

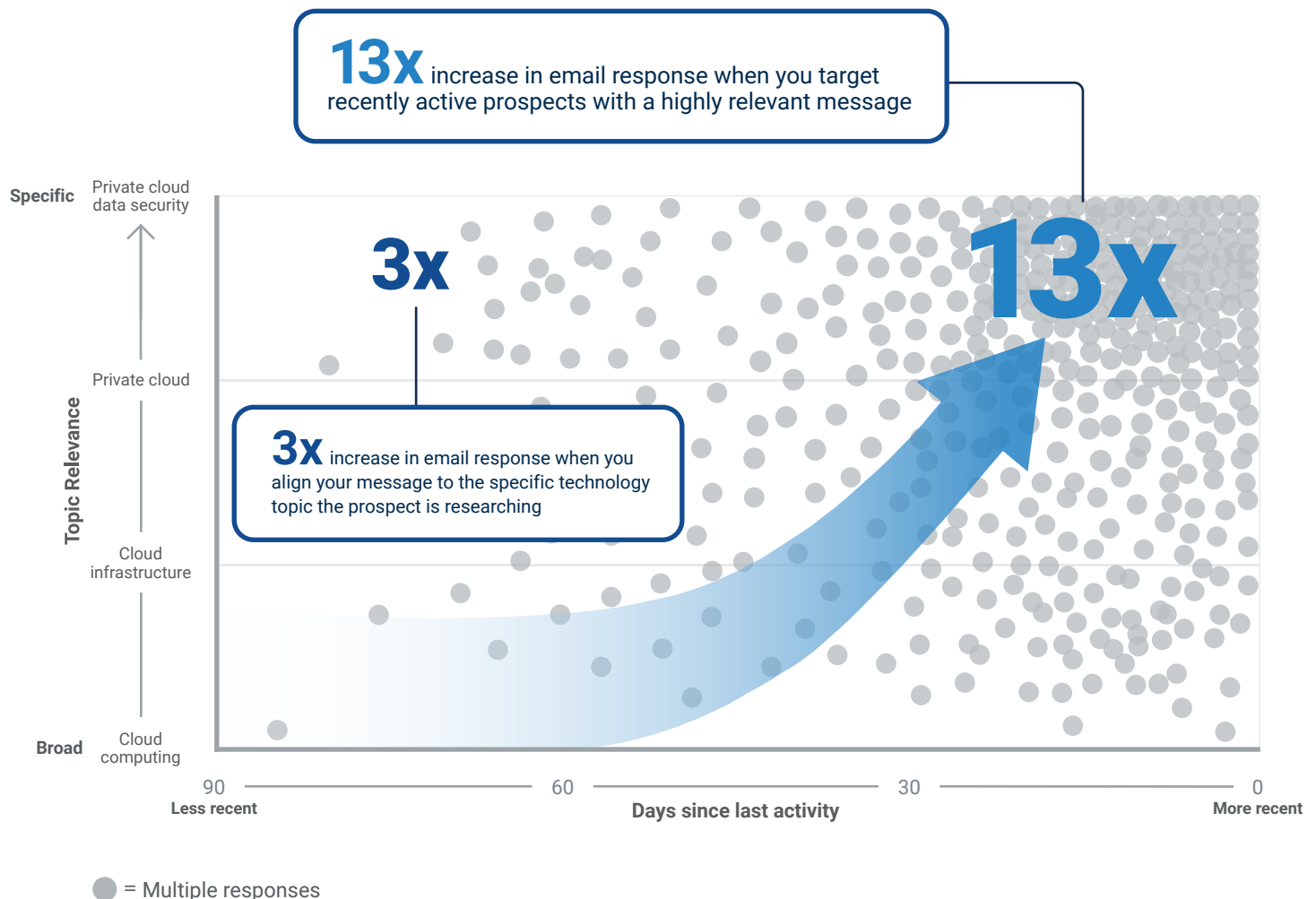
Activity Matters

Better Response = Recency + Relevance

Achieve as much as 13x increase in email response rates targeting active prospects

TechTarget's recent content marketing email test shows that you achieve peak email performance when you target prospects who have been:

- Recently researching solutions in your market
- With a message that's highly aligned to their specific technology needs



See why Priority Engine's active prospects continue to outperform traditional cold contact lists. Visit techtarget.com/priorityengine.

Source: Internal TechTarget call conversion test comparing cold contacts vs. TechTarget Active Prospects, 2023

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