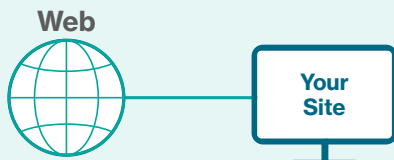# Convert More Web Visits to Leads
with Priority Engine™ Inbound Converter

Unlike Demandbase, Terminus and AdRoll, TechTarget's Priority Engine connects Web accounts to active, opted-in buyers and uses three methods to help you convert them.

TechTarget   vs.   Demandbase, Terminus, AdRoll

TechTarget

Web → Your Site

Process:
Resolves IP address to domain; eliminates Internet Service Providers (ISPs).

Priority Engine™

Using Priority Engine, filters only on accounts with high propensity to buy in your market.

1. CardinalHealth
2. BANK OF AMERICA
3. BOEING

Ranks Active Accounts:
Account list is continuously refreshed and re-ranked, capturing and prioritizing real-time inbound interest.

Total BuyingTeam:
Directly links to the opted-in prospects with recent, relevant research activity.
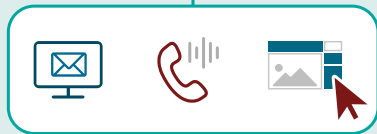
Activates prospects
via direct e-mail nurture, ISR campaigns and digital ad retargeting.

Result:

More conversions
Targets only active accounts, directly connects you to opt-in buyers, and coordinates multi-channel outreach.

Demandbase, Terminus, AdRoll

Web → Your Site

Process:
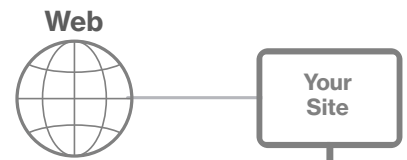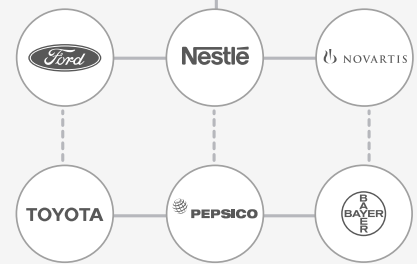Resolves IP address to domain; eliminates Internet Service Providers (ISPs).

Ford · Nestlé · NOVARTIS
TOYOTA · PEPSICO · BAYER

Lookalikes:
Pads the ad impression pool with "lookalike" accounts that didn't visit you and aren't in market.
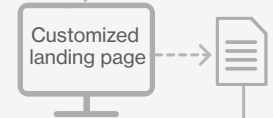
No direct connection to active, opted-in prospects.

No ability to follow up with active buyers via email nurture.

Can't connect Inside Sales to new, active researchers.

Only Programmatic Ad Targeting

Reroutes ad click-thrus to a personalized landing page. Requires form fill to know who the prospect is.

Customized landing page

Result:

Fewer conversions
Roundabout campaign limited to a single engagement channel (digital ads). Wastes ad impressions on inactive accounts.

For more info, visit techtarget.com/priorityengine.