

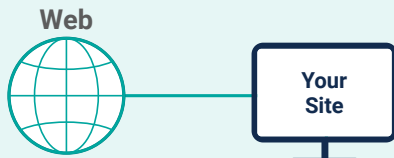
Convert More Web Visits to Leads with Priority Engine™ Inbound Converter

Unlike 6sense, Demandbase and RollWorks, TechTarget's Priority Engine connects Web accounts to active, opted-in buyers and uses three methods to help you convert them.

TechTarget

vs.

6sense, Demandbase, RollWorks



Process:
Resolves IP address to domain; eliminates Internet Service Providers (ISPs).



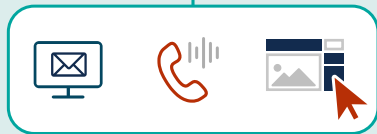
Using Priority Engine, filters only on accounts with high propensity to buy in your market.



Ranks Active Accounts:
Account list is continuously refreshed and re-ranked, capturing and prioritizing real-time inbound interest.



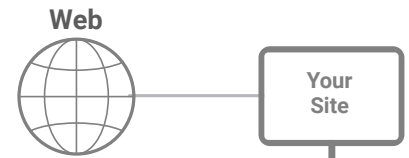
Total Buying Group:
Directly links to the opted-in prospects with recent, relevant research activity.



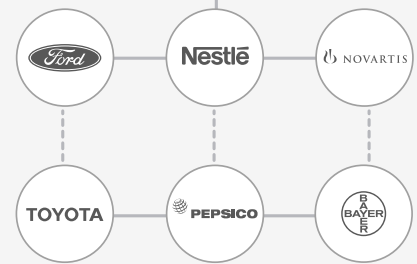
Activates prospects via direct e-mail nurture, ISR campaigns and digital ad retargeting.



Result:
More conversions
Targets only active accounts, directly connects you to opt-in buyers, and coordinates multi-channel outreach.



Process:
Resolves IP address to domain; eliminates Internet Service Providers (ISPs).



Lookalikes:
Pads the ad impression pool with "lookalike" accounts that didn't visit you and aren't in market.



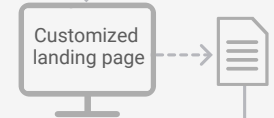
No direct connection to active, opted-in prospects.

No ability to follow up with active buyers via email nurture.

Can't connect Inside Sales to new, active researchers.



Only Programmatic Ad Targeting



Reroutes ad click-thrus to a personalized landing page. Requires form fill to know who the prospect is.



Result:
Fewer conversions
Roundabout campaign limited to a single engagement channel (digital ads). Wastes ad impressions on inactive accounts.