

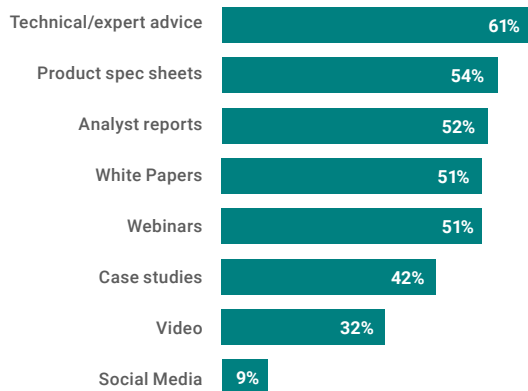
# TechTarget + BrightTALK: Access the Largest Source of Qualified B2B Buyers

TechTarget and BrightTALK® have joined forces to vastly expand Priority Engine’s visibility and reach into your market. The combination of both networks surfaces more accounts, active prospects and intent insights in Priority Engine™ – helping Marketing and Sales uncover more opportunities, connect with new buyers and make faster progress with the accounts you care about.

## Reach a massive untapped audience of highly engaged learners with BrightTALK

- **7M** registered, active tech buyers that prefer visual and interactive learning including webinars, videos and virtual events.
- High-quality intent signals earned from **4.4M** views per year, **2M** hours of engagement for an average of **20 minutes** engaged.
- **Only 4%** overlap with the TechTarget network. Reach and engage buying teams with different learning preferences.

### TechTarget audiences prefer text-based learning



### BrightTALK audiences prefer visual & interactive learning



# The BrightTALK Extender makes Priority Engine work better for you

The BrightTALK Extender gives you access to double the number of registered GDPR-compliant, active prospects and enhances Prospect-Level Intent™ signals available in Priority Engine. Access BrightTALK's proprietary community of high-quality, highly engaged prospects to reach a unique audience of B2B tech buyers.

## The power of Priority Engine and BrightTALK prospects

**Generate more high-quality leads** with double the active prospects to double your active TAM.

**Improve targeting and personalization** with brand-new insights about webinar and video engagement.

**Run more productive ABM campaigns** with more buying team contacts at target accounts.

### Included with BrightTALK Extender:

- Access to BrightTALK prospects and Prospect-Level Intent insights in Priority Engine.
- Automatic integration of your **BrightTALK channel** to access webinar engagement insights and the buying team members at those accounts directly in Priority Engine.

For more information on accessing BrightTALK prospects in Priority Engine, contact your TechTarget Sales representative or visit [techtarget.com/priority-engine](https://techtarget.com/priority-engine).

#### 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.

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