Priority Engine™

How to use TechTarget Priority Engine™ to supercharge your sales efforts

What is Priority Engine and how can it help you?

Priority Engine helps sellers find more opportunities, book more meetings, and close more deals, by identifying the accounts and prospects that are actively researching your solutions today. How?

Priority Engine tells you:

- **Who to contact:** Identify in-market accounts and prospects in your territory.
- **Where to start:** Prospects and accounts are prioritized for you based on real-time activity.
- **What to say:** Receive insights into what is being researched by prospects and accounts – including topics and vendors of interest and how they are engaging with your company's content to personalize outreach to their specific interests to increase engagement and response.

Getting started: Logging in

If this is your first time logging in to Priority Engine, you'll need to register using your corporate email address. After registering, you will receive an email with instructions on how to complete your registration.

Register: https://itda2.techtarget.com/itda/security/register

Login: https://itda2.techtarget.com/itda/pe/login

Pro Tip: Bookmark the login link! If you need help logging in, email PriorityEngineHelp@techtarget.com.

Accessing Your Active Accounts and Prospects

Locating your Account List

- Account List(s) are located on the Priority Engine Home Page.
- Your Account List contains the active accounts in your defined sales territory or list of target accounts.

Note: *Your Priority Engine Admin has setup your list(s) for you based on your responsibilities. For questions on your list setup, contact the Priority Engine Admin at your company, your TechTarget Customer Success Manager or PriorityEngineHelp@techtarget.com.*

TechTarget

How we do it

- TechTarget owns and operates 150+ technology-specific websites to educate tech professional on upcoming purchases.
- These sites rank highly in Google search – meaning millions of prospective tech buyers are researching on our sites.
- These buyers' opt-in, agreeing to be contacted by partners like you.
- Based on what they research on the TechTarget network, we determine exactly what topics they are interested in, and how interested they are – and make that information available to you in Priority Engine.

Why it matters to you

- TechTarget's highly ranked articles attract the buyers you want to contact because they're the people researching solutions in your market – no one else can tell you who these people are.
- TechTarget's active prospects provide their information to us and have opted-in to be contacted.
- Cross-referenced with your accounts, Priority Engine tells you exactly who you should care about, and the insights needed to break-in, all based on their actual research behavior. No one else can tell you what these individuals are researching.

For more information about TechTarget's intent data, watch our video here.

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There Are Two Ways to Sort and View Your Account Lists

Your Top Accounts	Go here to identify which of your accounts are active this week.
Your Top Prospects	Go here to identify specific prospects at your accounts who are active this week.

Your Top Accounts View

Common use cases:

- **Penetrate net new business: Set the meeting**
  - Identify newly active accounts in your territory
  - Filter by specific types of accounts
  - Gather background information and find insights to break-in
  - Identify the buying team at your accounts and know who to contact first
  - Research individual buying team members to tailor outreach to each prospect
- **Upsell/cross-sell**
  - See what other topics and solutions accounts are actively researching
- **Progress the deal, close the opportunity**
  - Search for and research specific accounts prior to a call
- **Renew and protect your current customer relationships**
  - See when existing customers are actively researching competitor's solutions. Create competitor views or search for your accounts to check-in on current customers prior to renewal

Below, learn how to access and filter your active accounts, search for accounts, find account details and insights, and identify the buying team members.

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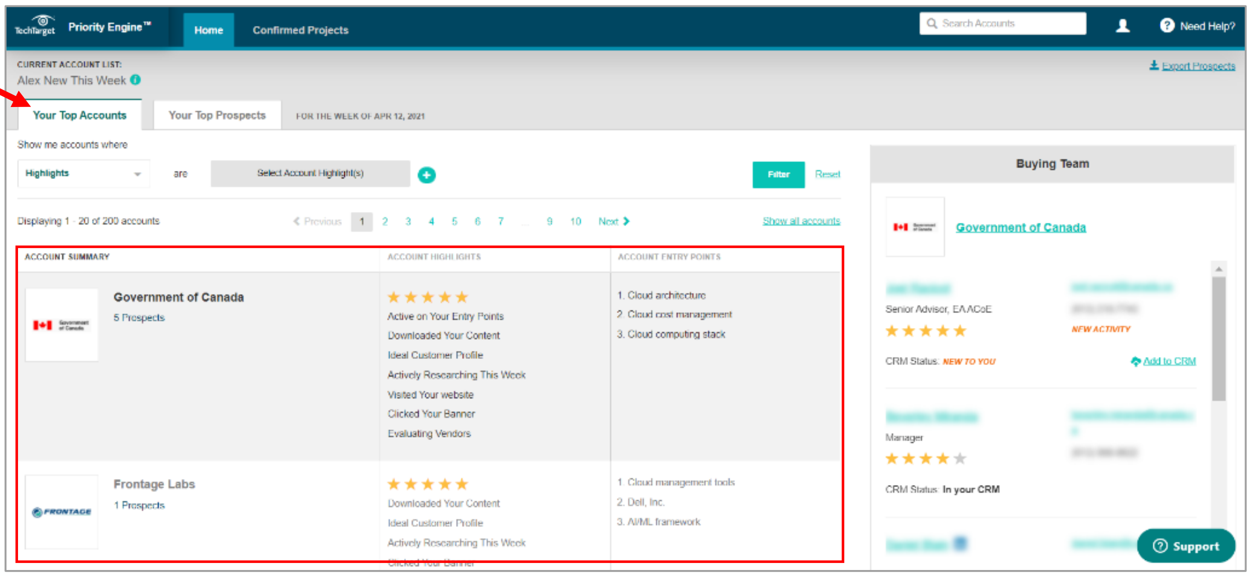
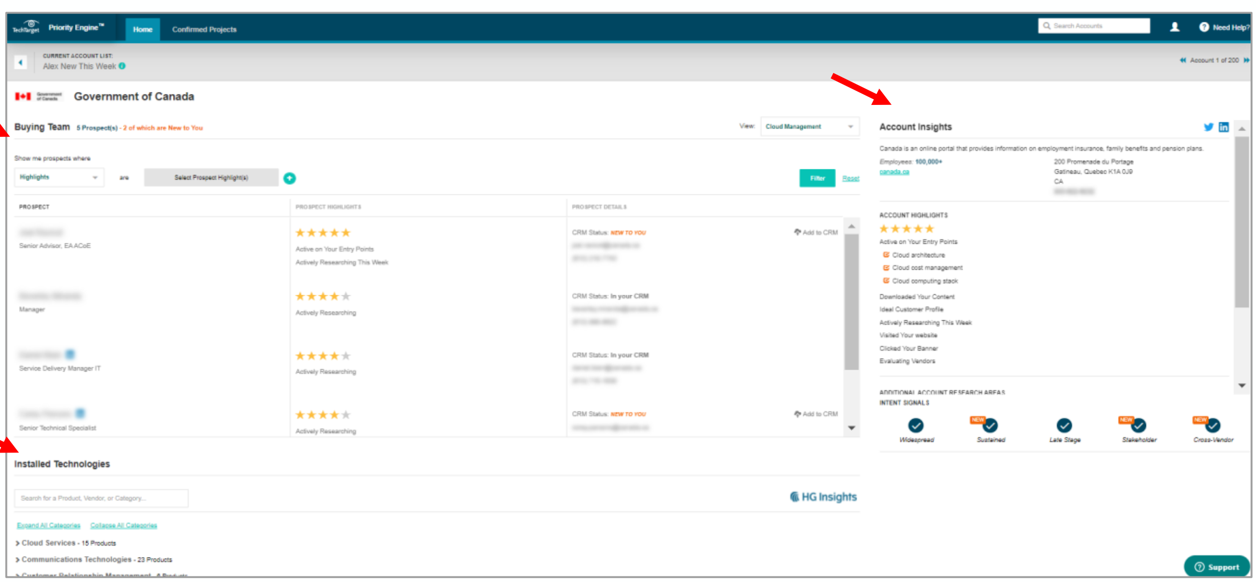
Once you click into the **Your Top Accounts** view, you will see a prioritized list of active accounts in your territory. Your accounts are priority-ranked each week based on the recency and frequency of their research activity, direct engagement with your content, your website, and how they align with your organization's ideal customer type and/or key entry points into deals. This list of Top Accounts is refreshed and ranked weekly based on these criteria.



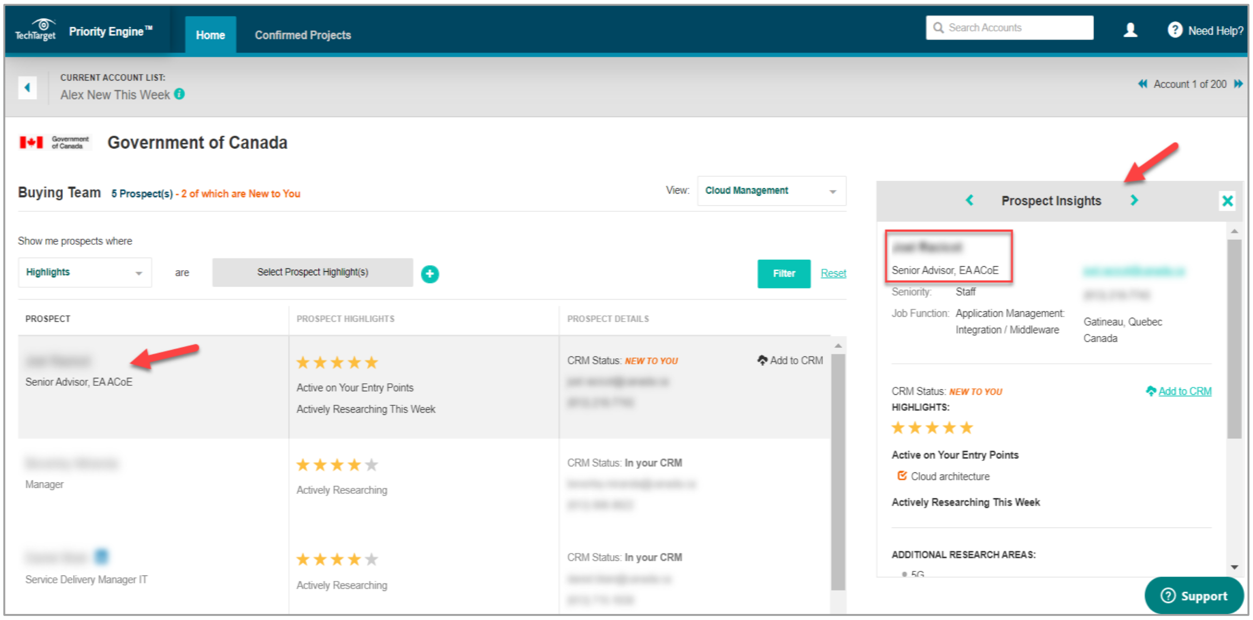
Drilling into an individual account: Finding account details and insights

Click on an individual company from your account list. Here is where you will find everything you want to know about the account, including: prioritized and scored buying team members, account insights and the technology that account has installed.



Drilling into an individual contact: Finding prospect details and insights

From the Account Details page, click on a prospect's name to bring up the Prospect Insights Window. Here you will find contact information and insights for that individual to help tailor your outreach.



Your Top Prospects View

Common use cases:

- **Penetrate new business: set the meeting**
    - Prioritize outreach to the right prospects: access the most engaged, active and top-ranked contacts in your territory
    - Find contact information and in-depth prospect level insights to identify what to say in your outreach
    - Build cadences and set up calling campaigns: create a prospect list based on a shared attribute and leverage the same cadence for all prospects on the list so you can move faster
- **Upsell/cross-sell**
    - See what other topics or solutions prospects are actively researching and interested in

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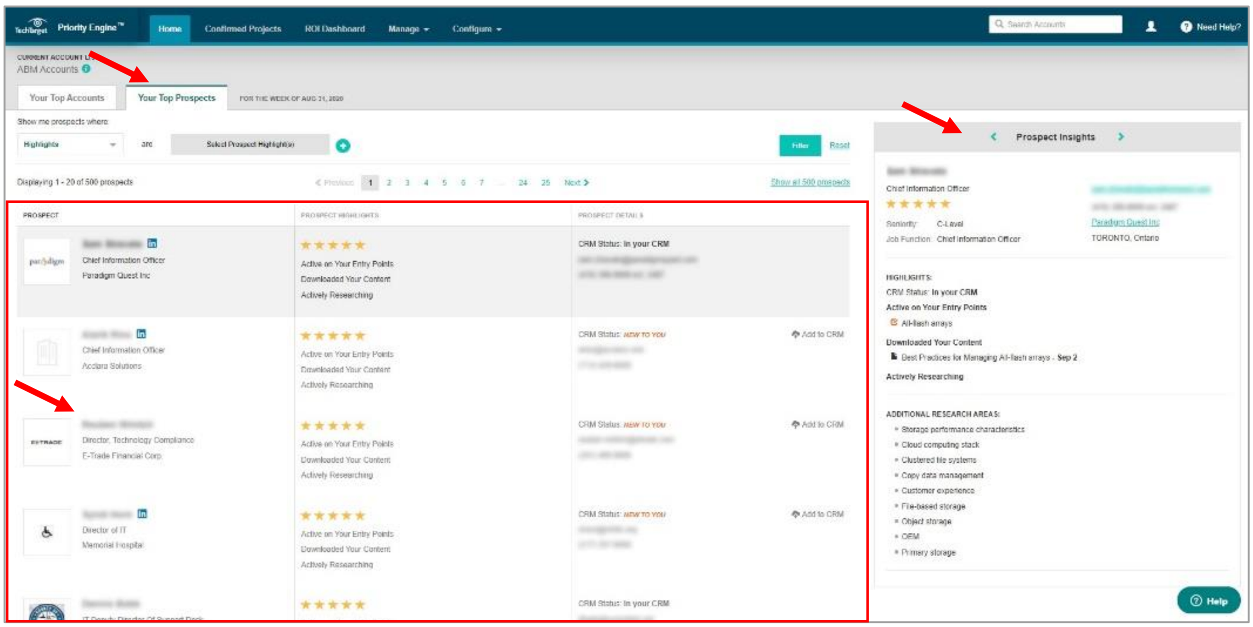
Below, learn how to identify and filter the most active prospects across your territory and find prospect details and insights for tailoring your outreach.

Once you click into the **Your Top Prospects** view, you will see a prioritized list of the active prospects within your territory. Your prospects are priority-ranked each week based on their engagement with your content and the recency and relevancy of their research. This list of Top Prospects is refreshed and ranked weekly based on these criteria.



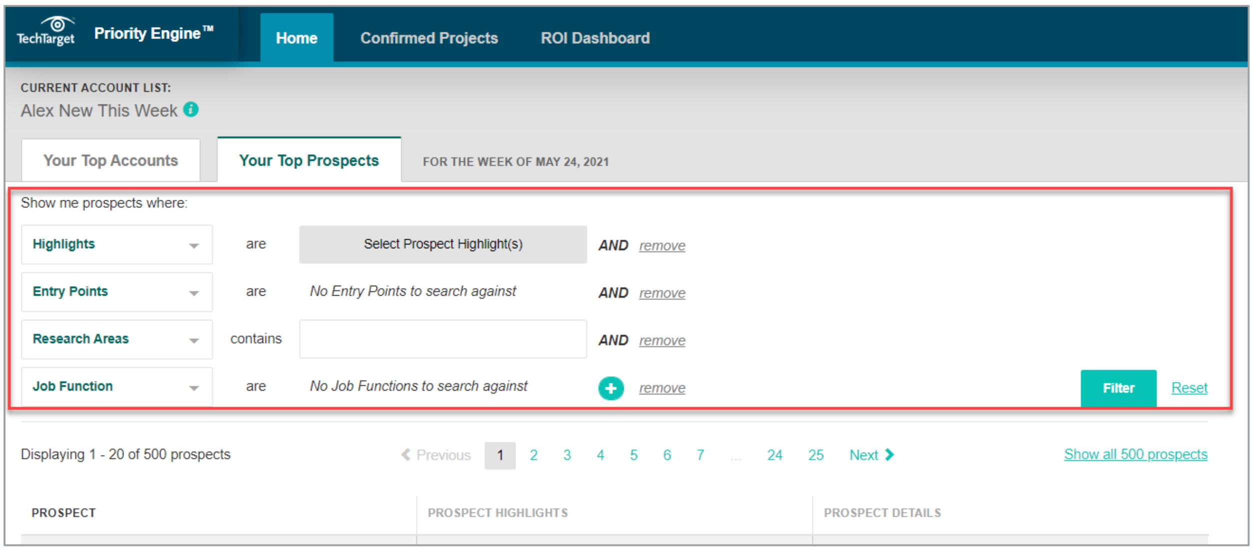
Finding prospect details and insights

On the Top Prospects page, you will see the Prospect Insights Window, containing everything you want to know about the prospect, including their score, contact information and job title, level of seniority, job function, highlights, Entry Points, Research Areas, and prospect type.

Pro Tip: You can click on the account name or logo to get back to the account details page.

Filtering your prospects

Filtering your prospects can help you easily create specific types of lists for easy repeatable outreach efforts. To identify your active accounts containing specific attributes, you can filter your accounts by Highlights, Entry Points, Research Areas, Job Function, Title, Seniority, Location, Account Name, Phone, or Prospect Name. Use multiple criteria to narrow down specific types of prospects to help create call and email lists when you want to reach similar types of prospects.



Prospect Filtering Best Practices:

- Use the **Highlight** filter "Downloaded Your Content" to view only those prospects that have downloaded your organization's content from a TechTarget content syndication program
- Use the **Entry Point** filter "Cloud Computing" to view only those prospects researching that specific topic
- Use the prospect filter **Research Areas** to identify the prospects at accounts researching specified topics and vendors
- Use the prospect filters **Job function**, **Title**, or **Seniority** to find prospects with certain job specific details
- Use the prospect filter **Location** to find all prospects in a specific location
- Use the prospect filter **Name** and **Phone** can be used to look for a specific person

Using intent insights in your outreach

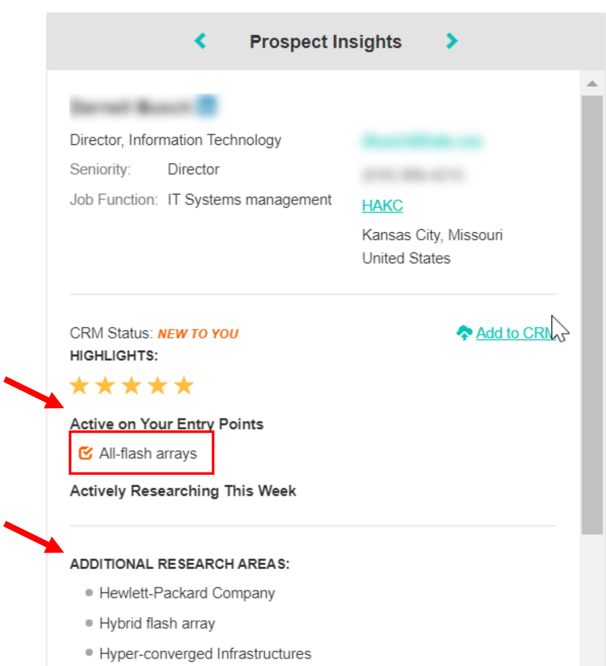
Now that you're familiar with identifying, searching for and filtering by different types of Priority Engine accounts and prospects, you're ready to start personalizing your outreach using intent data.

Prospecting with intent insights

Using the Prospect Insights window, find everything you need to know to reach out to your prospects – from their demographic details (contact information, job information, LinkedIn profile URL, company information) - to their behavioral activity and technology interests.

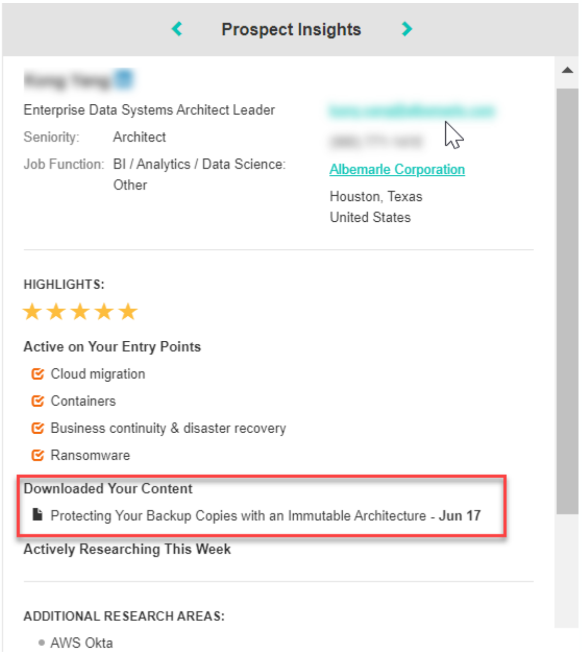
- **Priority 1. Entry Points** - The topics and vendors of interest a prospect is researching that were also identified by your organization as key interest areas or common openings into deals.
- **Priority 2. Additional Research Areas** - The topics a prospect is actively researching but were not identified by your organization as key areas of focus or alignment to common business objectives.

Pro Tip: If you see both Entry Points and Additional Research Areas, it's always smart to start with Entry Points since those have been flagged as relevant to you by your organization.



- **Entry Points:** Use the topic being researched to personalize the topic of your outreach.

"Hi, I'm reaching out today because we've had recent success helping companies leverage **Your Solution** to help save them money with **All-flash arrays**."



- **Downloaded Your Content:** Use the topic of the content downloaded by the prospect to personalize the focus of your outreach and highlight where your solution can help solve their pain point.

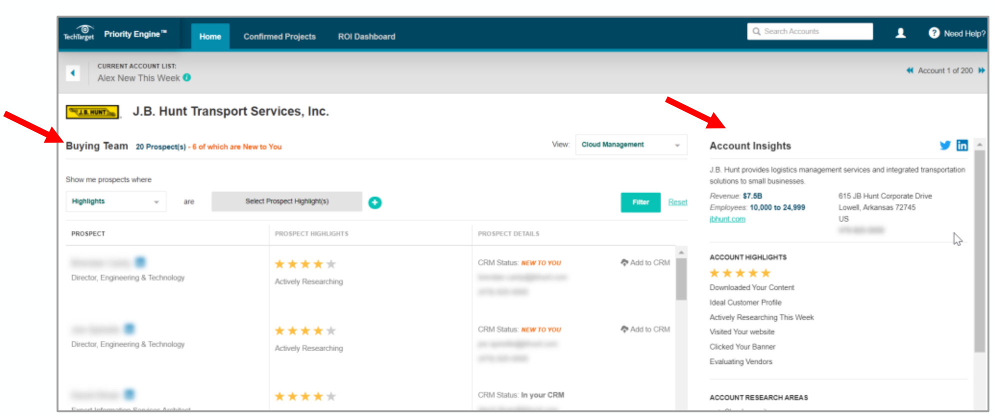
  For example, seeing the content 'Protecting Your Backup Copies with an Immutable Architecture' was downloaded, use the topic of 'Ransomware' in your outreach.

> "Hi, Your data is constantly under attack – not just your primary data but your backup data – from malware including ransomware. **Your Solution** has been proven to help business be more efficient in protecting your backup copies."

Pro Tip: It's important to remember not to sound like you're tracking a prospect's every move when you reach out. Even though they've opted-in, it's always a best practice to first ask if they're interested in a solution for the topic they are researching. For more tips on do's and don'ts for selling with intent, check out our video here.

Breaking into an account with insights

Once you know the account you're going after, use the Account Details page to identify the key prospects on the buying team you want to reach and their account insights to better break in.



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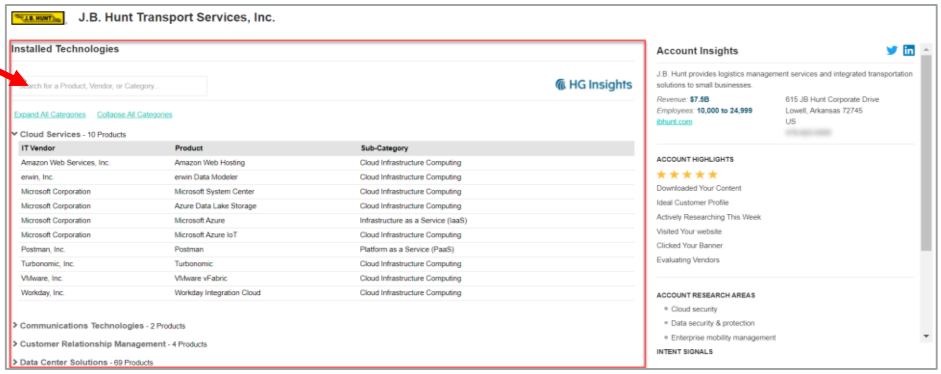
- **Installed Technology** - Scrolling down the page, you will find the tech stack the account currently has installed under Installed Technology. Use Installed Technology insights to personalize outreach when trying to break in at an account. Use the search bar to see if they have a specific technology installed.



For example, if you see the account has Amazon Web Services installed and your solution works well with AWS, add this into your outreach. A great way to use this is in the subject line:

Subject line: "**YOUR SOLUTION** and **Amazon Web Services** reach new heights"

For more, check out our outreach suggestions here, or watch the sales training video series here.

Congratulations! You now understand the basics of how to use Priority Engine and are ready to start finding more deals! For more guidance or questions, check out some of our helpful links below.

Helpful Resources & Support

- **Live Training and Support:**
  - Contact your Customer Success Manager
- **Troubleshooting + Account List Updates**:
  - PriorityEngineHelp@techtarget.com
  - Login issues, troubleshooting, account & list updates

On-Demand Resources:

- Knowledge Base
- Sales Training Videos
- Support

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