

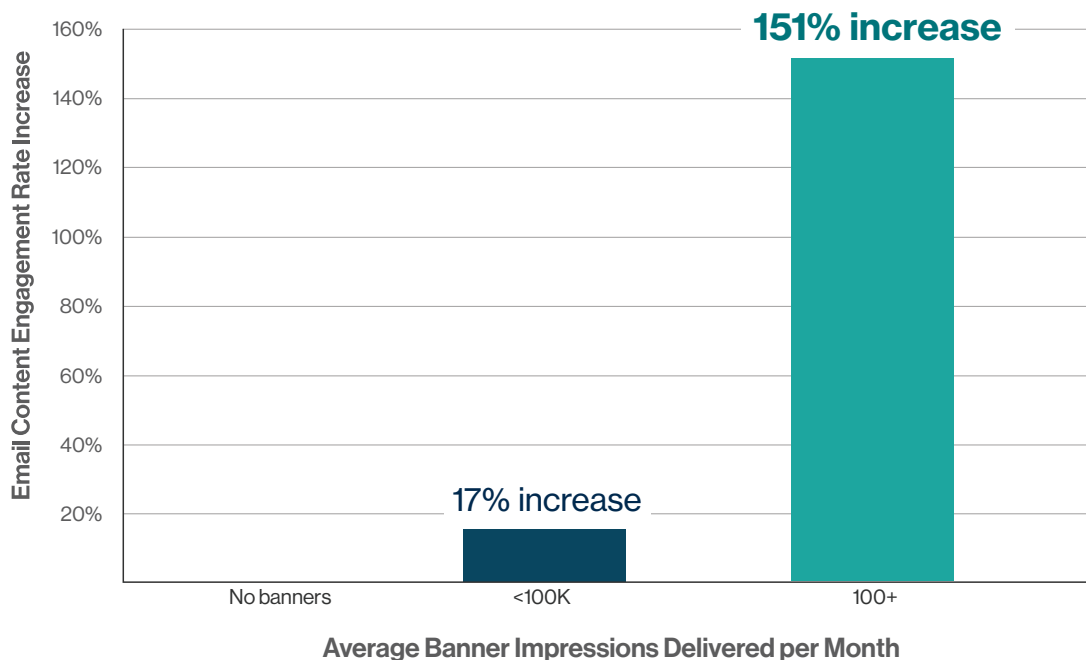
Accelerate IT Buyer Demand with TechTarget's Targeted Display Ads

TechTarget's Display Ads allow you to influence active, in-market tech buyers, significantly boosting brand awareness and engagement. Targeting tech buyers with display ads:

- increases their knowledge of your brand and solutions
- generates opportunities for customized interactions
- elevates market presence to boost other campaign tactics

A comprehensive analysis of TechTarget advertisers confirms this performance impact. Email content engagement rates increased 151% for advertisers running 100K+ impressions per month.¹

Targeted Display Ads Increase Audience Engagement



Integrating TechTarget's Display Ads with lead generation campaigns increases the effectiveness of both. Your target audience is much more likely to engage with your content when they experience your Brand across different marketing channels.

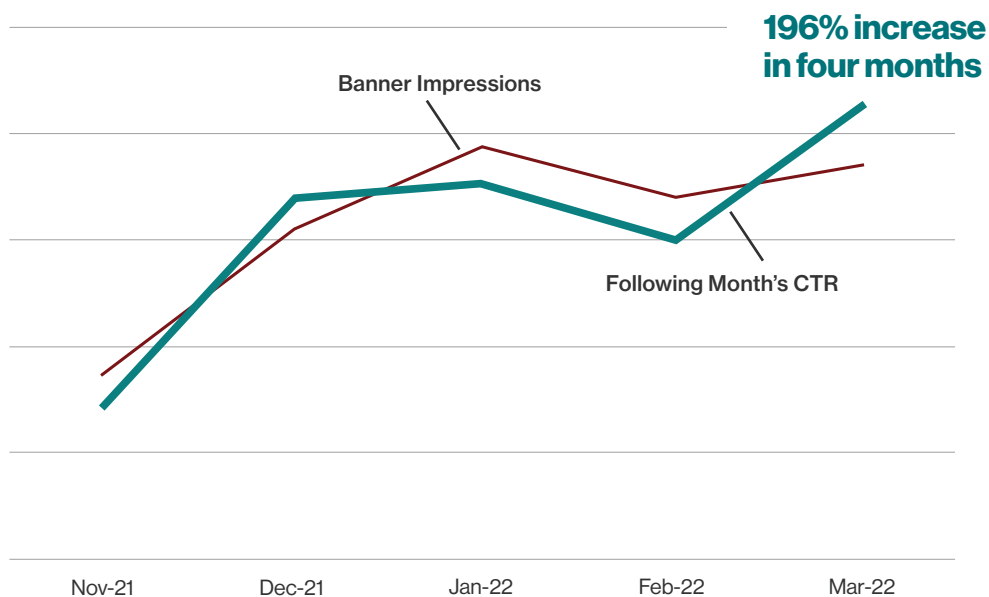
¹ TechTarget analysis of 122 advertiser display ad and 429 email lead generation campaigns from 93 mid-market and SMB vendors, November 2021–April 2022.

Content Engagement Timeline Confirms IT Buyers Respond to Display Ads

Take the example of a mid-market network security vendor who was focused on increasing awareness and engagement. By infusing the market with 800K+ targeted impressions, their email content engagement rate increased 196% over their five-month campaign.²

Interestingly, the vendor's next-month engagement rates consistently mirrored the increase or decrease in the volume of banner impressions in-market. **The number of impressions that reached their audience directly impacted the audience clicking on their email messaging.** A consistent display presence increased their chance to convert leads.

Consistent Targeting Increases Audience Engagement



Confirming the impact on demand

TechTarget's audience of active B2B tech buyers are researching solutions daily. When they see your targeted display ads, they're more willing to engage with your content. More touchpoints equals more influence. Elevate your entire campaign impact by integrating display ads with your lead generation efforts.

² TechTarget analysis of a mid-market network security vendor's display ad and email lead generation campaigns, November 2021–May 2022.

To learn more, visit techtarget.com/products/data-driven-display/ or contact a TechTarget sales 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.