informa techtarget

Buyer Intelligence

Know who's in-market. And why.

Directly observed person-level intent data

You're not failing. Your data is.

The playbook that worked is breaking. Zero-click search is drying up your first-party signals. Weak third-party intent floods your systems with noise, not insight. With the right signals, your budget goes to accounts that are actually in-market, hidden decision-makers come into view, your messages land, and your AI gets the depth it needs to deliver.

Why Informa TechTarget Buyer Intelligence?

- Directly observed, not inferred
- Deep insights on real people
- Access everywhere you need it

Not all person-level intent data is created equal.

Informa TechTarget owns the trusted, AI-resilient publishing network where **58M+ known, permissioned B2B professionals** research and stay informed — capturing 1.9M+ content engagement signals daily that show exactly who's in-market and why. More than scraped or inferred intent. Directly observed person-level buyer intelligence that powers marketing, arms sales, and fuels AI. This is the click-level precision your pipeline has been waiting for.



Power marketing with precise person-level intent data that drives demand

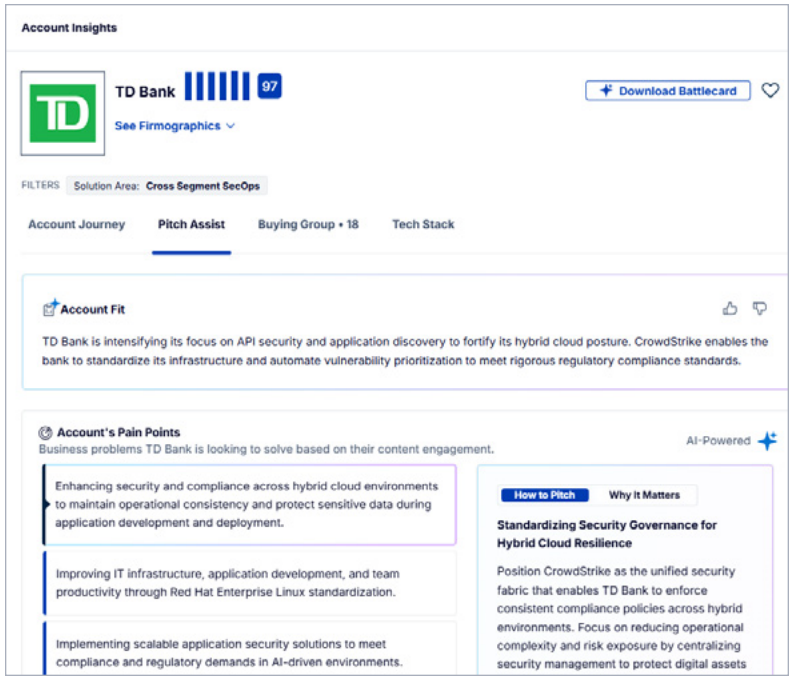
When you're under pressure to deliver pipeline, you need to know — not guess. Validate which accounts are truly in-market and identify new opportunities. Uncover hidden buying group members and understand the problems each stakeholder is solving. Instantly deliver their permissioned contact information and person-level buying signals to your GTM systems and AI workflows — powering personalized outreach at scale.

Insights from known buyers doing real research

- Trusted media ecosystem of research destinations
- Engaged global audience
- Exclusive signals *only available from us*

Arm sales with deeper insights for more meetings and more wins

Imagine your sales team knowing who to call and exactly what to say. Give them direct access to our person-level intent data plus tools that turn insight into action: an embedded AI layer that delivers buyer-specific talking points aligned to your solution, personalized, AI-generated emails in seconds, and instant delivery of high-intent contacts directly to your GTM systems.



Informa TechTarget Portal

Direct access to prospects, accounts, and intelligence tools that transform raw data into actionable insights for sales, marketing, and strategy teams.

Includes AI-powered intelligence features:

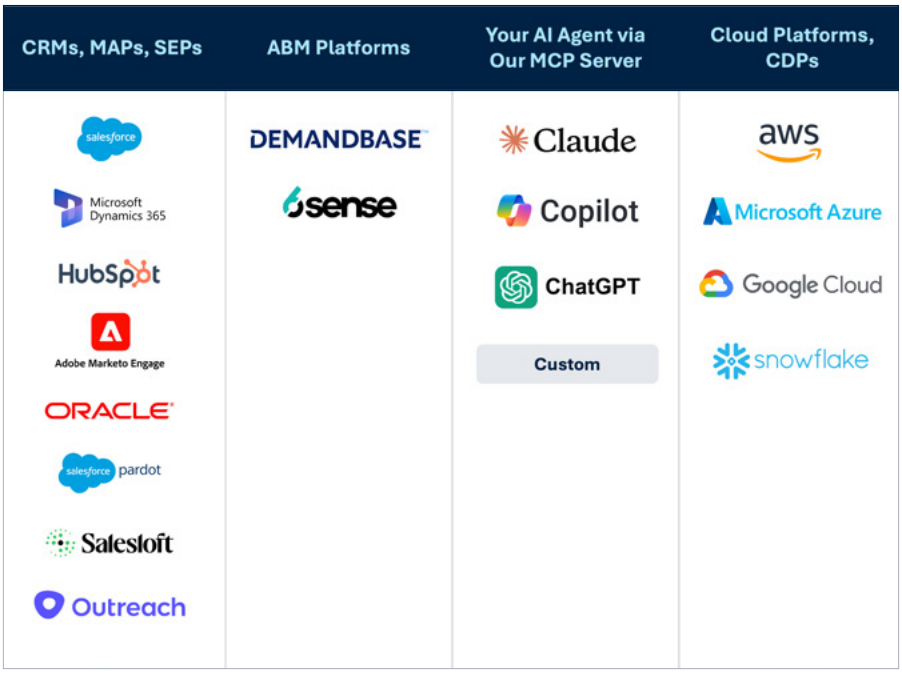
- ICP Intelligence
- Persona Intelligence
- Pitch Assist
- IntentMail AI

"Intent data is the fuel that makes our marketing engine perform at a high level. The depth of intent insights we get from Informa TechTarget on full buying teams at our target accounts is unmatched and is a top source of opportunities and pipeline for us."

— **Daniel Bleichman,**
Director of Corporate Marketing,
Cato Networks

Fuel AI with activation-ready data down to the click level

Most intent data is too shallow to power real AI. Ours isn't. We deliver person-level intent data sourced from directly observed content engagement to your GTM systems — or let you query it in real-time through AI agents via our MCP Server. Ask your AI which buyers are ready and how to engage them. Automate personalized outreach. Power predictive models that work. Unlock AI-driven growth. Our signals come from our own audience of engaged B2B decision-makers. That's why they go deeper, and why you'll only find them here.



Real customer results

2.4x
Larger average deal size

3x
More opportunities created

20%
Increase in conversion rate

50%
Faster buying cycle

Stop guessing. Start growing. Talk to an expert.

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 and follow us on LinkedIn. Revised 11/26.

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