



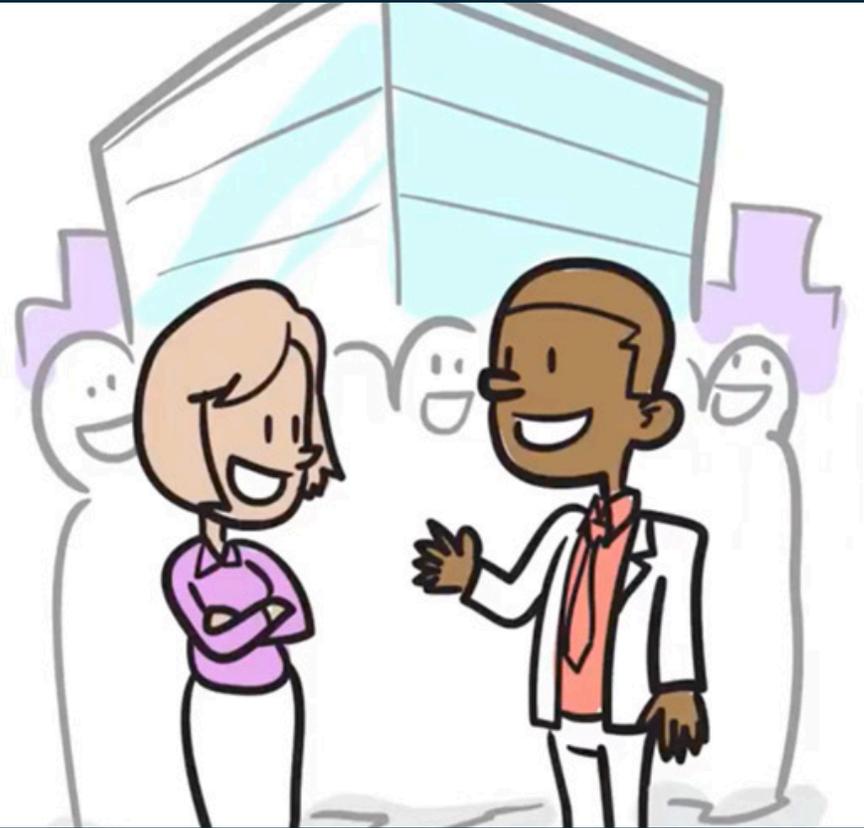
Harnessing the Power of Search

A GUIDE TO CAPTURING BUYER INTENT





AS A B2B TECH MARKETER, YOU HAVE TO FIND AND CONNECT WITH COMPANIES WHO NEED YOUR SOLUTIONS. YOU WANT TO ENGAGE TECHNOLOGY BUYERS THAT ARE EXHIBITING PURCHASE INTENT THIS MINUTE. BUT HOW?



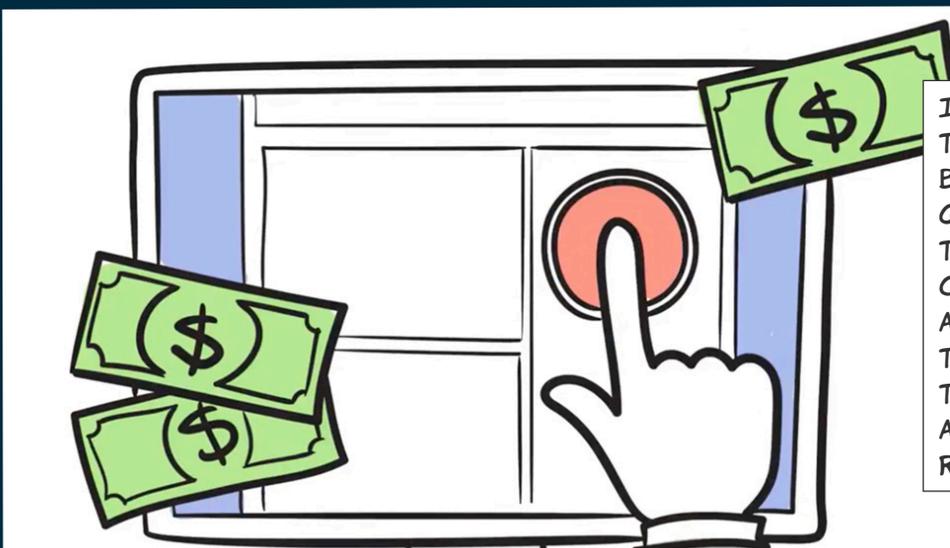
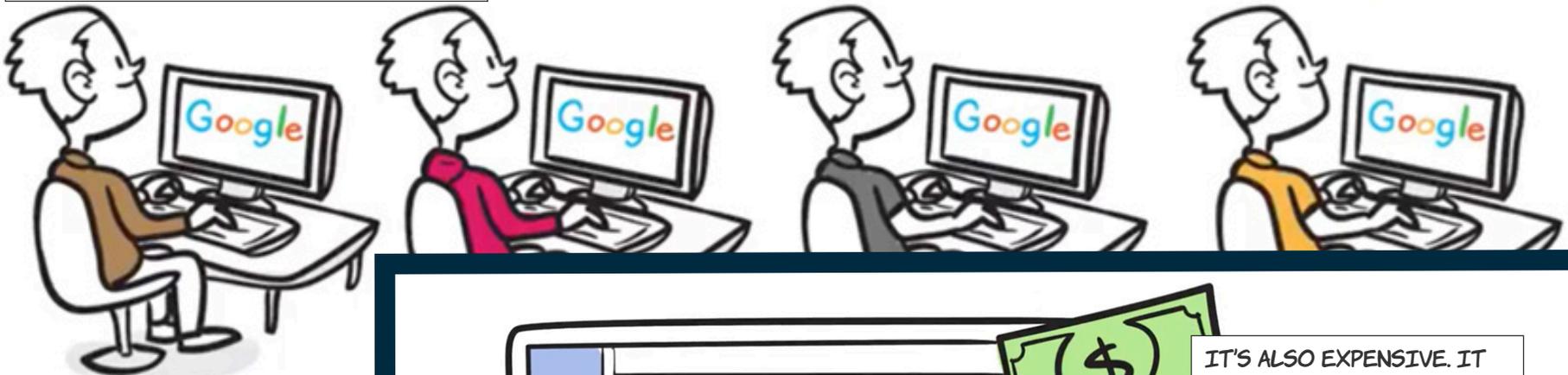
80% OF THE TIME, BUYER RESEARCH STARTS WITH A GOOGLE SEARCH.



AND SEARCH IS THE FIRST INDICATOR OF A BUYER'S INTENT TO PURCHASE. SO TO FIND ACTIVE BUYERS, YOU MUST SUCCESSFULLY LEVERAGE SEARCH.. WHICH IS MUCH HARDER THAN IT LOOKS.



BECAUSE BUYERS DON'T REALLY WANT TO HEAR FROM VENDORS AT THIS POINT IN THEIR SEARCH. IN FACT IT TAKES MORE THAN 12 SEARCHES BEFORE A TYPICAL BUYER FINALLY ENDS UP ON YOUR SITE.



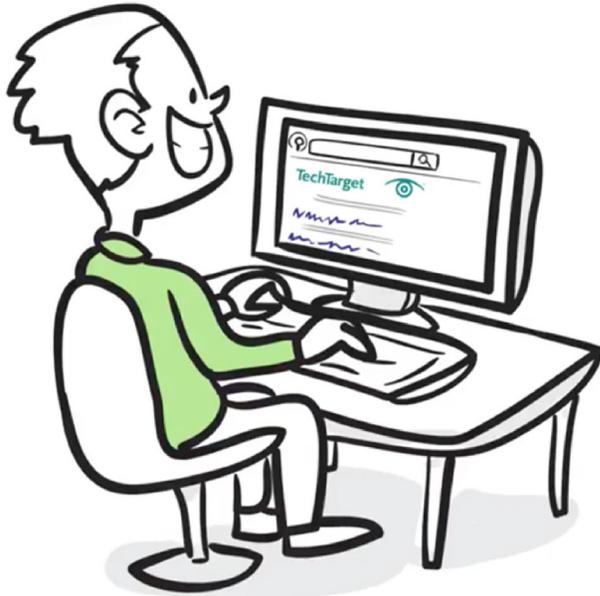
IT'S ALSO EXPENSIVE. IT TAKES TIME AND MONEY TO BUILD THE QUALITY AND QUANTITY OF CONTENT TO REACH BUYERS ORGANICALLY. THAT'S WHY A LOT OF PEOPLE TURN TO PAY PER CLICK, BUT THIS IS COSTLY TO SCALE AND PRODUCES LIMITED RESULTS.



THERE IS ANOTHER WAY. YOU CAN PARTNER WITH SOMEONE WHO ALREADY HAS THE SEARCH POWER YOU NEED, SOMEONE WHO CAN CONNECT YOU WITH BUYERS WHO ARE LOOKING FOR YOUR SOLUTIONS RIGHT NOW - TECHTARGET.



SINCE 1999, TECHTARGET HAS BUILT AN AMAZING CONTENT FOOTPRINT AND UNRIVALED TOPICAL AUTHORITY IN ENTERPRISE TECHNOLOGY.



275,000+ Pieces of Content

140+ Topically Specific B2B Enterprise Technology Sites

10,000+ Topics

800,000+ First Page Results

WITH 275,000 PIECES OF CONTENT ACROSS MORE THAN 140 SITES, WE ARE AT THE TOP OF SEARCH RESULTS IN EVERY MAJOR TECHNOLOGY MARKET.

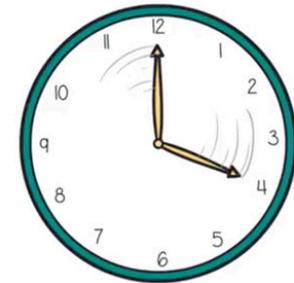
OUR APPROACH ACHIEVES GREAT SEARCH RANKING BECAUSE OF TWO FACTORS ALMOST IMPOSSIBLE TO REPLICATE ON YOUR OWN:

1. OUR 200 EDITORS AND 800 EXPERT CONTRIBUTORS CONTINUOUSLY CREATE RELEVANT, FRESH, SOLUTION-DRIVEN TECHNICAL CONTENT.
2. WE SPEND OVER 46,000 HOURS AUDITING, TESTING AND OPTIMIZING THAT CONTENT EVERY YEAR.

200 Editors

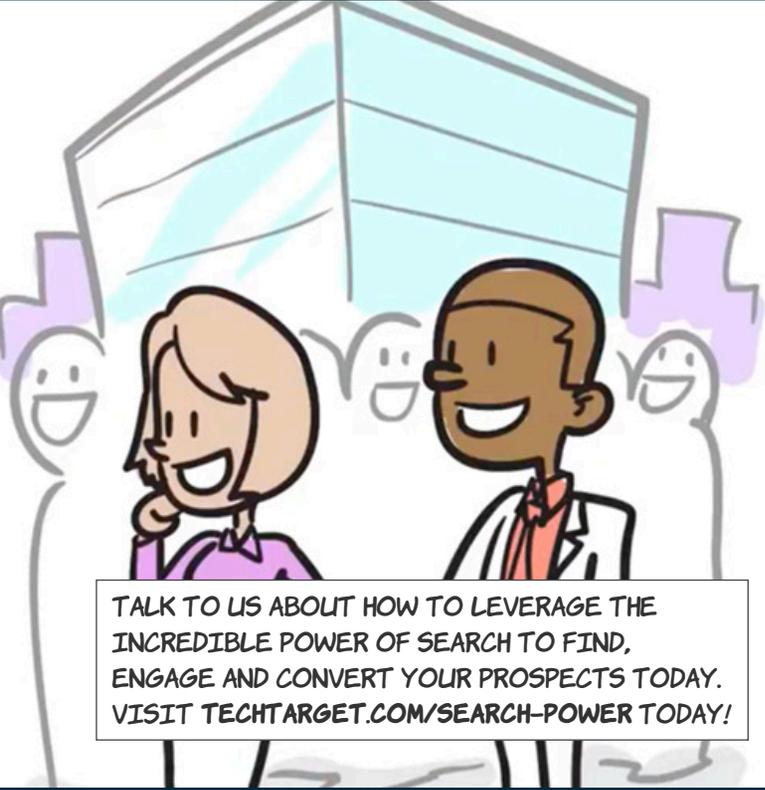
800 Expert Contributors

46,000+ Hours





THAT'S WHY WHEN THE ENTERPRISE TECH BUYERS YOU'RE LOOKING FOR HAVE A NEED, THEY FIND US FIRST, AND WE START LEARNING ABOUT THEIR PURCHASE INTENT AS SOON AS THEY LAND ON ANY OF OUR SITES. IT IS THIS PURCHASE INTENT INSIGHT THAT POWERS ALL OF OUR MARKETING AND SALES SOLUTIONS.



THIS MEANS BY PARTNERING WITH TECHTARGET, YOU CAN SHAPE THE BUYER'S PERCEPTION OF YOU FROM THE FIRST HOP OF GOOGLE ALL THE WAY THROUGH THEIR ENTIRE RESEARCH JOURNEY.

TALK TO US ABOUT HOW TO LEVERAGE THE INCREDIBLE POWER OF SEARCH TO FIND, ENGAGE AND CONVERT YOUR PROSPECTS TODAY. VISIT TECHTARGET.COM/SEARCH-POWER 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. By creating abundant, high-quality editorial content across more than 140 highly targeted technology-specific websites, TechTarget attracts and nurtures communities of technology buyers researching their companies' information technology needs. By understanding these buyers' content consumption behaviors, TechTarget creates the purchase intent insights that fuel efficient and effective marketing and sales activities for clients around the world.

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