informa techtarget

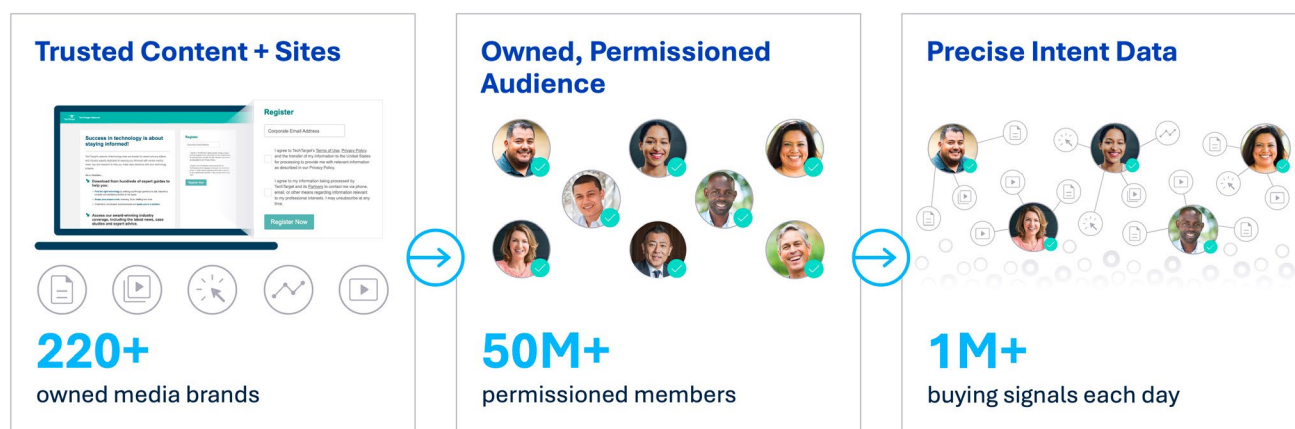**Lead Generation with Active Buying Groups**

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[1] say they're overwhelmed by false positives, and 60%[1] struggle to identify who is part of the buying group. With most buyers building shortlists from digital content alone and 81%[2] 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 Lead Generation with Active Buying Groups – 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

Trusted Content + Sites

220+
owned media brands

Owned, Permissioned Audience

50M+
permissioned members

Precise Intent Data

1M+
buying signals each day

Informa TechTarget leads are 34% more likely to qualify as opportunities and secure meetings. Why? We leverage 1M+ daily intent signals from our audience of 50M+ 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
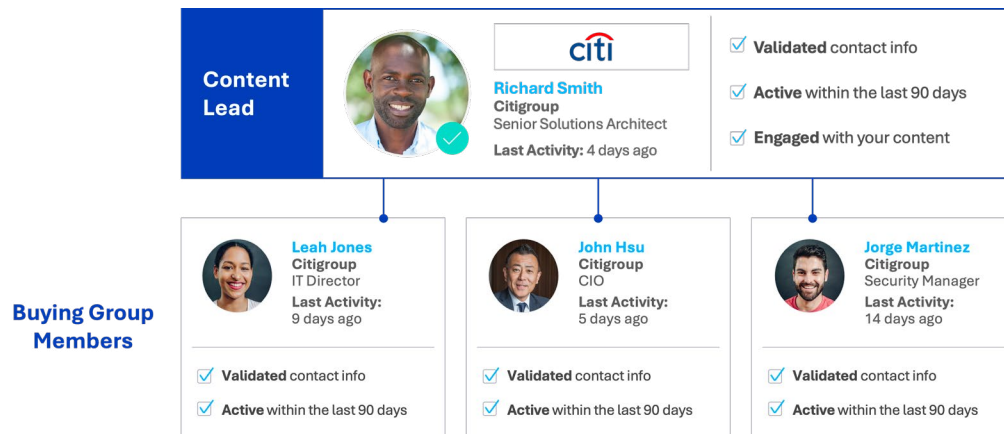
Be present when new accounts enter the market, influence buyers throughout their research journey, and make more shortlists.

## Continously engage and influence much more of the buying group
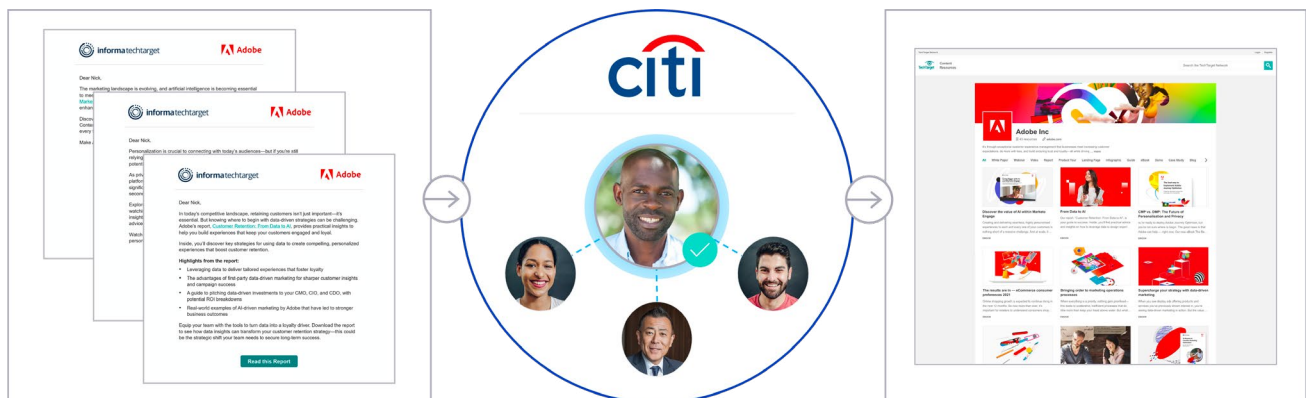
Seamlessly fuel marketing and sales activation with permissioned, marketable contacts delivered straight to your GTM systems. Amplify your own outreach efforts by harnessing Informa TechTarget's trusted relationship with our audience. We'll proactively engage buyers through email sequences that drive 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 Lead Generation with Active Buying Groups works:

Always-On Approach
Be present when new accounts enter the market, influence buyers throughout their research journey, and make more shortlists.
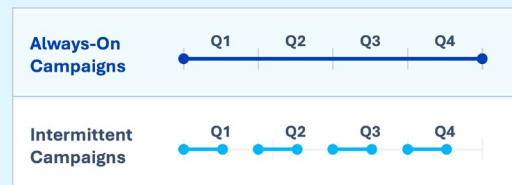
Quality Content Leads
Promote your content to active buyers using our precise intent data and deliver quality leads that are more likely to convert.

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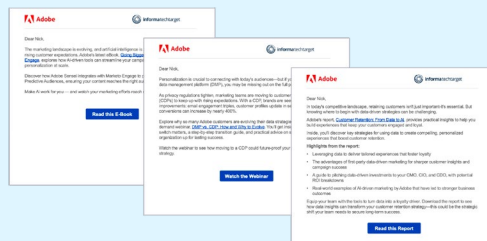

Branded Content Hubs
Stay top of mind when buyers aren't with you with a Content Hub embedded on one of our relevant media sites.
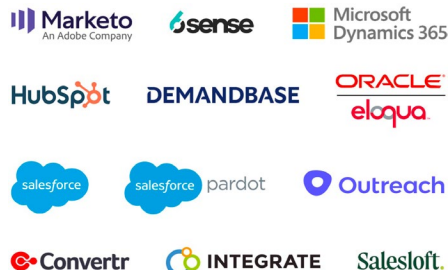
Buying Group Engagement

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.

Marketo — An Adobe Company | 6sense | Microsoft Dynamics 365
HubSpot | DEMANDBASE | ORACLE eloqua
salesforce | salesforce pardot | Outreach
Convertr | INTEGRATE | Salesloft.

"Lead Generation with Active Buying Groups 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 Lead Generation with Active Buying Groups? Contact us to get started.

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