

The right contacts, clean and complete

Functioning as a contact hub, TechTarget's Contact Data Services ingest streams from a network of partners including traditional data companies, publishers and social media sources. The result is **over 70 million U.S. B2B records** under management.

When provided with your list specifications, our List Optimizer™ searches deep within each account for the best possible contacts to meet your objectives. By supporting you with more contacts to begin with, we can help maximize your TAM – the foundation for building out all of your broad-based sales and marketing initiatives.

TechTarget contacts and associate fields are assembled and managed using continuous, rigorous hygiene processes to ensure the best accuracy available anywhere. Our proprietary Data Quality Model combines multiple quality signals with real-time email and social verification to achieve remarkable record accuracy.

Data append

To determine your contact data needs, we shine a spotlight on your database, assess its completeness and deliver only what you require. Our objective is to improve your lead scoring, your predictive analytics, content alignment and campaign performance.

To learn more, visit techtarget.com/contact-data-services or contact your TechTarget sales representative today.

“We’ve used it for multiple one-off data appends with solid results. We did QA on a sample, data looked good, and we proceeded to update our CRM accordingly.”

– Scott Heinemann,
Marketing Automation
Specialist,
Avalara

“The go-to source for data intelligence. Their technology network of data sources, and creativity differentiates them from all other providers. In ten years they have never let me down.”

– Katherine Watson,
Senior Marketing Director,
LexisNexis

“They helped us create an impactful, measurable and REPEATABLE process for keeping our database healthy.”

– Kate Sarkissian O’Leary,
Senior Manager,
Database Marketing,
Brainshark