

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 activity¹ in the categories most relevant to you and your prospects. For more information, visit [TechTarget.com](https://www.techtarget.com).

Category Name	Total Companies	Yearly Category Activity	Total Prospects
5G	18,007	1,048,525	31,098
AI-enabled IT	24,682	1,655,899	49,608
AI-enabled Security	15,460	477,265	26,309
AIOps	13,712	343,043	25,034
API Management	3,539	61,903	4,845
AWS	22,803	1,141,540	46,169
Advanced Analytics	24,845	1,641,190	53,720
Agile Project Management	16,074	1,052,632	30,365
Application Delivery	5,939	157,139	8,979
Application Integration	26,229	1,712,291	55,278
Application Modernization	11,135	184,969	18,058
Application Performance Management and Monitoring	14,081	334,146	24,216
Application Security & DevSecOps	34,416	2,012,111	73,579
Application Virtualization (App-V, ThinApp, Etc.)	16,566	434,716	28,583
BI & Analytics	46,188	6,628,269	122,931

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Backup Hardware & Software	9,268	145,409	14,220
Backup as a Service	14,127	306,920	22,598
Bare Metal Platforms	1,221	62,176	1,522
Big Data	23,362	1,605,362	48,969
Branch Networks/SD-Branch	6,470	98,369	9,456
Business Analytics	30,058	2,164,260	69,243
Business Process Management (BPM)	16,803	818,946	29,155
Business Strategy__MSP	66,922	7,901,681	205,829
CRM	13,473	991,881	21,802
Change and Configuration Management	12,443	703,986	21,162
Cloud & Object Storage	42,367	2,484,289	101,716
Cloud Data Management & File Sharing Services	31,623	879,664	68,635
Cloud Development/PaaS	34,642	1,610,182	84,306
Cloud Integration	19,532	561,706	37,888
Cloud Management	32,039	1,243,875	72,689
Cloud Migration	27,318	692,013	56,599
Cloud Monitoring	10,926	193,084	18,129
Cloud Networking	24,555	1,150,953	49,893
Cloud Networking Services & CDN	4,713	84,644	6,773
Cloud Provider	16,364	557,200	28,384
Cloud Secondary Storage	6,958	79,410	10,236
Cloud Security	38,235	1,722,729	90,274

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Cloud Workload Security	23,644	717,473	48,781
Cloud apps	51,916	3,729,709	138,925
Cloud databases	16,776	409,637	30,905
Co-location	11,149	184,159	17,963
Compliance, Risk & Governance	47,421	4,229,095	117,968
Composable Infrastructure	2,958	150,460	4,155
Configuration Management (CMDB) for Networking	12,443	703,986	21,162
Container Management Software	14,318	407,139	27,377
Container Security	10,581	135,753	17,493
Containers	19,982	824,051	41,042
Containers and Microservices	22,302	1,027,170	46,575
Content Collaboration and File Sharing	26,804	1,281,037	48,350
Content/Text Analytics	7,367	351,742	11,630
Continuous Delivery (Release/Version Management)	11,660	682,699	20,978
Converged Infrastructure	14,914	530,900	26,549
Customer Data Management and Platforms	8,427	264,604	13,451
Customer Experience	36,853	3,077,542	84,105
Customer Service/Call Center	16,205	663,378	29,043
Customer analytics	6,539	158,751	9,566
CyberSecurity	45,423	4,594,291	110,332
Cyberattack Strategies: MITRE ATT&CK Framework	32,088	2,429,872	65,599
DNS	8,167	442,012	11,682

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DRaaS	22,731	548,858	40,938
DaaS	10,617	281,764	17,078
Data Archiving	4,439	118,198	5,963
Data Backup and Recovery	22,884	1,593,857	42,076
Data Center Design & Facilities	28,896	2,788,689	60,550
Data Center Networking	35,553	5,310,335	78,571
Data Center Power/Cooling	5,470	756,681	7,529
Data Center Security	34,171	2,274,123	74,421
Data Discovery/Visualization	7,779	264,521	12,114
Data Governance	16,806	953,753	30,241
Data Integration	14,892	650,954	27,834
Data Preparation	9,341	356,059	14,692
Data Privacy	17,128	944,309	29,090
Data Protection	43,370	4,849,299	101,166
Data Quality	9,208	421,070	13,733
Data Science	30,557	3,609,443	68,947
Data loss prevention (DLP)	5,620	179,321	7,990
Database Management	26,829	3,082,113	55,489
Database security	8,652	192,125	13,712
DdoS Defense	5,069	183,162	6,907
Desktop Management	26,130	1,228,927	46,004
Desktop Security Management and Tools	11,565	281,496	16,941

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Desktop Virtualization	23,619	1,523,298	44,099
DevOps	18,854	651,934	38,041
Digital Experience Management	15,331	413,148	26,560
Digital Transformation	42,032	1,480,754	105,476
Disaster Recovery/Business Continuity	32,392	1,794,606	64,613
E-Commerce	10,352	652,305	15,904
E-signature	11,003	449,757	15,451
ERP	27,712	2,473,279	56,022
Edge Computing	13,036	286,851	23,221
Electronic Health Records (EHR/EMR)	62,312	6,193,553	181,336
Email and Messaging Security	16,190	683,866	25,511
Embedded BI/analytics	2,434	70,304	3,500
Employee Experience	46,603	1,577,933	109,930
Encryption	13,190	1,490,167	20,283
End User Experience Monitoring	2,514	28,612	3,323
End User Hardware & Refresh	23,082	1,718,767	39,213
Endpoint Management	23,074	1,068,913	40,831
Endpoint Security	16,075	429,524	27,334
Enterprise Content Services	43,404	3,273,213	96,671
Enterprise Data Warehouse	12,471	390,544	21,849
Enterprise Mobility Management	26,935	1,088,069	50,056
Financial Software	15,564	886,953	25,961

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Flash Storage	12,510	1,505,131	21,133
Fraud Management	9,161	321,433	13,470
GPU	6,448	142,278	9,111
HR Software	45,048	2,564,814	102,913
Hadoop (Apache)	2,756	208,451	3,768
Healthcare Imaging & Storage	50,058	3,038,033	121,528
Healthcare Security & Compliance	58,850	4,208,493	163,435
High-Performance Computing (HPC)	6,319	79,485	10,128
Hybrid Cloud	22,629	584,407	45,247
Hybrid Infrastructure Monitoring and Management	40,016	1,209,552	99,179
Hyperconverged Platforms & Software Defined Storage (SDS)	15,088	480,101	27,039
Hyperscale Computing	2,098	30,731	3,078
IAM & Authentication	29,396	4,303,287	58,560
IAM for Cloud Security	15,102	493,088	24,506
IT Automation	17,533	577,946	34,385
IT Operations Analytics	12,026	286,842	21,891
IT Operations Management & Monitoring	25,195	766,543	55,055
IT Training and Certifications	30,184	2,334,520	59,571
ITSM and ITIL	10,815	294,047	23,495
Identity Theft and Data Security Breaches	16,136	671,233	27,180
In-memory databases	8,997	286,871	14,087
Internet of Things	17,922	1,408,008	30,663

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Internet of Things Analytics	4,287	54,458	5,783
IoT software development	3,807	81,498	5,244
Kubernetes	13,140	327,901	24,943
Linux Servers	13,426	633,088	22,976
Low Code No Code	7,841	148,872	11,971
Machine Learning	20,020	1,355,477	39,273
Mainframe	4,092	240,345	5,782
Managed Hosting	16,737	493,145	29,912
Managed Security Services	11,693	200,866	18,589
Managed Services	20,697	770,938	38,480
Marketing Analytics	2,917	98,581	4,016
Marketing Software	14,932	744,351	27,403
Microservices	9,703	281,953	16,268
Microsoft Azure	16,325	770,551	29,525
Microsoft SQL Server databases	5,758	319,296	8,727
Mobile Application Management & Security	8,821	477,289	12,396
Mobile Development	5,029	267,346	6,888
Mobile Development and APIs	19,520	1,387,944	37,255
Mobile and Wireless Security	18,021	1,163,321	28,912
Multicloud	15,899	347,744	29,538
NAC/VPN	15,397	1,139,507	24,224
NAS	8,868	478,319	13,900

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NVMe & NVMe-oF	5,698	275,032	9,110
Network Infrastructure	29,400	6,847,386	58,898
Network Management & Monitoring	32,713	3,730,629	71,749
Network Security	45,554	5,535,824	109,689
Network Virt/SDN	22,718	1,522,908	43,942
Network Visibility, Performance and Monitoring	15,120	1,018,489	26,193
Networking and Architecture for Internet of Things	11,218	365,013	17,000
Networking to Support Cloud Computing	23,654	1,086,794	47,403
Office 365	20,981	696,947	34,879
Open source databases	8,900	313,437	14,543
Open source software development tools	18,886	1,168,326	36,825
OpenStack	968	76,497	1,315
Operational Databases	10,023	425,855	15,995
Operational Technology (IT/OT convergence)	3,441	147,792	4,745
Oracle Applications	7,626	350,173	13,739
Oracle Databases	4,288	300,647	6,495
Patch Management	10,216	280,153	14,392
Patient Engagement	46,319	2,410,841	110,124
Predictive analytics	7,406	401,370	11,727
Private Cloud Infrastructure and Mgmt.	8,958	210,811	14,412
Product Analytics	6,935	222,271	10,892
Project and portfolio management	15,151	834,930	27,717

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Providing Managed Services	15,407	582,370	27,293
Public Cloud IaaS	42,718	3,714,949	101,033
QA/Test Management	8,565	660,271	13,744
Real-time Analytics	7,517	111,533	11,974
Recruitment and Talent Acquisition	12,972	583,914	19,978
Relational Database Management System (RDBMS)	11,913	990,340	20,652
Risk management	36,118	2,147,102	80,604
Robotic Process Automation (RPA)	9,284	437,013	14,330
Routers and Switches	4,227	588,594	5,906
SAN	5,943	534,878	9,374
SAP Business Applications	11,443	961,151	19,447
SAPHANA	4,538	147,848	6,687
SAP S/4HANA	11,262	892,294	19,173
SAP databases	7,975	277,745	12,249
SD WAN	13,522	602,587	23,381
SDN for the Data Center	2,106	110,470	3,177
SIEM and Security Analytics	17,066	349,889	30,298
Sales Software	10,314	331,093	16,359
Secure Access Service Edge (SASE)	13,956	375,838	23,201
Secure File Transfer	7,431	94,434	10,439
Secure Remote Access	20,005	1,875,620	33,607
Securing Internet of Things	9,109	242,299	13,650

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Security & Compliance for Communications	26,393	1,101,162	45,801
Security Awareness Training	15,621	629,947	24,115
Security Detection and Monitoring	23,269	1,083,575	46,114
Security Development and Training	21,085	1,080,131	36,569
Security Operations, Automation, and Response	28,979	1,020,605	60,401
Security Professional Development	16,190	730,963	26,781
Security for AWS	9,355	158,020	15,055
Server Hardware and Refresh	35,086	3,604,718	75,567
Server OS	18,852	1,764,687	33,194
Server Virtualization	16,234	1,533,680	27,758
Serverless Computing	5,233	111,342	8,397
Software Asset Management	18,823	591,930	33,721
Software Development	50,850	12,027,832	134,889
Software-Defined Data Center (SDDC)	4,111	44,087	6,342
Storage Performance Management & Intelligent Operations	8,406	488,414	13,319
Storage for Containers	6,144	134,062	10,061
Supply Chain Management (SCM)	19,515	1,017,437	35,305
Systems Management	49,497	6,529,426	134,544
Talent Management	13,426	341,688	20,772
Team Collaboration Software	35,739	2,007,773	69,064
Telecom	26,231	2,882,926	49,578
Threat management and intelligence	45,021	4,646,948	108,982

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UCaaS	14,950	382,428	20,677
Unified Communications	37,524	1,917,163	72,328
Unified Endpoint Management (UEM)	3,692	65,015	4,713
Video Conferencing	22,907	1,050,934	37,803
Virtualization Security	19,085	415,284	35,361
Vulnerability Management	25,203	1,255,574	45,629
WAN	25,757	2,405,467	49,974
WAN and Application Services	10,214	216,382	16,573
Web Applications Security/Firewalls (WAF)	13,964	555,318	22,310
Web Security	18,019	1,144,999	29,919
Windows	19,508	3,085,069	30,398
Windows 10	7,333	523,356	9,429
Wired and Wireless LAN	16,301	2,875,540	26,196
Wireless LAN	14,168	1,537,994	21,884
Workplace Learning & Skill Development	42,111	3,847,541	94,772
Workspaces	13,780	295,234	21,698
Zero Trust Strategies	19,636	484,201	37,798

About TechTarget

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