

Confidently Identify, Influence and Convert More In-Market Accounts with Priority Engine Account Intent Feeds™

More effective GTM Efforts Require the Industry's Most Powerful Account-Level Intent

Struggling to identify which accounts are ready to buy? Stop wasting resources chasing weak signals. Priority Engine Account Intent Feeds deliver a weekly stream of account data directly into your CRM and systems such as 6sense and Demandbase, to focus your Marketing and Sales efforts with the most actionable insights. TechTarget's proprietary, **1st-party, buy-cycle content** provides account activity that is purpose-built on real research, so you can correctly identify activity at your highest-value accounts and engage them with outreach that buyers will care about as they're researching their next purchase. Receive numerical scores, trends and status to prioritize targeting, and granular account insights including specific topics of interest, engagements with you and firmographics to segment lists and inform messaging.

Key Benefits include:

- **Precise Targeting:** Identify truly interested in-market accounts faster.
- **Actionable Insights:** Better engage target accounts based on real, observed research activity.
- **Revenue Boost:** Convert more accounts and close more deals.
- **Efficiency Gains:** Eliminate false signals for more effective campaigns and shorter sales cycles.

Maximize your GTM efforts for all your use cases

ABM Refinement

Refine your target list of ABM accounts so you know which accounts to focus on and which to deprioritize.

Propensity Modeling

Inform account scoring with precise purchase intent for model and multi-source intent.

Build ABM Segments

Construct and enhance target account segments to fuel ABM platforms like 6sense and Demandbase.

Account-Based Email Nurture

Deliver personalized email campaigns that resonate with your target accounts based on their buying journey and interests.

Account Prioritization, Greenfield Identification & Seller Insights

Prioritize hot, in-market accounts, identify new opportunities within your target universe and equip sellers with real insights for better personalization.

Programmatic & Social Advertising

Focus targeted advertising campaign targets and messaging.

Fuel your Systems with High-Quality Account Intent

TechTarget owns and operates 150+ websites that allow us to dominate organic search engine traffic in the B2B technology space. With over 32M opt-in and GDPR compliant members, we observe 1M+ tech buyer interactions every day. Account Intent Feeds aggregate this user-driven and account-level

activity in combination with engagements accounts are making with your company to produce intent signals, scores and trends, plus, engagements with you including website visits, content engagement and digital advertising engagement.

Data provided with an Account Intent Feed

Account Intent Feeds can pass up to **35 unique account data fields** – but it is up to you which of these fields you decide to take depending on your goals for working with account intent data. Notable examples of these fields can be seen in the table at the right.

| Field Name | Output |
|---------------------------------|--|
| Account Intent Score | 0-100 based on overall purchase intent |
| Account Activity Level | Low/Medium/High |
| Account Activity Trend | Fading/Stable/Rising |
| Account Interests (up to 10) | Based on key topic activity in your market |
| New Prospect This Month | New Prospect active in the last 30 days |
| Viewed Your Content This Month | New lead generated in the last 30 days |
| Visited Your Website This Month | New website visit in the last 30 days |
| Clicked Your Banner This Month | New ad/banner click in the last 30 days |
| Confirmed Project | TechTarget has confirmed an active project |

Also includes various standard account firmographics, e.g., Revenue, Region, Employee Count, etc.

How is Account Intent Feed data delivered?

Account Intent Feeds data delivery can be automated via direct integration with your CRM or via direct API with 6sense. One or both direct integration methods is highly recommended for

ease of use and optimal data management. Manual delivery is also available via SFTP and/or CSV download. All data delivery methods are covered under our SOC2 enterprise security compliance.

| Delivery Method | Methodology | Workflow |
|-----------------------------|--------------------|---------------------|
| CRM (Salesforce or HubSpot) | Direct Integration | Fully Automated |
| 6sense | API | Fully Automated |
| SFTP | File Transfer | Partially Automated |
| CSV | File Download | Manual |

To learn more about Account Intent Feeds, visit techtarget.com/aif or contact your TechTarget representative today.

About TechTarget

TechTarget (Nasdaq: TTGT) is the global leader in purchase intent-driven marketing and sales services that deliver business impact for enterprise technology companies.