Activity Matters: Direct access to the active buyers in your space

At TechTarget, we match your ICP out-of-the-box or customize the audience access for you. Review the list below to get a feel for the current buyer activity[1] in the categories most relevant to you and your prospects. For more information, visit TechTarget.com.

Category Name	Total Companies	Yearly Category Activity	Total Prospects
5G	18,481	1,203,466	31,455
AI & Data Science	32,042	4,688,689	72,608
AI & Machine Learning	19,539	1,936,552	35,140
AI-enabled Infrastructure	26,072	1,578,189	54,298
AI-enabled Security	17,885	663,329	32,522
AIOps	13,647	575,545	23,215
API Management	6,956	427,861	10,783
AWS	19,122	1,342,005	40,058
Advanced Analytics	24,215	1,864,654	53,625
Agile Project Management	14,444	1,582,970	25,931
Application Delivery	4,317	171,081	6,063
Application Integration	24,496	2,077,894	53,378
Application Modernization	11,541	187,068	20,521
Application Performance Management and Monitoring	12,831	286,720	21,090
Application Security & DevSecOps	30,812	2,284,122	70,302

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BI & Analytics	49,643	7,881,316	146,520
Backup Hardware & Software	9,767	241,343	14,093
Backup as a Service	12,205	292,803	19,204
Bare Metal Platforms	960	55,253	1,233
Big Data	22,926	1,930,800	51,144
Branch Networks/SD-Branch	4,050	313,570	5,126
Business Analytics	32,090	2,701,522	77,109
Business Process Management (BPM)	17,405	1,743,771	31,891
CRM	9,334	993,561	14,388
Change and Configuration Management	10,240	907,537	16,363
Cloud & Object Storage	39,783	2,652,128	102,693
Cloud Data Management & File Sharing Services	29,812	959,260	72,046
Cloud Development/PaaS	31,103	1,600,876	76,328
Cloud Infrastructure	29,477	1,794,054	67,177
Cloud Integration	16,889	659,834	33,622
Cloud Management	30,515	1,690,303	74,456
Cloud Migration	26,252	738,317	61,383
Cloud Monitoring	11,352	384,920	21,664
Cloud Networking	26,953	1,285,932	61,046
Cloud Networking Services & CDN	3,170	62,719	4,260
Cloud Provider	15,397	617,877	26,132
Cloud Secondary Storage	5,227	111,512	7,358

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Cloud Security	41,037	2,645,252	115,486
Cloud Workload Security	28,647	1,422,271	70,437
Cloud apps	46,786	3,543,622	132,397
Cloud databases	11,771	407,306	20,993
Co-location	12,060	375,071	18,338
Compliance, Risk & Governance	46,491	5,415,264	127,400
Composable Infrastructure	3,074	40,739	3,928
Configuration Management (CMDB) for Networking	10,240	907,537	16,363
Container Management Software	13,759	527,949	25,612
Container Security	12,203	222,759	22,319
Containers	20,432	1,189,902	44,253
Containers and Microservices	22,744	1,544,927	50,829
Content Collaboration and File Sharing	7,599	177,159	10,233
Content Management and Services	37,567	2,993,282	84,556
Content/Text Analytics	6,168	493,597	9,023
Continuous Delivery (Release/Version Management)	11,117	1,320,657	19,571
Converged Infrastructure	17,249	634,827	27,475
Customer Data Management and Platforms	7,989	291,997	12,264
Customer Experience	37,349	3,840,798	92,445
Customer Service/Call Center	21,860	833,524	40,066
Customer analytics	5,687	143,803	7,963
CyberSecurity	47,332	7,276,287	136,695

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Cyberattack Strategies: MITRE ATT&CK Framework	31,547	3,221,936	68,909
DNS	7,634	488,945	11,366
DRaaS	19,039	492,419	33,949
DaaS	9,671	153,028	14,276
Data Archiving	3,246	93,580	4,151
Data Backup and Recovery	22,147	1,518,884	41,452
Data Center Design & Facilities	27,944	2,917,474	56,400
Data Center Networking	36,135	5,689,416	87,998
Data Center Power/Cooling	5,393	717,512	6,971
Data Center Security	34,307	3,056,684	81,688
Data Center Services in the Cloud	26,122	1,215,464	60,512
Data Discovery/Visualization	5,896	339,416	8,932
Data Governance	15,389	1,112,489	27,345
Data Integration	14,064	770,327	26,386
Data Preparation & DataOps	10,054	565,372	16,786
Data Privacy	22,559	1,548,144	45,326
Data Protection	42,873	5,781,178	114,462
Data Quality	7,031	559,377	10,203
Data loss prevention (DLP)	5,098	118,310	7,655
Database Management	25,723	3,413,498	57,523
Database security	8,145	257,958	12,527
DdoS Defense	5,244	222,572	6,817

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Desktop Management	22,627	1,052,179	39,355
Desktop Security Management and Tools	11,285	320,394	16,278
DevOps	18,298	1,124,813	38,823
Digital Experience Platforms and WCM	11,086	336,016	19,737
Digital Transformation	43,328	3,003,154	121,891
Disaster Recovery/Business Continuity	28,970	1,327,273	58,171
E-Commerce	11,060	915,932	17,578
E-signature	6,036	440,449	8,025
ERP	23,873	2,362,443	48,202
Edge Computing	15,318	513,276	26,356
Electronic Health Records (EHR/EMR)	61,768	10,747,384	203,375
Email and Messaging Security	13,987	672,794	20,996
Embedded BI/analytics	2,001	105,406	2,754
Employee Experience	47,143	4,602,472	119,443
Encryption	14,184	1,848,560	23,229
End User Devices and Hardware	19,325	1,761,492	31,371
End User Experience Monitoring	1,918	23,129	2,396
Endpoint Lifecycle Management (UEM / EMM)	29,359	2,281,424	59,174
Endpoint Security	19,081	561,527	35,214
Enterprise Data Warehouse	12,135	521,763	20,947
Financial Software	15,979	1,109,160	25,380
Flash Storage	11,548	1,024,425	19,043

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Fraud Management	8,348	414,751	12,628
GPU	5,462	141,404	7,267
Google Workspace	1,242	71,626	1,397
HR Software	27,487	2,458,800	54,871
Hadoop (Apache)	2,611	187,557	3,394
Healthcare Imaging & Storage	42,022	2,924,827	107,795
Healthcare Security & Compliance	61,792	14,286,795	206,967
High-Performance Computing (HPC)	5,818	99,911	8,670
Hosted Desktops & Workspaces (DaaS, VDI)	24,159	1,281,591	45,528
Hybrid Cloud	23,596	954,143	46,941
Hybrid Infrastructure Monitoring and Management	38,566	3,161,402	103,450
Hyperconverged Platforms & Software Defined Storage (SDS)	16,801	546,360	26,900
Hyperscale Computing	2,368	37,275	3,115
IAM & Authentication	30,627	3,881,679	68,718
IAM for Cloud Security	15,367	277,091	27,933
IT Asset Management	9,002	188,263	13,404
IT Automation	18,464	629,597	37,779
IT Operations Analytics	9,958	365,784	16,141
IT Operations Management & Monitoring	22,283	1,147,803	49,212
IT Training and Certifications	30,558	2,765,770	60,278
ITSM and ITIL	9,860	229,381	20,355
Identity Theft and Data Security Breaches	15,332	965,781	26,076

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In-memory databases	4,611	211,402	6,836
Internet of Things	18,112	1,734,333	32,215
Internet of Things Analytics	3,199	53,618	3,835
IoT software development	3,695	70,425	5,410
Kubernetes	12,859	411,753	23,592
Linux Servers	11,796	781,774	20,572
Low Code No Code	7,314	361,726	11,091
Mainframe	3,401	194,353	4,923
Managed Hosting	16,891	763,215	28,682
Managed Security Services	13,018	189,698	21,145
Managed Services	22,755	1,061,328	41,645
Marketing Analytics	1,961	125,097	2,576
Marketing Software	15,315	848,345	28,419
Microservices	10,191	452,772	16,715
Microsoft 365	17,543	628,624	26,855
Microsoft Azure	15,808	913,744	27,889
Microsoft SQL Server databases	2,932	217,662	3,856
Mobile Development	3,126	214,716	3,950
Mobile Development and APIs	18,384	1,505,830	35,438
Mobile and Wireless Security	19,915	1,128,346	35,801
Multicloud	15,208	438,801	28,808
NAC/VPN	12,676	567,986	20,020

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NAS	7,842	397,897	11,379
NVMe & NVMe-oF	5,312	213,013	7,556
Network Infrastructure	29,093	7,010,665	58,178
Network Management & Monitoring	29,500	4,316,087	63,986
Network Security	46,427	6,163,189	132,064
Network Virt/SDN	20,923	2,028,805	41,108
Network Visibility, Performance and Monitoring	13,331	1,304,692	22,422
Networking and Architecture for Internet of Things	10,326	407,827	15,570
Networking to Support Cloud Computing	26,325	1,225,953	59,317
Open source databases	7,239	283,460	11,989
Open source software development tools	14,842	1,852,731	26,909
OpenStack	932	82,678	1,221
Operational Databases	6,987	380,569	11,823
Operational Technology (IT/OT convergence)	11,655	421,634	19,108
Oracle Applications	6,546	302,360	9,978
Oracle Databases	3,393	261,764	4,303
Patch Management	7,496	288,750	9,766
Patient Engagement	45,613	4,371,654	117,238
Predictive analytics	6,198	390,852	8,827
Private Cloud Infrastructure and Mgmt.	11,971	405,034	17,364
Product Analytics	9,034	392,827	14,164
Productivity Suites	17,987	716,737	27,668

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Project and portfolio management	13,612	1,194,181	23,318
Public Cloud IaaS	40,539	3,695,858	97,185
QA/Test Management	7,844	946,397	12,221
Real-time Analytics	6,448	94,699	9,008
Recruitment and Talent Acquisition	11,238	777,391	16,100
Relational Database Management System (RDBMS)	8,867	1,021,517	13,921
Risk management	35,556	2,789,699	85,064
Robotic Process Automation (RPA)	9,170	706,363	14,432
Routers and Switches	2,556	460,757	3,335
SAN	5,817	421,987	8,120
SAP Business Applications	8,967	779,770	14,939
SAP HANA	2,306	99,453	3,061
SAP S/4HANA	7,621	480,033	12,318
SAP databases	4,699	217,901	6,801
SD WAN	12,956	1,030,561	23,023
SDN for the Data Center	2,074	79,535	2,633
SIEM and Security Analytics	15,285	456,317	28,138
Sales Software	8,330	605,644	12,509
Secure Access Service Edge (SASE)	16,965	629,527	32,493
Secure File Transfer	3,325	118,669	3,884
Secure Remote Access	17,714	1,318,782	30,753
Securing Internet of Things	9,477	283,800	14,759

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Security & Compliance for Communications	22,986	1,139,250	38,523
Security Awareness Training	12,923	535,049	20,273
Security Development and Training	19,354	1,099,885	34,676
Security Operations, Automation, and Response	28,421	1,290,922	66,048
Security Professional Development	15,613	713,593	25,985
Security for AWS	9,818	176,542	16,552
Server Hardware and Refresh	32,714	3,412,097	68,635
Server OS	15,198	1,637,843	26,806
Server Virtualization	14,698	1,388,150	23,824
Serverless Computing	5,064	128,488	8,002
Software Asset Management	17,455	759,683	30,565
Software Development	50,308	15,698,596	147,819
Software-Defined Data Center (SDDC)	2,912	36,682	3,889
Storage Performance Management & Intelligent Operations	7,624	95,816	10,609
Storage for Containers	6,270	139,404	9,614
Supply Chain Management (SCM)	16,803	1,377,155	29,453
Systems Management	48,604	7,464,986	146,592
Talent Management	9,665	566,420	13,389
Team Collaboration Software	31,270	1,482,452	58,186
Telecom	26,596	3,774,510	50,246
Threat management and intelligence	47,015	7,368,135	135,694
UCaaS	13,202	194,116	17,632

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Unified Communications	40,828	4,065,482	86,987
Video Conferencing	19,401	644,086	29,166
Virtualization Security	17,999	632,886	35,007
Vulnerability Management	22,840	1,260,834	43,466
WAN	23,617	2,655,047	48,103
WAN and Application Services	9,081	245,261	14,819
Web Applications Security/Firewalls (WAF)	14,374	653,617	23,982
Web Security	19,405	1,195,629	35,242
Windows 10	7,793	429,558	10,087
Wired and Wireless LAN	16,182	2,741,674	25,545
Wireless LAN	13,976	1,688,013	21,241
Workplace Learning & Skill Development	44,022	4,313,658	106,526
XDR and Security Detection & Monitoring	22,960	1,668,908	49,612
Zero Trust Strategies	25,004	1,517,797	56,051

About TechTarget

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