

**Solution Brief**

## Build and accelerate pipeline when you fuel more intelligent prospecting with Informa TechTarget

**With 81% of buying teams selecting a preferred vendor before engaging with sales, the window for meaningful influence narrows daily.**

Stop wasting time on cold outreach—focus your sellers on prospects who are already interested in what you sell and fuel the timely and relevant outreach required to connect and convert. Informa TechTarget helps Salesloft customers turn intent signals into sales conversations with active buyers who actually respond.

### Focus sellers on active buying groups researching relevant topics

85% of BDRs primarily focus on outbound activities. When they can't easily identify prospects with genuine interest in your solutions, they waste precious cycles pursuing false positives and hunting for viable contacts. This inefficiency directly impacts sales productivity, time-to-revenue, and team morale and performance.

Unlike vendors that provide only account-level signals, Informa TechTarget delivers directly observed, contextually relevant intent data at the individual person level so you can:

- Identify specific contacts actively researching solutions like yours
- Understand which buying groups are forming around particular topics
- Focus sales outreach on accounts demonstrating genuine interest

The result? More precise targeting that aligns your team with real, in-progress buying journeys.

**FORRESTER****WAVE CUSTOMER FAVORITE 2025**Intent Data Providers  
For B2B**FORRESTER****WAVE LEADER 2025**Intent Data Providers  
For B2B

## Why is Informa TechTarget's intent data different?

Buyers rely on our authoritative content to inform their research journey. Each day, we capture 1M+ intent signals as our audience of 50M+ B2B professionals engages with content across our network of 220+ research destinations. That's why our intent data is the most precise in B2B tech – and why it's only available from us.

## Fuel timely and relevant outreach with active, permissioned contacts

Your meticulously crafted Salesloft cadences deliver results only when populated with the right prospects. The challenge isn't simply finding contacts—it's finding enough contacts with a genuine need for your solutions. This explains why contact data ranks as the most requested resource among BDRs seeking to meet performance expectations.

Informa TechTarget continuously identifies new contacts from in-market accounts who are researching relevant topics across our network. These aren't just any contacts – they're permissioned buyers who can be contacted by email and phone. By automatically adding Active Prospects into topically aligned Salesloft cadences, your sellers can take immediate and relevant action on in-market buyers so they can get into deals earlier and create more opportunities.



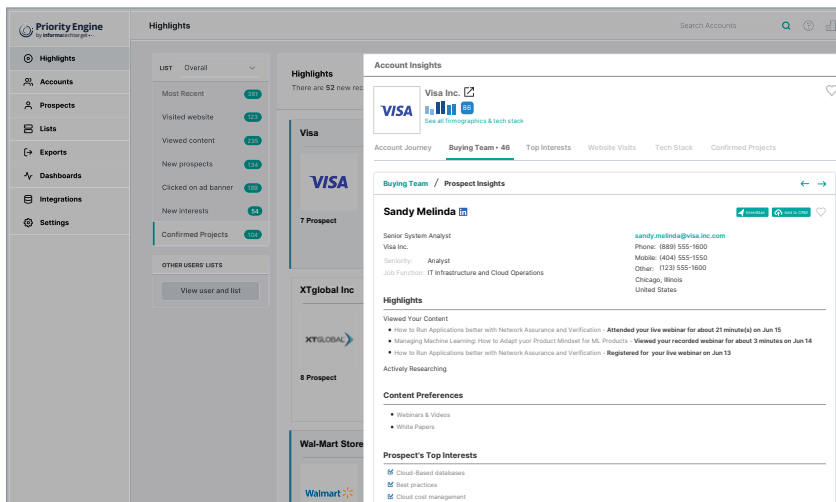
**NEW John Smith**  
Informa TechTarget Active Prospect  
Director of IT at Bank of America

- ✓ Gave permission for partner outreach
- ✓ GDPR, CCPA compliant
- ✓ Validated phone number
- ✓ Active within the last 90 days
- ✓ Personally viewed content relevant to your solution

If a contact is actively researching relevant topics, they are 13x more likely to click on an email and 5x more likely to respond to call than a cold contact.

## Arm sellers with the insights they need to have conversations that convert

With BDRs reaching out to an average of 9 contacts per account and making approximately 21 attempts per contact, the quality of each interaction matters tremendously. Without visibility into the specific topics each person cares about, sellers lack the context needed to tailor outreach that resonates with buyers.



The screenshot displays the Priority Engine Sales CRM interface. On the left is a navigation menu with options: Highlights, Accounts, Prospects, Lists, Exports, Dashboards, Integrations, and Settings. The main area is divided into sections. The 'Highlights' section shows a list of activities for 'Visa' with columns for 'LIST' and 'Overall'. The 'Account Insights' section for 'Visa Inc.' shows account journey, buying team (48), top interests, website visits, tech stack, and confirmed projects. Below this, 'Prospect Insights' for 'Sandy Melinda' shows her role as Senior System Analyst at Visa Inc., her contact information, and a list of highlights including webinars and product demonstrations. At the bottom, 'Content Preferences' and 'Prospect's Top Interests' are listed.


Informa TechTarget delivers insights into the specific needs, pain points, and topics of interest for each individual buyer in Priority Engine Sales and your CRM. With this contextual intelligence at their fingertips, sellers can personalize every touchpoint based on actual research to capture attention, open doors, have relevant conversations, and create pipeline.

## Informa TechTarget Active Prospects in action

**OPPORTUNITIES**

**\$10M**

In pipeline in 9 months



**LEAD CONVERSIONS**

**4X**


Increase in lead conversions using Priority Engine



**PIPELINE CONTRIBUTION**

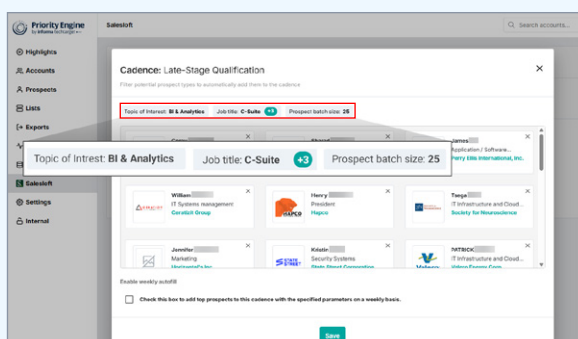
**60%**

Pipeline contribution from marketing to sales YoY

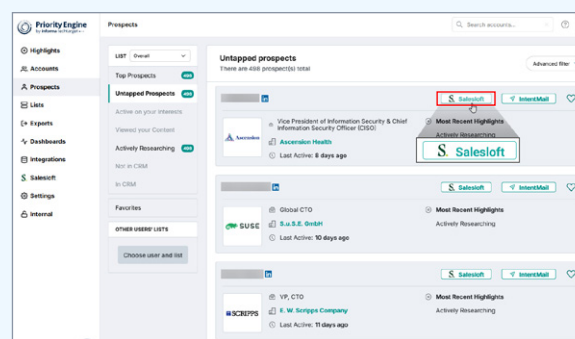


## How the Priority Engine + Salesloft integration works

The Priority Engine + Salesloft integration improves operational efficiency and maximizes sales productivity:



Automatically deliver Active Prospects who meet topic and job role criteria to a topically aligned Salesloft cadence on a weekly basis



Immediately add one or more Active Prospects from Priority Engine directly to a relevant Salesloft cadence with the click of a button

## Why it matters to you

### Benefits for Demand Marketers

- More precise targeting
- Active, permissioned contacts
- Improved conversion

### Benefits for Sales Leaders

- Less time searching, more time selling
- Improved sales efficiency and productivity
- Pipeline creation and acceleration

### Benefits for Sellers

- Active contacts who actually respond
- Add buyers to sequences in seconds
- More connections, more meetings

### Benefits for Operations

- Direct integration with Salesloft
- No more data silos
- Automated, streamlined workflows

Ready to turn intent signals into sales conversations with active buyers who actually respond? **Contact us** to get started.

### 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](https://informatechtarget.com) and follow us on [LinkedIn](#). Revised 6/25.

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