

Unlock your Most Relevant Audience and Powerful Intelligence to Boost Marketing and Sales Performance

Priority Engine™ drives opportunities to closed-won 35% faster by delivering real, active buyers at in-market accounts

Find bigger deals faster

Focus Sales and Marketing efforts on the hottest accounts and prospects actively researching in your market. Create efficiencies with automatic prioritization based on directly observed, recent and relevant research.

ABM that accelerates sales

Target and prioritize your accounts with an immediate need for your solutions. Identify active buying group members on your ABM lists from sources such as 6sense and Demandbase. Engage permissioned buying groups with content and advertising tailored to their individual interests and actions.

Outbound that secures meetings

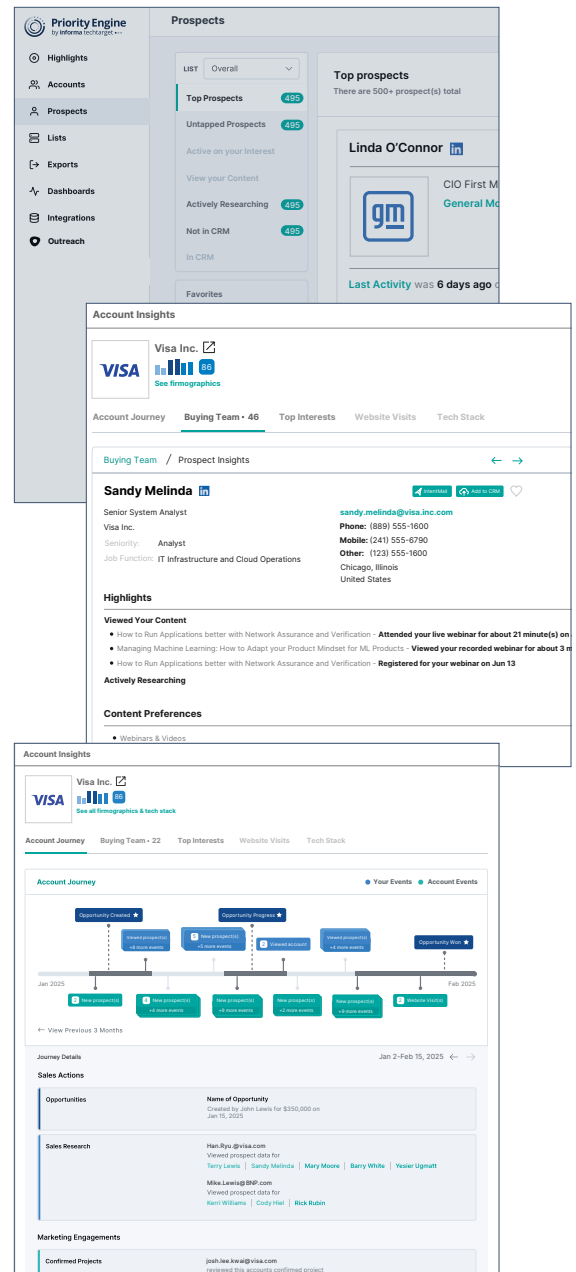
Add thousands of active prospects to nurture streams and sales cadences. Generate high-quality leads who are more likely to become opportunities.

Meetings that convert to pipeline

Access Prospect-Level Intent™ insights and granular account journey details in-tool and directly within Salesforce to have personalized, more meaningful conversations that become deals.

Enhance data effectiveness and accuracy

Fuel your systems and workflows with Priority Engine's active prospects from in-market accounts with one-click to add to your CRM and Sales Engagement Platform. Visualize your impact on opportunities, increase sales productivity and prove ROI.



The image displays three overlapping screenshots of the Priority Engine interface, illustrating its capabilities in prospect management and account insights.

Top Screenshot: Prospects List
 This view shows a list of prospects with filters for 'LIST' and 'Overall'. It includes counts for 'Top Prospects' (495), 'Untapped Prospects' (495), and 'Active on your Interest' (495). A specific prospect, Linda O'Connor, is highlighted with her contact information and a note about her last activity being 6 days ago.

Middle Screenshot: Account Insights for Visa Inc.
 This view provides detailed insights into the buying team for Visa Inc. It lists team members like Sandy Melinda, their roles, and contact information. It also shows highlights of content viewed by the team, such as webinars and research reports.

Bottom Screenshot: Account Journey for Visa Inc.
 This view visualizes the account journey over time, from January 2025 to February 2025. It shows various events like 'New prospect', 'Viewed prospect data', and 'Viewed prospect data for'. Below the timeline, there are sections for 'Sales Actions', 'Sales Research', and 'Marketing Engagements', detailing specific activities and research conducted by the sales team.

Over 500 technology vendors rely on Priority Engine for their success

Informa TechTarget named a Forrester Wave™ leader in intent data

Top Score in 12 areas critical to customer value and success

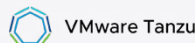


“ The combined offerings of [Informa TechTarget] further cement TechTarget’s leadership position in multi-level intent insights against accounts, buying groups, and contacts.”

*The Forrester Wave™:
B2B Intent Data Providers, Q1 2025.*

“ Priority Engine helps us see which accounts from our **target account list are actively in-market or engaging with our brand, and who the **actual buying team members** are within those accounts.”**

Heidi R., VMware Tanzu, Director, Global Marketing Operations & Analytics



“ We are able to have more meaningful, customized conversations that help direct our marketing messages.”

★★★★★
Nate S.



“ Priority Engine allows me to know prospects’ priorities so I can better target my outreach. It’s a crucial part of my daily prospecting effort.”

★★★★★
Morgan W.



“ The scale and accuracy of the data that we’re getting from Priority Engine is **unmatched.”**

Daniel B., Cato Networks, Sr. Director of Marketing



Priority Engine data is available for 320+ market segments across 13 geographic regions within the following tech categories:

- AI, Business Intelligence & Big Data
- Application Development
- Business Applications
- CIO & IT Strategy
- Cloud Infrastructure & IT Operations
- Customer Experience
- Data Center & Virtualization
- Data Protection & Storage
- End User Computing
- Health IT
- Networking
- Security
- UC & Collaboration

Priority Engine: Powered by the Informa TechTarget Data Advantage

Directly Observed, Real Prospect-Level Intent

See the exact topics your hottest prospects are personally researching, technologies they are considering and vendors they are evaluating to fuel more personalized and productive outreach.

Most Active Audience of Registered Buyers

Fill your database with registered, responsive, permissioned, GDPR-compliant prospects who are actively researching your solutions.

Largest B2B network of proprietary intent + most integrated campaigns

Informa TechTarget is the first place your buyers go, and our data isn’t available anywhere else. Easily activate intent with integrated media options in your workflows.

To learn more, visit informatechtarget.com/priority-engine or contact your Informa TechTarget sales representative today.

About Informa TechTarget

Informa TechTarget (Nasdaq: TTGT) informs, influences and connects the world’s technology buyers and sellers, to accelerate growth from R&D to ROI.

Informa TechTarget is headquartered in Boston, MA and has offices in 19 global locations. For more information, visit informatechtarget.com and follow us on [LinkedIn](#). Revised 6/25.

