Activity Matters: Direct access to the active buyers in your space

At TechTarget, we match your ICP out-of-the-box or customize the audience access for you. Review the list below to get a feel for the current buyer activity[1] in the categories most relevant to you and your prospects.
For more information, visit **TechTarget.com**.

Category Name	Total Companies	Yearly Category Activity	Total Prospects
5G	21,480	1,681,451	38,779
AI & Data Science	41,046	8,968,342	104,046
AI & Machine Learning	25,180	3,732,674	52,417
AI-enabled Infrastructure	32,408	2,384,781	75,121
AI-enabled Security	23,819	610,064	48,307
AIOps	12,866	324,598	24,157
API Management	14,588	807,629	25,879
AWS	25,201	1,847,544	53,201
Advanced Analytics	30,200	3,035,044	63,431
Agile Project Management	13,778	3,481,594	25,648
Application Delivery	4,512	306,408	6,440
Application Integration	32,513	3,798,699	73,830
Application Modernization	17,267	271,611	33,940
Application Performance Management and Monitoring	15,533	479,927	27,760
Application Security & DevSecOps	44,326	4,220,563	113,549

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BI & Analytics	71,369	15,445,747	233,511
Backup Hardware & Software	4,268	171,330	5,619
Backup as a Service	12,505	298,897	19,135
Bare Metal Platforms	1,164	79,332	1,432
Big Data	28,269	2,521,806	61,072
Branch Networks/SD-Branch	2,165	192,016	2,658
Business Analytics	44,808	5,834,894	115,588
Business Process Management (BPA / DPA)	20,057	1,697,728	40,294
CMS (Centers for Medicare and Medicaid Services)	2,304	18,413	4,089
CRM	10,376	1,179,294	16,021
Change and Configuration Management	10,696	3,491,028	16,772
Chronic disease management	1,555	4,344	2,737
Cloud & Object Storage	50,279	3,244,450	133,876
Cloud Data Management & File Sharing Services	42,555	1,245,565	111,847
Cloud Development/PaaS	35,114	2,427,136	89,081
Cloud Integration	20,513	837,711	40,820
Cloud Management	35,830	2,228,189	89,295
Cloud Migration	39,548	953,756	100,680
Cloud Monitoring	11,921	288,054	19,988
Cloud Networking	30,972	1,562,645	69,607
Cloud Networking Services & CDN	4,320	190,775	6,072

Category Name	Total Companies	Yearly Category Activity	Total Prospects
Cloud Provider	16,222	781,014	29,167
Cloud Secondary Storage	4,846	131,225	6,361
Cloud Security	55,661	3,194,317	162,046
Cloud Workload Security	38,843	1,769,316	97,816
Cloud apps	55,931	4,560,928	159,028
Cloud databases	16,328	573,489	30,209
Co-location	9,836	262,679	14,668
Compliance, Risk & Governance	72,267	8,481,381	231,398
Composable Infrastructure	1,375	32,304	1,999
Configuration Management (CMDB) for Networking	10,696	3,491,028	16,772
Contact Center as a Service (CCaaS)	4,850	180,269	6,570
Contact/Call Center	16,415	660,780	29,548
Container Management Software	17,796	896,469	35,824
Container Security	15,949	379,171	28,960
Containers	23,169	2,244,880	51,131
Containers and Microservices	26,376	2,719,468	60,354
Content Collaboration and File Sharing	5,760	396,803	7,400
Content Management and Services	31,684	3,288,815	72,622
Content/Text Analytics	5,528	717,981	7,687
Continuous Delivery (Release/Version Management)	14,627	5,651,978	27,553
Converged Infrastructure	10,747	419,008	16,434

Category Name	Total Companies	Yearly Category Activity	Total Prospects
Customer Data Management and Platforms	15,901	637,787	27,629
Customer Experience	57,412	7,610,173	161,227
Customer Service & Support	26,995	1,541,732	56,869
Customer analytics	8,175	236,947	12,244
CyberSecurity	76,434	11,605,857	250,209
Cyberattack Strategies: MITRE ATT&CK Framework	49,408	5,301,688	122,727
DNS	10,198	1,041,966	15,134
DRaaS	20,184	488,368	36,475
DaaS	8,099	223,081	12,544
Data Archiving	2,873	109,650	3,409
Data Backup and Recovery	24,239	2,254,606	44,377
Data Center Design & Facilities	33,135	5,221,373	74,529
Data Center Networking	45,878	8,987,788	114,652
Data Center Power/Cooling	8,447	1,693,037	12,521
Data Center Security	43,112	4,052,551	102,564
Data Discovery/Visualization	6,097	396,620	8,742
Data Governance	24,235	2,052,370	51,681
Data Integration	16,285	901,731	30,560
Data Lake	6,409	162,540	9,728
Data Preparation & DataOps	14,518	1,157,329	26,897
Data Privacy	34,317	2,495,460	77,151

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Data Protection	60,152	8,870,390	167,061
Data Quality	10,659	1,117,484	18,304
Data loss prevention (DLP)	5,339	129,149	7,641
Database Management	35,629	7,755,573	82,478
Database security	12,716	358,666	19,325
DdoS Defense	9,798	399,487	14,828
Desktop Management	19,327	1,757,380	31,816
Desktop Security Management and Tools	7,254	303,558	9,861
DevOps	22,489	2,426,732	50,728
Digital Employee Experience (DEX)/End User Experience Monitor-	1,452	61,139	1,806
Digital Experience Platforms and WCM	13,128	461,560	23,770
Digital Transformation	56,830	2,225,316	167,488
Disaster Recovery/Business Continuity	36,143	1,882,983	78,346
E-Commerce	17,495	1,630,684	32,891
E-signature	6,927	457,402	12,741
ERP	35,598	4,406,018	77,192
Edge Computing	16,017	657,258	27,735
Electronic Health Records (EHR/EMR)	6,244	567,303	9,927
Email and Messaging Security	16,199	873,428	25,764
Embedded BI/analytics	1,734	37,244	2,409
Employee Experience	44,165	2,593,645	105,747

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Encryption	13,786	3,087,023	22,656
End User Devices and Hardware	11,489	2,457,563	18,681
Endpoint Lifecycle Management (UEM / EMM)	15,004	1,692,537	23,439
Endpoint Security	20,940	1,043,942	37,015
Enterprise Data Warehouse	15,474	683,373	27,472
Environmental, Social and Governance (Sustainability & ESG)	23,991	1,491,834	50,556
Field Service Management	2,080	22,104	2,400
FinOps	19,266	380,838	37,100
Financial Software	33,588	2,834,088	80,363
Flash Storage	7,035	1,495,508	11,231
Fraud Management	16,438	927,206	30,953
GPU	5,455	265,431	8,380
HR Software	34,003	3,993,619	75,726
Hadoop (Apache)	2,198	185,743	2,685
Healthcare IT Infrastructure	17,109	618,649	33,855
Healthcare Security & Compliance	13,743	837,058	24,614
Healthcare business intelligence and analytics	9,927	568,513	19,876
High-Performance Computing (HPC)	7,550	173,731	11,693
Hosted Desktops & Workspaces (DaaS, VDI)	18,347	1,944,292	32,727
Hybrid Cloud	21,458	453,812	45,232
Hybrid Workplace	25,825	767,894	50,029

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Hyperconverged Platforms & Software Defined Storage (SDS)	10,255	337,773	15,829
Hyperscale Computing	2,936	49,374	4,073
IAM & Authentication	45,604	6,760,654	113,585
IAM for Cloud Security	18,386	435,345	33,246
IT Asset Management	9,685	422,903	18,393
IT Automation	19,784	679,932	42,276
IT Operations Analytics	12,822	312,448	21,171
IT Operations Management & Monitoring	25,120	1,102,539	55,021
IT Training and Certifications	37,608	4,121,471	83,018
ITSM and ITIL	9,827	324,904	18,077
Identity Theft and Data Security Breaches	24,209	1,168,960	46,664
In-memory databases	3,750	190,815	5,287
Infrastructure Monitoring & Security	55,463	4,413,703	161,086
Internet of Things	22,284	2,650,975	38,213
Internet of Things Analytics	2,315	100,360	2,799
IoT software development	3,473	111,531	4,128
Kubernetes	17,342	783,828	34,371
Life Sciences	6,019	175,996	11,025
Linux Servers	13,734	2,320,035	25,222
Low Code No Code	7,698	288,277	11,878
Mainframe	3,145	191,654	7,733

Category Name	Total Companies	Yearly Category Activity	Total Prospects
Managed Hosting	18,152	692,391	32,076
Managed Security Services	23,025	282,678	40,273
Managed Services	29,938	1,182,745	58,493
Marketing Analytics	3,147	303,217	4,028
Marketing Automation	32,784	2,476,890	70,752
Medical Imaging/Radiology	1,439	123,500	1,806
Member Experience	3,831	13,651	7,755
Microservices	11,899	629,857	20,224
Microsoft 365	17,168	979,059	26,569
Microsoft Azure	15,411	1,186,868	25,707
Microsoft SQL Server databases	1,879	253,460	2,324
Mobile Development	2,617	315,818	3,163
Mobile Development and APIs	24,165	2,849,200	49,472
Mobile and Wireless Security	20,926	1,636,484	36,047
Multicloud	20,644	344,230	44,528
NAC/VPN	12,587	975,483	18,808
NAS	5,527	657,084	8,160
NVMe & NVMe-oF	3,223	359,127	4,898
Natural-language processing (NLP)	5,220	413,488	7,311
Network Infrastructure	35,035	11,553,548	72,048
Network Management & Monitoring	38,464	8,678,719	87,889

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Network Security	64,012	9,575,821	192,494
Network Virt/SDN	21,481	1,778,148	41,061
Network Visibility, Performance and Monitoring	18,387	1,611,561	32,876
Networking and Architecture for Internet of Things	13,407	636,107	19,806
Networking to Support Cloud Computing	29,940	1,385,927	66,378
Observability	23,927	548,517	54,235
Open source databases	6,355	417,574	9,724
Open source software development tools	14,602	6,517,873	27,302
OpenStack	935	189,065	1,185
Operational Databases	8,534	448,754	13,992
Operational Technology (IT/OT convergence)	15,471	673,273	25,190
Oracle Databases	3,142	354,422	4,029
Patch Management	7,119	568,607	9,418
Patient Care Coordination & Interoperability	4,206	227,993	6,875
Patient Engagement	67,695	9,515,929	203,256
Payers	10,880	354,649	28,457
Pharma/Bio Med	8,660	394,463	21,847
Population health management	1,427	2,745	2,256
Predictive analytics	9,358	911,456	13,731
Private Cloud Infrastructure and Mgmt.	5,641	192,221	7,999
Product Analytics	14,425	619,118	24,208

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Project and portfolio management	16,280	2,829,660	31,435
Public Cloud IaaS	47,848	5,034,834	124,282
QA/Test Management	12,960	2,317,874	22,416
Real-time Analytics	8,826	197,321	13,519
Recruitment and Talent Acquisition	17,211	1,304,879	29,847
Relational Database Management System (RDBMS)	8,479	1,564,864	12,949
Remote patient monitoring (RPM)	1,868	16,335	2,682
Revenue Cycle Management	5,187	143,372	13,257
Risk management	56,320	4,420,140	161,883
Risk/Quality Adjustment	4,412	28,227	8,540
Robotic Process Automation (RPA)	6,554	1,419,195	10,004
Routers and Switches	2,951	698,359	3,944
SAN	4,284	530,439	6,125
SAP HANA	2,137	72,261	2,689
SAP S/4HANA	7,267	770,995	11,148
SAP databases	3,483	237,812	4,603
SD WAN	13,615	517,115	22,809
SDN for the Data Center	1,363	69,234	1,684
SIEM and Security Analytics	21,141	628,682	39,217
Sales Software	18,083	1,200,475	32,955
Secure Access Service Edge (SASE)	19,183	661,568	35,253
Secure File Transfer	4,246	114,683	5,612

Category Name	Total Companies	Yearly Category Activity	Total Prospects
Secure Remote Access	17,654	3,069,421	28,948
Securing Internet of Things	11,602	448,139	17,356
Security & Compliance for Communications	22,630	1,354,594	38,563
Security Awareness Training	28,679	1,285,959	54,329
Security Development and Training	38,059	2,348,578	80,520
Security Operations, Automation, and Response	40,868	1,812,529	103,832
Security Professional Development	21,742	1,095,229	38,877
Security for AWS	9,282	289,055	14,610
Server Hardware and Refresh	29,577	5,624,672	66,232
Server OS	17,114	3,704,004	31,707
Server Virtualization	9,228	1,800,773	13,606
Serverless Computing	4,022	151,836	5,796
Software Asset Management	24,299	1,172,580	49,186
Software Development	66,545	37,043,301	210,105
Software-Defined Data Center (SDDC)	2,477	37,310	3,345
Storage Performance Management & Intelligent Operations	7,218	107,014	10,875
Storage for Containers	5,534	145,686	8,038
Supply Chain Management (SCM)	29,193	2,980,626	59,825
Systems Management	64,759	14,302,025	198,245
Talent Management	9,903	929,327	14,711
Team Collaboration Software	29,379	2,532,445	57,071
Telecom	31,569	6,143,553	61,167

Category Name	Total Companies	Yearly Category Activity	Total Prospects
Threat management and intelligence	75,991	11,425,722	248,152
UCaaS	8,390	388,238	11,520
Unified Communications & Collaboration	36,168	4,760,445	75,354
Value-Based Care	6,732	61,793	15,535
Video Conferencing	14,555	945,981	22,393
Virtual Care/mHealth	4,944	112,381	9,468
Virtualization Security	18,503	869,236	34,748
Vulnerability Management	34,906	2,200,570	79,933
WAN	25,221	4,167,349	48,879
WAN and Application Services	9,926	315,482	16,169
Web Applications Security/Firewalls (WAF)	25,602	1,426,196	50,018
Web Security	29,292	2,392,554	59,984
Wired and Wireless LAN	26,229	5,705,048	47,948
Wireless LAN	24,303	3,842,198	43,671
Workplace Learning & Skill Development	50,581	6,155,560	126,898
XDR and Security Detection & Monitoring	39,686	2,060,652	97,810
Zero Trust Strategies	41,641	1,978,185	105,702

About TechTarget

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