



**FOR IMMEDIATE RELEASE**

## **TechTarget Acquires Enterprise Strategy Group (ESG), a Leading Provider of Decision-Support Content for Enterprise Tech Buyers and Sellers**

**Newton, MA — January 4, 2021 — [TechTarget, Inc.](#)** (Nasdaq: TTGT), the global leader in B2B technology purchase intent data and services for marketing and sales, today announced the acquisition of The Enterprise Strategy Group, Inc. (ESG), a leading provider of decision-support content based on user research and market analysis for global enterprise technology companies.

Founded in 2000, ESG combines deep practitioner knowledge and extensive primary research to develop purpose-built content deliverables that help buyers buy and sellers sell. With content that addresses the key aspects of the buyer's journey, ESG helps technology vendors create greater buyer confidence. ESG applies its expertise in all of the key go-to-market segments served by TechTarget, including: Cloud Services & Orchestration; Converged Infrastructure; Cybersecurity; Data Platforms, Analytics & AI; Data Protection; Digital Workspace; Networking; and Storage.

ESG's capabilities are a natural complement and extension of TechTarget's value proposition to its customers. The transaction deepens TechTarget's base of decision support content and adds new fact-based, research-driven content that customers can use in marketing and sales outreach targeting the accounts and prospects identified by purchase intent insights. ESG's analysis and segment expertise improves TechTarget's ability to help its customers navigate the specific dynamics of individual technology markets and extends upon the value delivered by the company's 140+ technology-specific websites. TechTarget's significant base of engaged buyers advances ESG's efforts to help technology vendors understand what issues resonate with users and how best to reflect those dynamics in their content outreach.

"We're super excited about the value ESG provides to our clients and our members" said Michael Cotoia, Chief Executive Officer, TechTarget. "Together, we can provide enterprise technology buyers much richer information support across their buyer's journeys. For our clients, adding ESG to the unmatched intent data and services we've long-provided means we can further increase their productivity gains and business yields end-to-end across go-to-markets."

Added Steve Duplessie, Enterprise Strategy Group's Founder: "ESG delivers highly relevant, purchase cycle-focused content specifically built to support buying and selling. As such it helps fill critical gaps that have long increased costs and cycle times on both sides of the process. Adding

depth to and building on TechTarget's existing strengths in content, process support, and data creates clear, easily accessed value for both clients and end-users."

ESG's core decision-support content offerings are its primary and fastest-growing business area. Their 27 researchers and analysts work with customers to determine where their marketing and sales strategies require fact-based content support to drive successful outcomes. The company's capabilities include technical validation, economic analyses and customized end-user research which enables the creation of highly actionable, extremely useful, interactive content deliverables and tools. ESG content supports product launches, competitive positioning, channel enablement, ABM-focused outreach and many other campaign objectives.

"As a long-time customer of both TechTarget and ESG, I see an incredible opportunity for enterprise technology companies to accelerate growth and success in their markets by leveraging these powerful and unique services together," said Ed Walsh, former GM of Storage within IBM's Systems Group and current CEO of ChaosSearch.

## **About TechTarget**

[TechTarget](#) (Nasdaq: TTGT) is the global leader in purchase intent-driven marketing and sales services that deliver business impact for enterprise technology companies. By creating abundant, high-quality editorial content across more than 140 highly targeted technology-specific websites, TechTarget attracts and nurtures communities of technology buyers researching their companies' information technology needs. By understanding these buyers' content consumption behaviors, TechTarget creates the purchase intent insights that fuel efficient and effective marketing and sales activities for clients around the world.

TechTarget has offices in Boston, London, Munich, Paris, San Francisco, Singapore and Sydney. For more information, visit [techtarget.com](http://techtarget.com) and follow us on Twitter [@TechTarget](https://twitter.com/TechTarget).

## **Forward-Looking Statements**

This press release contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. All statements, other than statements of historical facts, included or referenced in this press release that address activities, events or developments which we expect will or may occur in the future are forward-looking statements, including, but not limited to, statements regarding our intent, beliefs or current expectations and those of our management team with respect to our acquisition of ESG. In some cases, you can identify forward-looking statements because they contain words such as "may," "will," "should," "expects," "plans," "anticipates," "going to," "could," "intends," "target," "projects," "contemplates," "believes," "estimates," "predicts," "potential," or "continue," or the negative of these words or other similar terms or expressions that concern our expectations, strategy, priorities, plans, or intentions. These forward-looking statements involve known and unknown risks and uncertainties that may cause TechTarget's actual results, levels of activity, performance or achievements to be materially different from those expressed or implied by these forward-looking

statements. Important factors that may cause or contribute to such differences include the risk that TechTarget will not realize the anticipated benefits of the transaction; the risk that TechTarget will not be able to successfully integrate ESG's business into TechTarget's business; the risk that TechTarget will incur higher than expected or unexpected costs in connection with the transaction; the risk that TechTarget will not be able to retain or hire key personnel; the risk that disruption from the transaction may adversely affect TechTarget's business, including its relationships with its customers and employees; and such other factors as are set forth in the risk factors detailed from time to time in TechTarget's filings with the Securities and Exchange Commission, including, without limitation, the risk factors detailed in TechTarget's Annual Report on Form 10-K for the year ended December 31, 2019 and TechTarget's Quarterly Report on Form 10-Q for the quarter ended September 30, 2020, which are incorporated herein by reference. TechTarget specifically disclaims any obligation to update these forward-looking statements, except to the extent required by law.

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