

DREW JOHN  
Form 4  
February 04, 2008

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0287  
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**HOAG JAY C**  
  
(Last) (First) (Middle)  
  
**C/O TECHNOLOGY CROSSOVER VENTURES, 528 RAMONA STREET**

(Street)

**PALO ALTO, CA 94301**

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**TechTarget Inc [TTGT]**

3. Date of Earliest Transaction  
(Month/Day/Year)  
**12/18/2007**

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
May be part of 13(g) group

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  | Code                           | V Amount (A) or (D) Price   |   |  |                                   |
| Common Stock                    | 12/31/2007                           |  | A                              | 2,977 (1) \$ 14.78  | 2,977   | D (2)  |                                   |
| Common Stock                    |                                      |  |                                |   | 12,150,808  | I  | TCV V, L.P. (3)                   |
| Common Stock                    |                                      |  |                                |   | 231,106   | I  | TCV Member Fund, L.P. (4)         |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|
| Director<br>StockOption<br>(right to buy)  | \$ 14.29   | 12/18/2007                           |  | A                              | 2,500   | <u>(5)</u> 12/17/2017                                    | Common Stock  | 2,500                      |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |         |                            |
|--|---------------|-----------|---------|----------------------------|
|  | Director      | 10% Owner | Officer | Other                      |
| HOAG JAY C<br>C/O TECHNOLOGY CROSSOVER VENTURES<br>528 RAMONA STREET<br>PALO ALTO, CA 94301        | X             | X         |         | May be part of 13(g) group |
| KIMBALL RICK<br>C/O TECHNOLOGY CROSSOVER VENTURES<br>528 RAMONA STREET<br>PALO ALTO, CA 94301      |               | X         |         | May be part of 13(g) group |
| DREW JOHN<br>C/O TECHNOLOGY CROSSOVER VENTURES<br>528 RAMONA STREET<br>PALO ALTO, CA 94301         |               | X         |         | May be part of 13(g) group |
| REYNOLDS JON Q JR<br>C/O TECHNOLOGY CROSSOVER VENTURES<br>528 RAMONA STREET<br>PALO ALTO, CA 94301 |               | X         |         | May be part of 13(g) group |
| GRIFFITH WILLIAM<br>C/O TECHNOLOGY CROSSOVER VENTURES  |               | X         |         | May be part of 13(g) group |

528 RAMONA STREET  
PALO ALTO, CA 94301

FEINBERG HENRY  
C/O TECHNOLOGY CROSSOVER VENTURES  
528 RAMONA STREET  
PALO ALTO, CA 94301

X

May be part of 13(g) group

TECHNOLOGY CROSSOVER MANAGEMENT V  
LLC  
C/O TECHNOLOGY CROSSOVER VENTURES  
528 RAMONA STREET  
PALO ALTO, CA 94301

X

May be part of 13(g) group

TCV V LP  
C/O TECHNOLOGY CROSSOVER VENTURES  
528 RAMONA STREET  
PALO ALTO, CA 94301

X

May be part of 13(g) group

TCV MEMBER FUND L P  
C/O TECHNOLOGY CROSSOVER VENTURES  
528 RAMONA STREET  
PALO ALTO, CA 94301

X

May be part of 13(g) group

## Signatures

Carla S. Newell Authorized signatory for Jay C. Hoag

02/04/2008

\_\_Signature of Reporting Person

Date

Carla S. Newell Authorized signatory for Richard H. Kimball

02/04/2008

\_\_Signature of Reporting Person

Date

Carla S. Newell Authorized signatory for John L. Drew

02/04/2008

\_\_Signature of Reporting Person

Date

Carla S. Newell Authorized signatory for Jon Q. Reynolds Jr.

02/04/2008

\_\_Signature of Reporting Person

Date

Carla S. Newell Authorized signatory for William J.G. Griffith IV

02/04/2008

\_\_Signature of Reporting Person

Date

Carla S. Newell Authorized signatory for Henry J. Feinberg

02/04/2008

\_\_Signature of Reporting Person

Date

Carla S. Newell Authorized signatory for Technology Crossover Management V,  
L.L.C.

02/04/2008

\_\_Signature of Reporting Person

Date

Carla S. Newell Authorized signatory for TCV V, L.P.

02/04/2008

\_\_Signature of Reporting Person

Date

Carla S. Newell Authorized signatory for TCV V Member Fund, L.P.

02/04/2008

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) These shares were issued under the TechTarget, Inc., 2007 Stock Option and Incentive Plan.

These shares are directly held by Jay C. Hoag ("Hoag"). Hoag has sole dispositive and voting power over the shares, however, TCV

(2) Management 2004, L.L.C. ("TCM 2004") owns 100% of the pecuniary interest therein. Hoag is a Member of TCM 2004. Hoag disclaims beneficial ownership except to the extent of his pecuniary interest therein.

These shares are directly held by TCV V, L.P. Each of Hoag, Richard H. Kimball, John L. Drew, Jon Q. Reynolds, Jr., William J.G. Griffith IV and Henry J. Feinberg (collectively the "TCM Members") are Class A Members of Technology Crossover Management V,

(3) L.L.C. ("TCM V") which is the general partner of TCV V, L.P. The TCM Members and TCM V may be deemed to beneficially own the shares held by TCV V, L.P. but the TCM Members and TCM V disclaim beneficial ownership of such shares except to the extent of their pecuniary interest therein.

These shares are directly held by TCV Member Fund, L.P. Each of the TCM Members is (i) a Class A Member of TCM V which is a general partner of TCV Member Fund, L.P. and (ii) a limited partner of TCV Member Fund, L.P. The TCM Members and TCM V may be deemed to beneficially own the shares held by TCV Member Fund, L.P. but the TCM Members and TCM V disclaim beneficial ownership of such shares except to the extent of their pecuniary interest therein.

(5) These options are 100% vested

(6) Not applicable.

These options are held directly by Hoag. Hoag has the sole voting and dispositive power over the options, however, TCM 2004 has a

(7) right to 100% pecuniary interest in such options. Hoag is a Member of TCM 2004. Hoag disclaims beneficial ownership except to the extent of his pecuniary interest therein.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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