

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.

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.

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.

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.