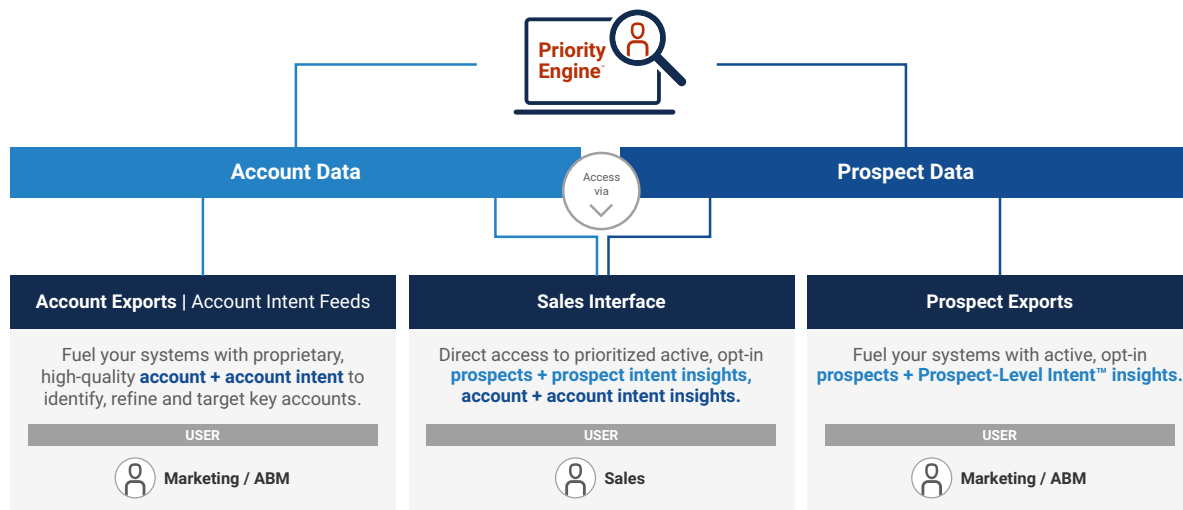**TechTarget** Priority Engine™

Priority Engine's powerful signals fuel better GTM efforts with prospect-level and account-level intent

Priority Engine™ provides Marketing and Sales with a flexible way to action on TechTarget's proprietary, 1st-party account and Prospect-Level Intent™ data. Fueled by 32M opt-in, active buying team members, Priority Engine tells you the real people and businesses researching buy-cycle content, so you can feel confident you're targeting the right accounts and people at the right time. Uncover the most comprehensive view of the buyer journey by enhancing existing company data, other intent sources,

or by using standalone, so you can eliminate blindness to optimize your Marketing and Sales efforts.

Priority Engine's intent can be leveraged how you need it, and used where you need it, depending on your use case. Marketers can access accounts, prospects and intent insights, fed directly into their systems. Sellers can access prioritized accounts, prospects and intent insights directly in-tool.

Account Data	Access via	Prospect Data
Account Exports | Account Intent Feeds	**Sales Interface**	**Prospect Exports**
Fuel your systems with proprietary, high-quality **account + account intent** to identify, refine and target key accounts.	Direct access to prioritized active, opt-in **prospects + prospect intent insights, account + account intent insights.**	Fuel your systems with active, opt-in **prospects + Prospect-Level Intent™ insights.**
USER	USER	USER
Marketing / ABM	Sales	Marketing / ABM

Common Use Cases include:

Account Exports
Fuel CRM, ABM platform, Ad Platform/DSP, Social Platform, CDP/data lake for:

- ABM Refinement
- Programmatic & Social Ad Targeting
- Account Prioritization, Greenfield & Seller Insights
- Account-Based Email Nurture
- Propensity Modeling
- Building ABM Segments (6sense, Demandbase

Sales Interface
Direct Seller access in Priority Engine for:

- Prospecting
- Progressing & Closing Deals
- Upsell/Cross-Sell
- Monitor/Retain Accounts

Prospect Exports
Fuel MAP and CRM for:

- Prospect Email Nurture
- Identifying Buying Team Prospects at Target Accounts
- Seller Prioritization of Prospects in Systems

Visit **techtarget.com/priority-engine** to learn how Priority Engine can better support your strategy, or contact your TechTarget sales representative today.

TechTarget