

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	17,647	583,550	29,926
AI & Data Science	31,513	3,781,210	72,812
AI & Machine Learning	18,614	916,975	34,622
AI-enabled Infrastructure	27,263	895,311	57,563
AI-enabled Security	16,913	372,443	30,987
AIOps	11,171	327,562	19,605
API Management	7,854	515,352	12,382
AWS	20,245	1,449,898	39,859
Advanced Analytics	23,283	1,692,807	50,334
Agile Project Management	12,654	1,973,106	20,995
Application Delivery	3,923	171,347	5,511
Application Integration	24,582	2,334,581	53,415
Application Modernization	14,082	133,665	25,050
Application Performance Management and Monitoring	10,570	231,789	18,351
Application Security & DevSecOps	32,318	1,972,861	75,048

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BI & Analytics	52,590	6,466,203	160,049
Backup Hardware & Software	8,872	147,858	11,775
Backup as a Service	14,042	212,779	21,923
Bare Metal Platforms	678	53,667	842
Behavioral healthcare	-	28	-
Big Data	22,078	2,031,662	46,321
Branch Networks/SD-Branch	3,328	61,445	4,077
Business Analytics	32,489	2,667,213	78,902
Business Process Management (BPM)	21,946	1,690,379	43,144
CRM	8,116	1,024,125	12,315
Change and Configuration Management	10,157	835,555	16,240
Chronic disease management	1	15	1
Clinical trials	105	6,406	106
Cloud & Object Storage	40,030	2,373,980	100,615
Cloud Data Management & File Sharing Services	32,717	816,648	82,425
Cloud Development/PaaS	30,301	1,652,737	72,471
Cloud Infrastructure	29,428	1,301,102	65,667
Cloud Integration	15,882	586,265	31,061
Cloud Management	28,283	1,338,952	68,472
Cloud Migration	29,239	652,661	71,974
Cloud Monitoring	11,005	207,139	20,291
Cloud Networking	28,354	682,519	67,750

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Cloud Networking Services & CDN	3,254	66,463	4,487
Cloud Provider	12,732	636,877	22,652
Cloud Secondary Storage	6,352	43,561	8,723
Cloud Security	44,728	1,646,787	133,246
Cloud Workload Security	30,853	852,155	78,412
Cloud apps	48,578	2,873,595	136,195
Cloud databases	12,268	403,263	21,575
Co-location	12,026	398,906	18,387
Compliance, Risk & Governance	50,482	4,361,485	142,127
Composable Infrastructure	1,630	25,939	2,061
Configuration Management (CMDB) for Networking	10,157	835,555	16,240
Container Management Software	13,655	558,266	26,154
Container Security	12,706	188,442	24,071
Containers	19,987	1,299,850	45,325
Containers and Microservices	22,576	1,701,549	54,025
Content Collaboration and File Sharing	5,908	145,054	7,818
Content Management and Services	35,207	2,407,807	74,695
Content/Text Analytics	5,816	329,534	8,090
Continuous Delivery (Release/Version Management)	10,627	2,130,536	17,347
Converged Infrastructure	13,204	438,656	20,736
Customer Data Management and Platforms	8,671	267,389	13,870
Customer Experience	38,638	4,038,639	101,788

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Customer Service/Call Center	21,488	839,362	43,276
Customer analytics	5,350	136,821	7,389
CyberSecurity	52,925	3,779,485	160,921
Cyberattack Strategies: MITRE ATT&CK Framework	33,452	1,840,084	75,036
DNS	7,831	331,180	11,093
DRaaS	19,637	375,955	34,310
DaaS	12,155	145,707	19,996
Data Archiving	2,997	111,682	3,717
Data Backup and Recovery	23,548	1,302,899	43,295
Data Center Design & Facilities	25,932	2,204,156	52,858
Data Center Networking	37,533	2,796,150	95,769
Data Center Power/Cooling	5,292	761,071	6,974
Data Center Security	33,371	1,646,634	77,917
Data Center Services in the Cloud	24,839	853,457	57,632
Data Discovery/Visualization	4,826	284,754	6,635
Data Governance	16,520	1,235,176	30,158
Data Integration	13,997	697,858	26,566
Data Preparation & DataOps	10,806	555,504	18,101
Data Privacy	22,927	1,543,289	46,802
Data Protection	44,753	4,227,474	117,813
Data Quality	7,083	660,301	10,199
Data loss prevention (DLP)	4,903	63,890	6,783

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Database Management	26,817	3,761,150	58,631
Database security	7,626	128,484	11,375
DdoS Defense	5,098	128,748	6,531
Desktop Management	21,831	843,901	38,546
Desktop Security Management and Tools	12,035	195,792	18,633
DevOps	19,092	1,318,054	40,893
Digital Experience Platforms and WCM	10,866	326,515	18,510
Digital Transformation	45,543	2,091,089	130,655
Disaster Recovery/Business Continuity	28,853	1,203,161	56,705
E-Commerce	12,129	1,058,747	21,187
E-signature	4,181	293,653	5,686
ERP	25,808	2,519,235	53,501
Edge Computing	15,167	416,770	26,169
Electronic Health Records (EHR/EMR)	65,832	9,292,675	228,645
Email and Messaging Security	12,142	356,642	17,441
Embedded BI/analytics	1,182	11,412	1,656
Employee Experience	48,845	3,900,900	128,276
Encryption	11,214	1,122,878	17,576
End User Devices and Hardware	16,905	1,554,382	27,660
End User Experience Monitoring	1,594	15,790	1,936
Endpoint Lifecycle Management (UEM / EMM)	29,275	1,692,077	61,282
Endpoint Security	18,782	406,783	35,481

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Enterprise Data Warehouse	12,075	536,764	20,703
Financial Software	18,039	1,054,606	30,764
Flash Storage	8,941	996,775	14,397
Fraud Management	9,351	477,476	14,955
GPU	4,686	124,623	7,686
Google Workspace	503	65,766	570
HR Software	28,331	2,465,732	54,627
Hadoop (Apache)	2,213	198,343	3,037
Healthcare AI	811	12,232	950
Healthcare Imaging & Storage	44,289	2,623,294	117,649
Healthcare Security & Compliance	66,551	9,927,920	238,451
Healthcare reimbursement	18	9,847	18
High-Performance Computing (HPC)	6,596	95,357	10,763
Hosted Desktops & Workspaces (DaaS, VDI)	22,968	1,197,326	45,144
Hybrid Cloud	22,803	605,103	46,771
Hyperconverged Platforms & Software Defined Storage (SDS)	12,940	397,671	20,527
Hyperscale Computing	1,952	22,179	2,482
IAM & Authentication	32,452	4,639,283	76,756
IAM for Cloud Security	15,073	396,626	28,258
IT Asset Management	7,409	181,303	11,811
IT Automation	17,248	529,969	34,602
IT Operations Analytics	8,766	167,900	14,567

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IT Operations Management & Monitoring	20,270	762,911	45,506
IT Training and Certifications	31,473	2,285,193	63,755
ITSM and ITIL	10,235	218,140	19,000
Identity Theft and Data Security Breaches	16,323	648,737	27,759
Imaging Informatics	628	76,102	732
In-memory databases	4,518	190,934	6,238
Infrastructure Monitoring & Security	37,955	1,894,274	104,386
Internet of Things	16,767	1,969,090	31,570
Internet of Things Analytics	2,491	54,093	2,971
IoT software development	3,919	70,587	5,789
Kubernetes	13,179	439,820	24,988
Linux Servers	12,281	924,129	21,918
Low Code No Code	6,855	339,328	10,738
Mainframe	4,421	175,986	6,737
Managed Hosting	18,657	781,911	32,629
Managed Security Services	17,646	162,467	29,236
Managed Services	26,779	1,070,052	51,541
Marketing Analytics	2,121	201,760	2,697
Marketing Software	17,984	856,370	35,170
Medicare	38	2,876	48
Microservices	10,156	545,437	17,508
Microsoft 365	19,030	504,616	28,489

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Microsoft Azure	14,899	805,193	25,742
Microsoft SQL Server databases	1,860	171,892	2,269
Mobile Development	2,934	230,462	3,514
Mobile Development and APIs	18,972	1,819,724	36,436
Mobile and Wireless Security	17,134	803,015	30,515
Multicloud	16,176	298,417	31,983
NAC/VPN	12,745	319,680	21,102
NAS	6,820	314,051	9,772
NVMe & NVMe-oF	3,932	203,930	5,244
Network Infrastructure	29,108	3,274,721	57,899
Network Management & Monitoring	29,819	2,619,523	66,678
Network Security	49,073	3,443,682	147,543
Network Virt/SDN	22,032	789,712	45,960
Network Visibility, Performance and Monitoring	14,039	681,300	24,599
Networking and Architecture for Internet of Things	9,423	390,346	14,381
Networking to Support Cloud Computing	27,625	619,821	65,217
Open source databases	6,342	277,044	9,919
Open source software development tools	13,015	2,822,705	22,807
OpenStack	682	101,279	871
Operational Databases	7,031	404,239	11,661
Operational Technology (IT/OT convergence)	11,379	406,276	19,523
Oracle Applications	5,283	247,085	7,769

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Oracle Databases	2,136	267,492	2,669
Patch Management	7,136	143,402	9,193
Patient Engagement	45,845	3,982,620	123,633
Patient portals	53	701	55
Precision medicine (PM)	14	1,924	14
Predictive analytics	6,500	409,955	9,930
Private Cloud Infrastructure and Mgmt.	7,185	206,618	10,517
Product Analytics	9,141	404,800	14,070
Productivity Suites	19,266	573,183	28,959
Project and portfolio management	12,326	1,486,611	20,436
Public Cloud IaaS	41,390	3,350,651	99,092
QA/Test Management	7,706	1,356,179	11,632
Real-time Analytics	6,312	95,360	9,328
Recruitment and Talent Acquisition	10,328	800,672	14,363
Relational Database Management System (RDBMS)	7,706	1,227,892	11,945
Remote patient monitoring (RPM)	60	6,843	64
Risk management	39,346	2,278,289	97,141
Robotic Process Automation (RPA)	11,942	363,907	18,407
Routers and Switches	2,504	174,897	3,168
SAN	4,355	384,464	6,155
SAP Business Applications	8,764	764,196	14,019
SAPHANA	3,218	92,072	4,110

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SAP S/4HANA	7,549	499,222	11,804
SAP databases	4,411	218,469	5,973
SD WAN	14,202	196,237	25,754
SDN for the Data Center	2,037	34,176	2,455
SIEM and Security Analytics	14,809	215,937	27,790
Sales Software	8,891	668,633	14,341
Secure Access Service Edge (SASE)	17,996	230,244	35,737
Secure File Transfer	2,425	37,538	2,728
Secure Remote Access	17,109	755,063	30,679
Securing Internet of Things	9,109	271,203	14,425
Security & Compliance for Communications	20,246	662,819	32,502
Security Awareness Training	15,023	307,044	23,788
Security Development and Training	21,635	597,982	39,724
Security Operations, Automation, and Response	30,834	574,621	70,540
Security Professional Development	16,977	360,137	28,149
Security for AWS	10,384	169,950	16,372
Server Hardware and Refresh	29,563	2,987,186	64,266
Server OS	15,584	1,572,646	27,642
Server Virtualization	13,934	1,314,335	21,492
Serverless Computing	4,481	137,893	7,214
Software Asset Management	15,686	671,772	27,208
Software Development	50,810	18,618,356	153,014

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Software-Defined Data Center (SDDC)	2,213	32,391	2,884
Storage Performance Management & Intelligent Operations	6,937	73,688	9,350
Storage for Containers	5,219	98,492	7,787
Supply Chain Management (SCM)	19,002	1,519,132	34,680
Systems Management	48,431	5,256,083	145,979
Talent Management	8,545	651,690	11,505
Team Collaboration Software	31,199	1,044,492	58,343
Telecom	25,679	2,105,812	48,024
Telehealth	1,176	62,600	1,376
Threat management and intelligence	52,777	3,794,964	160,360
UCaaS	11,190	84,007	15,225
Unified Communications	42,266	2,558,463	90,397
Value-based health care	79	11,736	110
Video Conferencing	19,207	386,527	29,407
Virtualization Security	20,734	428,073	42,904
Vulnerability Management	24,391	674,243	46,769
WAN	24,581	1,197,294	52,584
WAN and Application Services	9,815	73,746	16,511
Web Applications Security/Firewalls (WAF)	15,443	478,552	26,080
Web Security	19,789	920,475	35,836
Windows 10	5,778	437,867	7,201
Wired and Wireless LAN	15,761	1,475,231	25,232

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Wireless LAN	13,236	1,075,129	20,317
Workplace Learning & Skill Development	43,266	3,554,325	101,980
XDR and Security Detection & Monitoring	25,538	776,267	55,430
Zero Trust Strategies	28,515	936,474	68,060

About TechTarget

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