

Accelerate pipeline with TechTarget's Confirmed Projects™

Deliver sales in-market buyers with rich project intelligence for new inroads to the deal

TechTarget's Confirmed Projects **accelerate pipeline by optimizing sales efforts against prospects that have directly confirmed a project in play and have a high likelihood to convert.** Supplement your marketing efforts by pinpointing Confirmed Projects for a solution you sell that have been educated on your brand.

Optimize Seller time on Confirmed Projects engaging with you and empower your sales team to personalize the conversation based on your customers' pain points. Each Confirmed Project has:

- **Conducted research on technologies in your market**
- **Been educated by your brand's content**
- **Directly confirmed an upcoming purchase** taking place within 12 months for a solution aligned to your technology market
- **Directly confirmed their purchase requirements, location, timeframe, and current short-list**
- **Triple verified** contact data
 - Valid phone number
 - Valid corporate email address
 - Confirmed to work at the organization

Why are Confirmed Projects better than BANT?

- **They're more responsive:**
Triple verification eliminates bad phone numbers and bounced emails to prioritize outreach against real buyers, while content enhancement increases awareness of your brand.
- **They're pre-qualified:**
We've already identified a purchase location and timeframe so you can target buyers at the right time and the right buy cycle stage, and they've engaged with your content so you know they are interested in your solution.
- **They're more likely to convert:** Buyers share unique purchase details with TechTarget, as a trusted 3rd party, that they won't share with you. This unique insight helps you spark interest and position your solution in the best light based on the current challenges and pain points.

To learn more, visit techtarget.com/products/sales-quality-leads/ or contact your 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.

©2023 TechTarget. All rights reserved. Revised 12/23.