

HOAG JAY C
Form 4/A
July 21, 2011

FORM 4

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

OMB APPROVAL

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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

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)
07/21/2011

Director 10% Owner
 Officer (give title below) Other (specify below)

May be part of 13(d) group

C/O TECHNOLOGY CROSSOVER VENTURES, 528 RAMONA STREET

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)
07/21/2011

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person
 Form filed by More than One Reporting Person

PALO ALTO, CA 94301

(City) (State) (Zip)

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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|
| | | | | (A) or (D) Code V Amount (D) Price | | | |
| Common Stock | | | | | 1,453 ⁽¹⁾ | I | Jay C. Hoag ⁽²⁾ |
| Common Stock | | | | | 28,545 ⁽¹⁾ | I | TCV Management 2004, L.L.C. ⁽³⁾ |
| Common Stock | | | | | 12,537,480 ⁽¹⁾ | I | TCV V, L.P. ⁽⁴⁾ |
| Common Stock | | | | | 238,594 ⁽¹⁾ | I | TCV Member Fund, L.P. ⁽⁵⁾ |

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

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SEC 1474
(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) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Beneficially Owned (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
| | | | | Code | V (A) (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |

Reporting Owners

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

PALO ALTO, CA 94301

TECHNOLOGY CROSSOVER MANAGEMENT V
LLC

| | | |
|---|---|----------------------------|
| C/O TECHNOLOGY CROSSOVER VENTURES 528 RAMONA STREET PALO ALTO, CA 94301 | X | May be part of 13(d) group |
|---|---|----------------------------|

TCV V LP

| | | |
|---|---|----------------------------|
| C/O TECHNOLOGY CROSSOVER VENTURES 528 RAMONA STREET PALO ALTO, CA 94301 | X | May be part of 13(d) group |
|---|---|----------------------------|

TCV MEMBER FUND L P

| | | |
|---|---|----------------------------|
| C/O TECHNOLOGY CROSSOVER VENTURES 528 RAMONA STREET PALO ALTO, CA 94301 | X | May be part of 13(d) group |
|---|---|----------------------------|

Signatures

| | |
|---|--------------------|
| Frederic D. Fenton Authorized signatory for Jay C. Hoag __Signature of Reporting Person | 07/21/2011 Date |
| Frederic D. Fenton Authorized signatory for Richard H. Kimball __Signature of Reporting Person | 07/21/2011 Date |
| Frederic D. Fenton Authorized signatory for John L. Drew __Signature of Reporting Person | 07/21/2011 Date |
| Frederic D. Fenton Authorized signatory for Jon Q. Reynolds, Jr. __Signature of Reporting Person | 07/21/2011 Date |
| Frederic D. Fenton Authorized signatory for William J.G. Griffith IV __Signature of Reporting Person | 07/21/2011 Date |
| Frederic D. Fenton Authorized signatory for Technology Crossover Management V, L.L.C. __Signature of Reporting Person | 07/21/2011 Date |
| Frederic D. Fenton Authorized signatory for TCV V, L.P. __Signature of Reporting Person | 07/21/2011 Date |
| Frederic D. Fenton Authorized signatory for TCV Member Fund, L.P. __Signature of Reporting Person | 07/21/2011 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) On July 21, 2011, the reporting persons mistakenly filed a Form 4 reporting conversions of Preferred Stock into Class A Common Stock of the issuer. Those transactions did not in fact occur and such Form 4 should be disregarded. As of July 21, 2011, the reporting persons owned only the shares of Common Stock of the issuer as described in this amended Form 4.

(2) These shares are directly held by Jay C. Hoag ("Hoag"). Hoag has sole dispositive power over the shares, however, TCV Management 2004, L.L.C. ("TCM 2004") owns 100% of the pecuniary interest therein. Hoag, Richard H. Kimball, John L. Drew, Jon Q. Reynolds, Jr., and William J.G. Griffith IV (collectively, the "TCM 2004 Members") are members of TCM 2004, but each disclaim beneficial ownership of such shares except to the extent of their pecuniary interest therein.

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- (3) These shares are directly held by TCM 2004. The TCM 2004 Members are members of TCM 2004 but disclaim beneficial ownership of such shares except to the extent of their pecuniary interest therein.

- These shares are directly held by TCV V, L.P. Each of the TCM 2004 Members are Class A Members of Technology Crossover Management V, L.L.C. ("TCM V") which is the general partner of TCV V, L.P. The TCM 2004 Members and TCM V may be deemed to
- (4) beneficially own the shares held by TCV V, L.P., but the TCM 2004 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 2004 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 2004 Members and TCM V may be deemed to beneficially own the shares held by TCV Member Fund, L.P., but the TCM 2004 Members and TCM V disclaim
- (5) beneficial ownership of such shares except to the extent of their 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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