



# TechTarget Products & Solutions

Purchase intent-driven offerings built to fulfill specific marketing and sales needs.

- Primary use case
- Secondary use case

Use cases	Content Syndication	Data-Driven Display (Advertising)	Priority Engine™	Sales-Quality Leads™	Custom Content/ Research & Advisory	BrightTALK®	Contact Data Services
<b>Tech Marketing</b>							
Enhance Your Contact Database			●			○	●
Build Awareness	○	●	○		○	●	
Generate Better Leads	●		●	●	●	●	○
Drive In-person Event Attendance	●	○	●	○			
Deliver Virtual Events	●	○	●	○		●	
Convert Website Visitors		○	●		○	○	
Enable Sales/Channel	○	○	●	●	●	○	
ABM/ABX	●	●	●		●	○	○
<b>Tech Sales</b>							
Prioritize Outreach			●	○			
Reach the Right Prospects			●	○		○	○
Improve Response Rates			●	○	●		○
Access Live Projects			○	●			
Generate Meetings & Opps			●	●	●		
<b>Partner Marketing</b>							
Refine Joint Strategy & Messaging					●		
Expand Your Content Library					●	●	
Drive Partner Pipeline	●	○	○	●		●	
Recruit & Enable Channel Partners	●	●	●	●	●		
<b>Strategy &amp; GTM Expertise</b>							
Improve GTM Strategy & Execution			○		●	○	
Continuously Leverage Market Experts					●		