

IT Buyers Say Digital Ads Make Them 32% More Likely to Put You on Their Short List

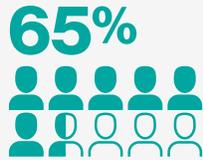
TechTarget's new analysis of thousands of survey responses from IT buyers confirms Digital Ads are increasing brand engagement and positively influencing purchase decisions.

The truth is Digital Advertising works

Common misconceptions

Real buyer responses

"No one pays attention to banners."



of respondents recall seeing specific ads while they researched

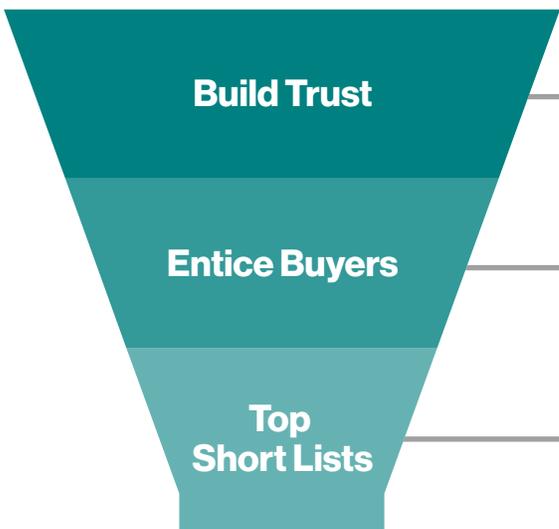
"I can drive demand without running brand campaigns."



of respondents never visited the advertiser's website prior to seeing an ad

TechTarget's Digital Advertising impacts buyer decisions at every stage of the funnel

IT buyers who see your Display Advertising are:



29% more confident in your solutions

84% more likely to engage with you

32% more likely to consider you