



Zoom Enables Successful Account-Based Marketing Strategies Using Priority Engine™ Insights

Right Person, Right Message, Right Time

“Priority Engine helps us solve our three most pressing challenges: who to call, what to say, and when to do it.”

Generate More Opportunities with Better Account Intelligence

“Priority Engine is a platform that can help your sales reps be better at their jobs. With it we were quickly able to generate a large opportunity that’s about to close.”

Expert Partners at Your Side

“I love TechTarget’s customer success team. They are amazing to work with and understand our goals. They just get it!”



Austin Martin
ABM Program Manager

Austin is an innovative and experienced Account Based Marketing professional focused on enabling Zoom’s sales and marketing teams to successfully execute ABM strategies in a high-growth setting.

Zoom is the leader in modern enterprise video communications, with an easy, reliable cloud platform for video and audio conferencing, collaboration, chat, and webinars across mobile devices, desktops, telephones, and room systems.