

Priority Engine™

Supercharge and Streamline Revenue Operations

Drive Opportunities 35% Faster and Enhance Your Tech Stack with Informa TechTarget Priority Engine™ Data

Informa TechTarget makes it easy to integrate new contacts and intent into your unique workflows. Our simple-to-setup CRM integration allows you to flow data bidirectionally, both to and from Priority Engine, helping you improve the way your data integrates and automates your processes. With more powerful data, you can inform your systems and tools for better results.

4 Reasons Informa TechTarget powers better Sales and Marketing Outcomes:

- 1. Proprietary audience of in-market buyers – not available anywhere else.** 40% of Informa TechTarget's Active Prospects are not available in leading 3rd party contact databases. Our unique proximity and access to your markets allow us to directly observe the people doing research and understand their buying activities.
- 2. Net new opportunity creation and faster closed-won deals.** Informa TechTarget's proprietary intent comes from registered, permissioned, active people – making it uniquely accurate, precise, and more impactful so you can create more opportunities and more closed-won business. On average, 37% of opportunities initiated by Priority Engine usage ended in a closed-won deal.
- 3. Quick, simple installation process.** Your Sales and Marketing teams can only be as effective as the data that fuels them. Priority Engine can be securely integrated with your CRM in 10 minutes to enable automated flows and power your systems via MAP or CRM. With our powerful proprietary data, you can identify active buying group members from in-market accounts, helping to strengthen your single source of truth.
- 4. Rigorous security and data privacy standards.** We take data seriously – that's why we've implemented continuously-evolving, robust procedures to meet stringent data security and privacy regulatory procedures including compliance with GDPR, CASL, CAN-SPAM, CCPA and SOC 2 regulations. Data collected is limited to non-sensitive contact information via voluntary member registration interactions and is used in accordance with our online privacy policies and notices.

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.



Informa TechTarget is architected to help you uncover and accelerate more deals – via our media and marketing services and direct audience/data flows into your systems



Experience results that make a real impact:

24% **Influence Pipeline at Scale.** 24% of customers' entire pipelined opportunities were influenced by Priority Engine usage.

80% **Uncover New Opportunities.** 80% of the opportunities Informa TechTarget influenced didn't exist prior to customers engaging with the account via Priority Engine.

40% **Identify New, Big Deals.** For deal sizes over \$100K, nearly 40% of customers' pipelined opportunities were influenced by Priority Engine usage.

To learn more about how you can improve your results, visit us at informatechtarget.com 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.

