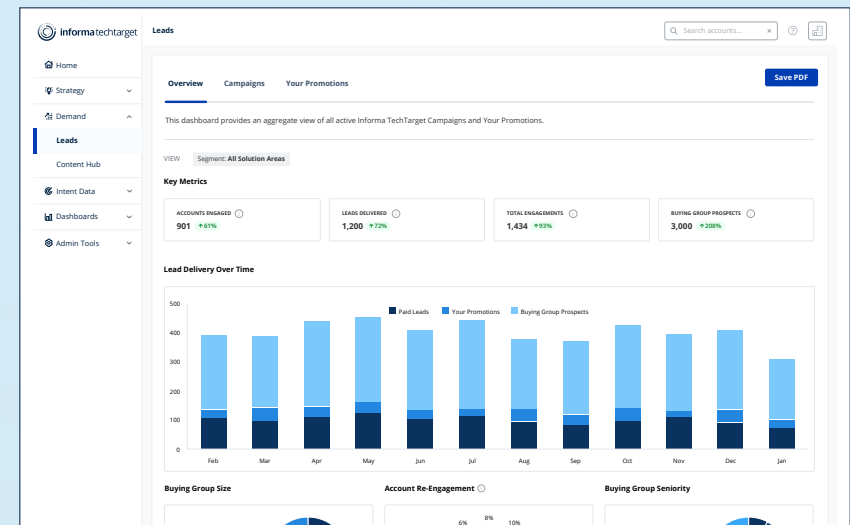
Strategic Insights

Start smarter strategies with dynamic, real-time market intelligence. Validate and optimize GTM plans, understand buyer behavior trends, and get expert-driven analysis and personalized recommendations.



Demand

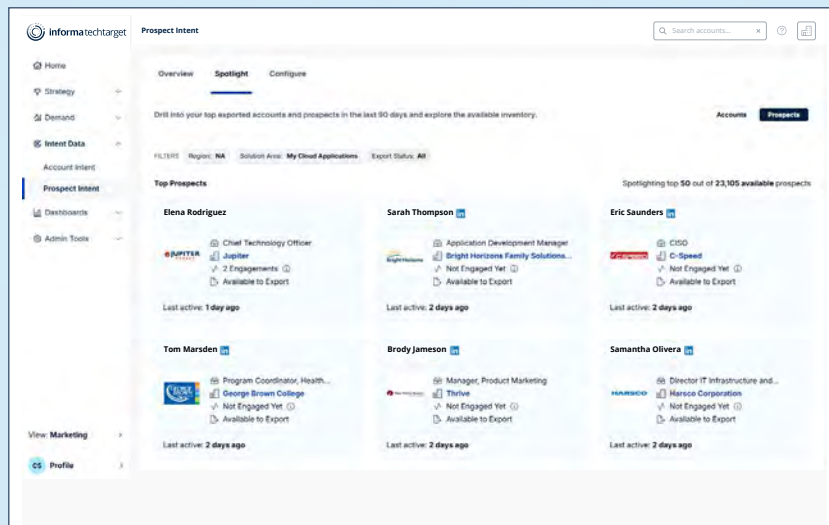
Reach more of the buying group with precision. Identify in-market buyers at engaged accounts across trusted editorial destinations, and drive campaign performance with real-time insights.



Portal Modules

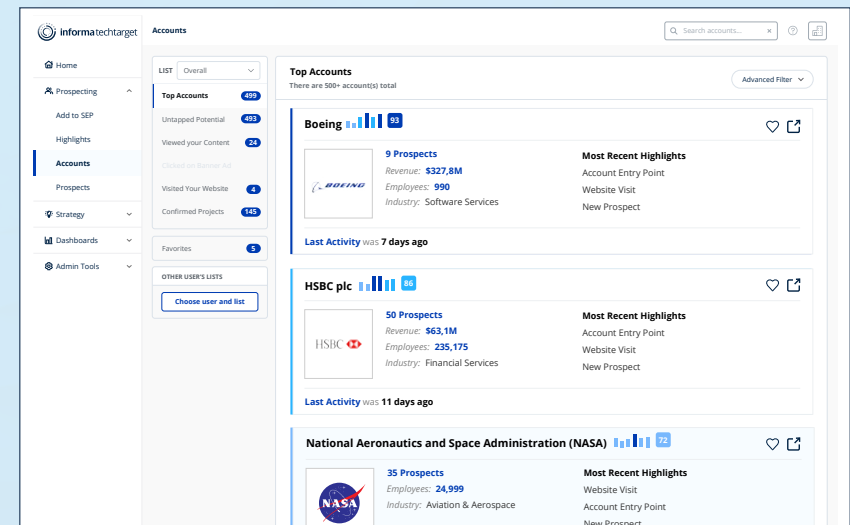
Intent Data

Accelerate pipeline with high-value account and prospect targeting. Focus on the most active researchers, your most engaged accounts, and unlock granular account- and prospect-level insights seamlessly integrated into your systems.



Intent Data for Sales

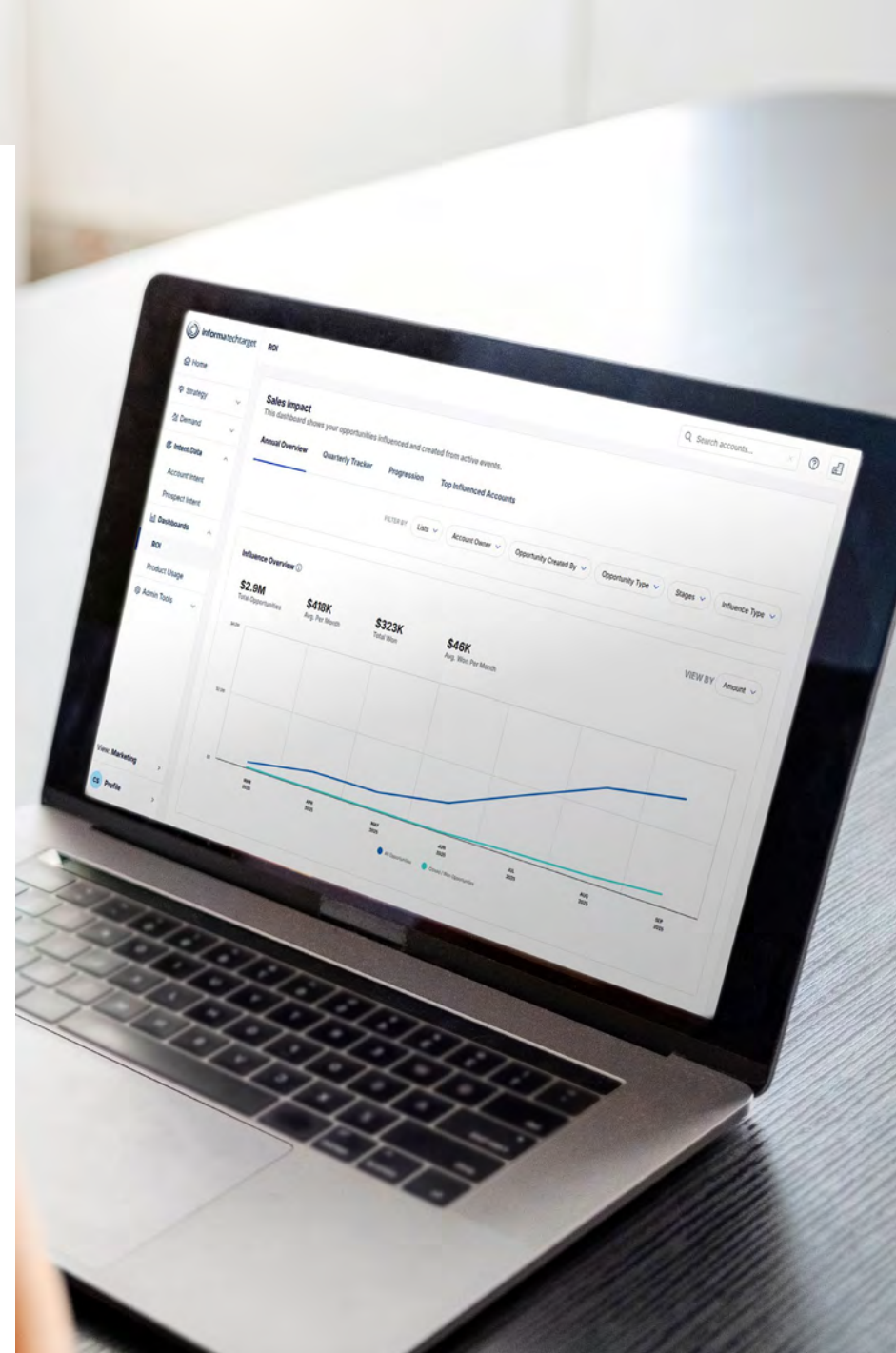
Empower sellers with actionable insights for precise and productive outreach. Identify your most active accounts, the buying group members, and what each individual cares about, so you can book more meetings and secure more revenue. Available for reps directly in-tool and within their workflows.



Real Revenue Outcomes

- **Improved Buyer Identification**
Accurately pinpoint high-value, in-market buyers.
- **Deeper Buyer Understanding**
Gain insights into buying cycles and behaviors.
- **Data-Driven Decision Making**
Make smarter choices across GTM functions.
- **Enhanced Sales Efficiency**
Prioritize and engage quality prospects.
- **Accelerated Revenue Growth**
Shorten sales cycles and grow deal sizes.

Unlock unified GTM intelligence and drive better outcomes from R&D to ROI. **Contact us** to schedule a demo or learn more.



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.

With an unparalleled reach of over 220 highly targeted technology-specific websites and over 50 million permissioned first-party audience members, Informa TechTarget has a unique understanding of and insight into the technology market.

Underpinned by those audiences and their data, we offer expert-led, data-driven, and digitally enabled services that deliver significant impact and measurable outcomes to our clients.

- Trusted information that shapes the industry and informs investment
- Intelligence and advice that guides and influences strategy
- Advertising that grows reputation and establishes thought leadership
- Custom content that engages and prompts action
- Intent and demand generation that more precisely targets and converts

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](#).

