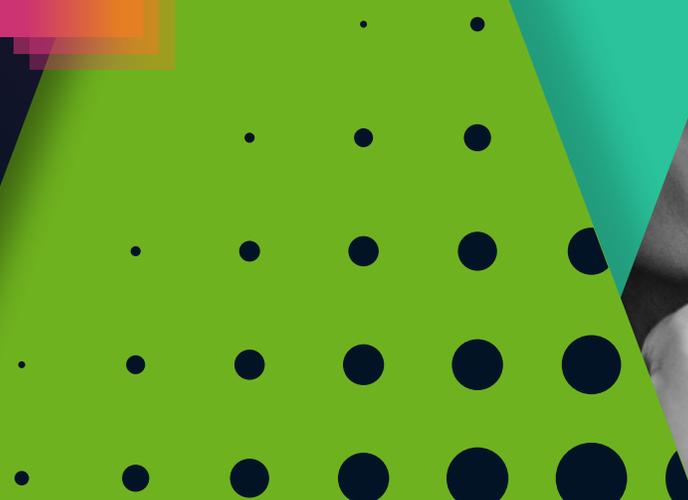Driving B2B Business Outcomes

With Intent-Driven Intelligence

INTENTSIFY™

# Contents

Introduction: The Growing Requirement for Intent-Powered Intelligence in the B2B Buying-Selling Process

Identifying, engaging, and acquiring customers to generate revenue in today's dynamic B2B markets has become much more complex. Unlike B2C purchases, B2B purchases are strategic, involve multiple professionals and the process usually takes months rather than weeks. At the same time, each account, each decision-maker's needs, and each buying team for each purchase is unique.

It can be exhausting for organizations to develop an orchestrated, efficient, and predictable customer-generation and expansion strategy that aligns with today's dynamic buying-and-selling process. The days of just hiring more salespeople and/or unleashing media budgets to buy more leads are gone.

Rather, B2B teams responsible for developing strategies and driving revenue are turning to data, timelier and more relevant outreach, and more integrated cross-functional processes to better align sales, marketing, and customer efforts with the priorities of accounts and buyers they covet. But like all first-generation efforts, not all intent data is created equal, and standalone intent data feeds don't move the needle much for companies other than taking up database space.
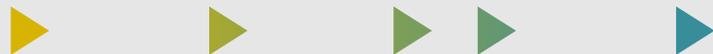
That's why we developed this deep-dive guide on maximizing the value of intent data as part of your go-to-market ("GTM"), revenue ops ("RevOps") and data science efforts. Because we work with many B2B high-growth and enterprise teams, we see the gaps, the disconnects, and, most importantly, the opportunities when and where intent data can be turned into powerful buyer and account intelligence. Moreover, we know how intent data can be best activated into sales, marketing, and customer success plays that more effectively generate revenue.

Whether you are on a data science, marketing, sales, customer success, or revenue operations team, the mission and challenge are to find ways to win and expand customers and grow the business. Here's what you'll get from this Intent-Driven Intelligence Guide:

- Navigate today's dynamic B2B buying, selling, and customer generation realities

- Understand the nuances and details of intent types, sources, and evaluation models

- Identify the right use cases to apply intent intelligence for your business

- Avoid common intent data challenges and shortcomings to realize greater value, faster

- Turn intent data into actionable buyer and account intelligence you, your team, and wider organization can use

INTENSIFY™

Section 1:

The Intelligence Required Today to Fuel Winning Enterprise Business Strategies

## The Goals and Responsibilities of Strategy-Focused Teams

The primary goals of B2B enterprises are those of any business writ large—and they haven't changed much over the years:

- **Reduce cost of customer acquisition**

- **Increase sales pipeline and revenue creation**

- **Boost operational efficiency and productivity**

- **Scale net retention and customer-led growth**

What *has* changed is the number of business functions (i.e., departments) that now share responsibility for these goals. Sales, marketing, customer success, data science, and revenue operations teams are all on the hook to contribute to these goals. And as such, they're striving to develop and execute go-to-market strategies in unison. This is a difficult feat considering the rapidly evolving enterprise buying-selling process, and one that requires an ever-widening range of dynamic intelligence.

Strategy Focuses to Achieve Goals

Teams responsible for developing and implementing customer-acquisition and revenue-generation strategies ("strategy-focused teams") must adapt to a quickly changing B2B environment. The buying-selling process is far different from what it was just five years ago. Buyer expectations have shifted. Each individual prospect does their own research and acquires their own info, when and how they want.
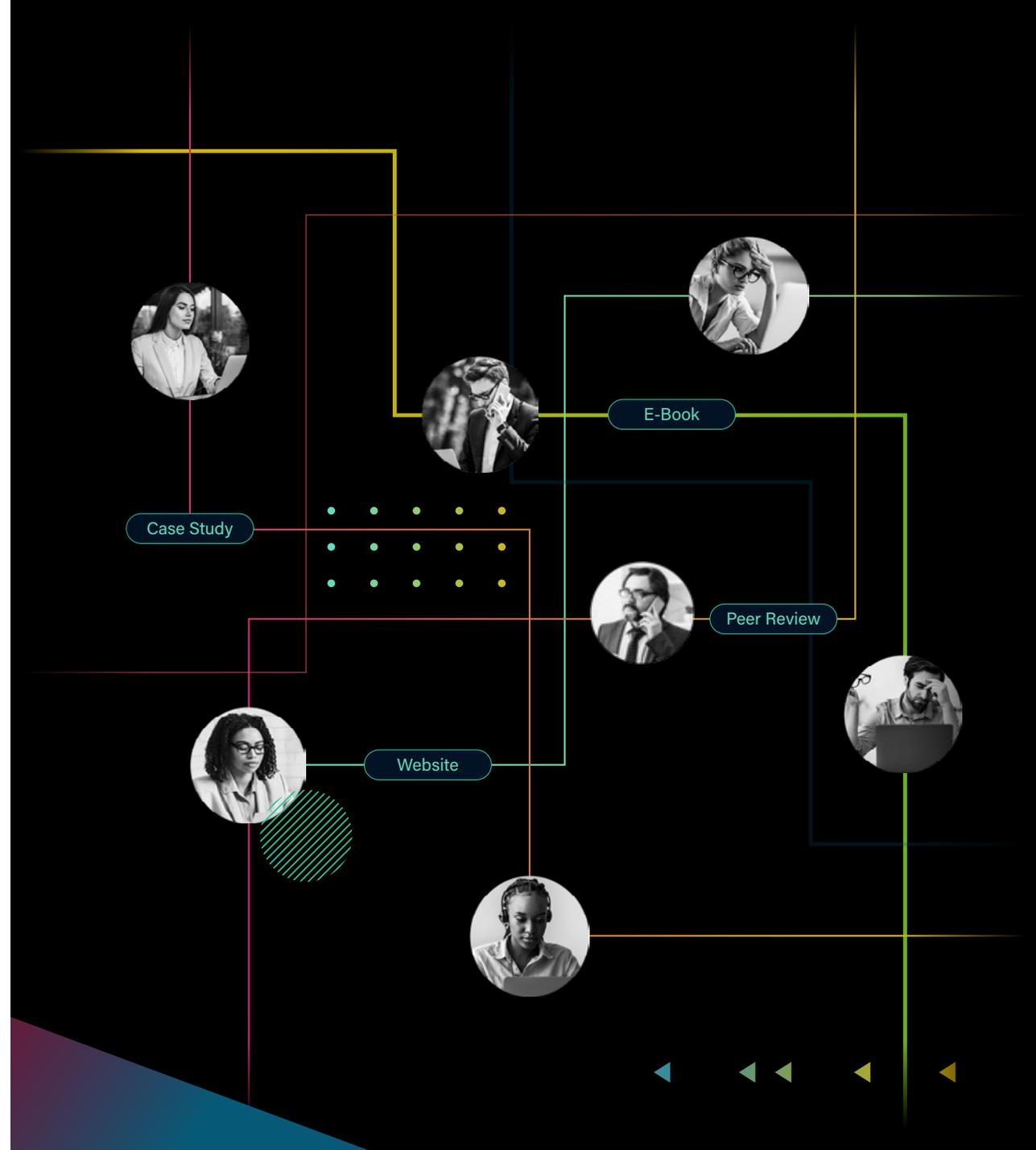
To be clear, disintermediation of B2B enterprise sales is increasing as sellers struggle to access buyers:

- **7 out of 10 sellers cite access to stakeholders as a serious challenge**
- **Only 17% of the buying process is spent with sales**

The role of sales has become more on-demand and consultative, and far less prescriptive. Meanwhile, marketing, customer success, RevOps, and data science functions have taken greater roles in the customer-generation lifecycle.

This has required a shift in enterprise GTM strategies, which now must focus on:

- **Precise targeting.** Because enterprise buyers now enter the buy cycle when and how they choose, enterprise GTM strategies must have a clear picture of which accounts are in-market to buy, so that they can efficiently allocate time and resources to.

- **Understanding and adapting to a dynamic buyer's timeline.** Pre-set, static outreach cadences—whether via marketing, sales, or customer success efforts—fail in today's buyer-driven sales process. Instead, successful strategies ensure buyer actions are what dictate engagement efforts.

- **Implementing strategies efficiently.** Making sure strategies are dynamic according to buyer actions is one thing. Ensuring those strategies get executed in a timely fashion by all relevant functions and roles is an entirely different feat—but just as important. The best strategies outline which specific processes and tools to use, as well as when and how to use them.

## Intelligence Requirements to Fuel Dynamic Strategies

Targeting precisely, adapting to the buyer's timeline, and executing dynamic strategies all depend on multifaceted, up-to-date, and actionable buyer intelligence. Such intel, in turn, requires enterprise strategy-focused teams to continuously capture an enormous volume of uncontextualized data and quickly convert it into easily digestible, prescriptive information. Moreover, such intelligence must comprise data beyond what's captured via your first-party systems (i.e., CRMs, MAPs, CDPs, and data lakes).

Specifically, strategy-focused teams need up-to-date intelligence on:

- **Which accounts are in a current buying cycle or showing clear signs of need and/or interest** (including your current customers)

- **Where they are in that buying cycle** (i.e., which buyer-journey or customer-lifecycle stage)

- **What those accounts are researching** (e.g., specific challenges, solutions, brands, features, etc.) **and their resulting behaviors** (e.g., downloading content, clicking ads, responding to social posts, etc.)

- **Where they're researching** (i.e., the online locations of the content being consumed)

- **The ways account research patterns are evolving over time**

- **How your current offers and online messaging align with the research activities and engagement behaviors of targeted industries and specific accounts**

- **How your competitors' offerings and messaging align and are resonating with targeted industries and specific accounts**

- **Which engagement tactics and messaging to use for each account**

INTENTSIFY™

Of course, none of this information is static. It all changes quickly and often, on an account-by-account basis. The data sources fueling your intelligence must capture and deliver information with the same speed and dynamism. In this regard, intent data has become an invaluable piece of the puzzle. (See **Sections 2** & **3**)

Just as importantly, however, the processes for synthesizing unrefined intent signals into actionable, contextualized intelligence must strive to keep pace with the intent data coming in. This has become a major challenge for B2B enterprises. (See **Section 4**)
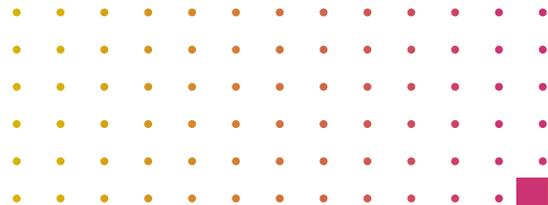
> Marketers aren't using intent data as well as they could, and the activation piece is the biggest need. But the data and insights are often kept in siloes—so there's no cohesive picture. When this is the case, it's hard to make cogent inferences around intent data and know what to do with them.

Kathy Macchi, VP of Consulting Services

inverta

Overview of Intent Data and Its Key Strategic Values

Intent data has many definitions, varying according to whom you ask. At its most basic level, however, intent data is information collected about a web user's content consumption activities and research behaviors (typically at the account level).

In fact, "intent" data is somewhat of a misnomer that undermines its potential value. Understanding intent data simply as a predictor of an account's intent to purchase a product or service limits its use cases to account identification or prioritization for marketing and sales efforts. While these use cases enable marketing and sales teams to allocate resources more effectively (a powerful benefit), they represent only a small part of what strategy-focused teams can do with most types of intent data.

"Intent data is like ABM now—if you ask 30 different people what it is, you'll get 35 different answers. It's important to understand that intent data does far more than just highlighting accounts with intentions to buy. Understanding this unlocks a ton of value for B2B enterprises. Unfortunately, most organizations are missing out on these benefits."

Scott Vaughan, Chief Market Officer, GTM & Marketing Advisor, Go-to-Market Advisory

If we ascribe to a broader, yet more accurate definition of intent data (i.e., data regarding businesses' online research behaviors), we open the door to far more use cases. For example, beyond simply identifying which accounts to target for marketing and sales efforts, strategy-focused teams can use the information to better:

- **Locate where prospects are in their buyer's journey, helping you select the right engagement channels and tactics**

- **Understand prospect accounts' challenges and what they care about, so that you can choose the right messages, talk tracks, and content to use with them**

- **Identify current customers' mindset, needs, and priorities to surface upsell opportunities and churn risks**

- **Identify shifts and opportunities in your market and among target audiences**

- **Map and continually update the typical buyer's journey**

- **Understand competitor strategies and business moves**

- **Identify acquisition targets**

Clearly, intent data's benefits far exceed its ability to highlight in-market accounts.

INTENSIFY™

Intent Data Ownership Types, Sources, Signal-Derivation Methods, and Evaluation Models Explained

Intent data is complex. This complexity is compounded by the range of available ownership types, data sources, signal-derivation methods, and evaluation models—all of which provide complementary values.

Intent Data Ownership Types: First-, Second-, and Third-Party Data

Ownership Party (From the User's Perspective)				
Category	**Description**	**Example**	**Pros**	**Cons**
First-Party	Data on businesses' online research activities acquired via your owned web properties, social profiles, and technology systems.	Website visits, email responses, eBook downloads, blog subscriptions, LinkedIn follows, etc.	Data is free and can be quite specific.	Coverage is limited to the breadth of your databases and traffic to your website and social media profiles. Thus, you can't see the research target accounts/customers are doing everywhere else online.
Second-Party	A subset of third-party data. The distinction is that it's sourced via the third party's owned media and databases (i.e., it's a third party's first-party intent data).	There are various examples of "second-party intent data," the most common of which comes from review sites like G2 and TrustRadius.	Expanded coverage (compared to first-party data), because they usually have a much larger database and traffic volume than your owned media.	Again, coverage is limited compared to "third-party" sources that monitor research behaviors across a much larger number of online properties. Not as useful for early-stage (i.e., top- and mid-funnel) buying activities.
Third-Party	Online research activity data sourced by a third-party vendor.	Third-party intent is typically derived from one of a variety of source types (e.g., publisher co-operatives, ad exchanges, social media platforms, etc.).	Third-party intent typically provides the greatest breadth of buyer activity coverage, enabling a comprehensive understanding of target-accounts' interests, concerns, and priorities.	Due to the extremely high volume of buyer activity signals, it can be difficult to properly set up tracking, analyze signals, and act on the resulting insights.

First-Party Intent Data

First-party intent data encompasses buyers' online research and engagement activities acquired via your website, landing pages, social media profiles, CRM, marketing automation platform, etc. In other words, this is data you obtain directly through your owned media and marketing and sales systems.

First-party intent signal examples may include:

- Website visits
- Email responses
- eBook downloads
- Blog subscriptions
- LinkedIn follows

Second-Party Intent Data

"Second-party data" is a bit of a misnomer. It's just a subset of third-party data, which is data sourced by another party. The distinction—according to common industry vernacular—is that it's sourced via the third party's owned media and/or database systems (i.e., it's a third party's first-party intent data). Though, in the grand scheme of things, it doesn't matter if it's labeled second- or third-party intent; what matters is the *quality* of the data, how it's sourced and evaluated, and whether you can effectively use it.

The most common examples of "second-party intent data" are product review vendors who also sell intent data. Review site data can provide information very indicative of buying intent because monitored accounts are on those sites to understand the value of specific products and services. This is great for understanding late-stage (i.e., bottom-funnel) buying activities.

Third-Party Intent Data

This is intent data from a third party—usually an intent data vendor or a technology provider offering add-on data or intent-driven solutions. This data may come via a channel partner of another intent data provider or originate from public data, publisher co-operatives ("co-ops"), or ad exchanges, or in combination with their own first-party sources.

Intent-Signal Sources

	Signal-Source Type (External Vendors)		
Category	**Description**	**Pros**	**Cons**
Publisher	Intent data collected exclusively from a publisher's owned portfolio of web properties and database engagement.	Can provide valuable data, specific to target buyers' content consumption and engagement activities.	Often lacks the coverage of exchange-based and co-op sources due to fewer overall web properties available to monitor, hence fewer businesses tracked and lower volume of intent signals.
Review Site	Data acquired from online platforms that curate user-generated product, service, and company reviews (e.g., G2, TrustRadius, etc.)	Provides powerful data about buyers' interest regarding specific solutions, products, and brands. Great for surfacing late-stage buyer behaviors.	Similar to publisher-sourced data, it lacks coverage breadth since it can only identify activities that occur on their owned web properties.
Co-Op	Data gathered from a collective of online properties owned by publishers, research firms, tech vendors, agencies, event firms, and more.	Data can be quite nuanced and is typically evaluated against trendlines (rather than event counts). Greater coverage than publisher and review site data.	Lacks the coverage of ad exchange-sourced intent data.
Ad Exchanges	Intent data gathered via ad exchanges across biddable online advertising inventory.	Unmatched coverage and volume of intent signals. Signals can be quite nuanced depending on the vendor.	Signal volume can be overwhelming if not aligned to a well-developed strategy and processes.
Social/Public	Data derived by combing the public web (e.g., social media websites).	Unique in that it focuses more on tracking specific actions (e.g., company follows via LinkedIn) than monitoring content consumption.	Limited coverage. Signals often lack the nuance of other source types.

There are more than five kinds of intent-signal sources, but these are the most common.

Publisher Data

This is intent data collected exclusively from a publisher's own portfolio of web properties. (Review sites can be included in this category or fall under its own.) It can be high quality but lacks the coverage of exchange-based and co-op data due to fewer overall web properties available to monitor (i.e., fewer businesses tracked and lower volume of signals).

Review Site

Review site intent data comes from online platforms that curate user-generated product, service, and company reviews (e.g., G2, TrustRadius, etc.). This data is strong with regard to surfacing late-stage intent signals, since prospective buyers typically use review sites to compare vendors among a particular solution category. However, like publisher-sourced data, its intent signal coverage is limited—it can only monitor buyer behaviors on the vendors' owned web properties.

Co-Op Data

Co-op data is gathered from a collective of online properties owned by publishers, research firms, tech vendors, agencies, event firms, and more. Coverage is relatively broad with high signal volume (though less so than ad-exchange data).

Ad Exchanges

Ad exchange intent data is generated across biddable online advertising inventory, which allows for unmatched intent signal coverage and volume of intent signals. In fact, the volume can be challenging if you don't align its use to a well-developed strategy and processes. Depending on the vendor, this category includes a wide range of signal-derivation methods and evaluation models. (See next page.)

Social/Public Data

This is intent data derived by combing the public web (e.g., social media websites) to show you which of your target accounts are engaging with competitors, specific keywords, and events relevant to your product and service offerings. Social/public intent data is less about content consumption and more about research and engagement activities. However, insights may be less granular than some of the other types of intent data sources.

Intent Signal-Tracking Methods

Signal-Tracking Method			
Category	**Description**	**Pros**	**Cons**
Topic Tracking	Topic-based tracking looks at the entire piece of content to assess its relevance to one or more predefined subjects (i.e., topics). Such relevance is typically identified using machine learning, such as natural language processing (NLP).	Ensuring the contextual relevance of a piece of content consumed or engaged, this method is valuable for preventing "false positive" intent signals. Further, topic monitoring typically uses trend-based evaluation models, which provide strong insight into whether buying interest is increasing or fading over time.	Users must select from a pre-set topic taxonomy, which confines you to monitoring a set of relatively broad topics, preventing the ability to track buyers' research into niche solutions or less-known brands.
Keyword Tracking	Keyword-based tracking looks for the use of exact words or phrases within a piece of content and/or its URL. If, for example, an article includes the keywords a marketer is tracking, and a business user reads the article, that activity then registers as an intent signal.	Allows you to track whichever keywords and/ or combination of keywords you'd like. This is especially helpful when trying to identify a target account's interest regarding niche solutions. Further, it's a dataset that can be customized to each organization's specific needs.	Doesn't account for the contextual relevance of the entire piece of content being consumed or engaged, which can lead to false positives. Uses a simplistic event-count evaluation model, which makes it more difficult to ascertain trends in accounts' behaviors.
Dynamic Tracking (Message-Alignment Tracking)	A new method that combines and builds off existing keyword- and topic-tracking techniques to provide a more sophisticated understanding of your target buyers. More than just using NLP to assess relevance of consumed or engaged pieces of content, NLP is also leveraged to analyze your online marketing materials, identifying and weighting the right mix of topics, keywords, and products to monitor. This model and the resulting signals are unique to each set of materials uploaded for analysis.	Combines the contextual relevance and niche targeting values of the other two derivation methods. Provides transparency into specific pieces of content consumed. Automates the setup process, requiring far less time and expertise.	Dependent on the quality of users' online content and messaging. If your online materials aren't well aligned with your solutions, it will affect the value of resulting insights. *(Note: this is also a beneficial way to analyze your message-solution alignment.)*

Topic Tracking

Topic-based tracking looks at an entire piece of content (e.g., article, webpage, landing page, eBook, case study, etc.) buyers are consuming or engaging with to assess its relevance to one or more predefined subjects (i.e., topics). Such relevance is typically identified using machine learning—specifically natural language processing (NLP)—and is valuable for preventing "false positive" intent signals.

Yet topic tracking does have its shortcomings: You must select from a preset taxonomy of topics. A lot of analysis goes into understanding which webpages are relevant to specific topics, which means it can't be done quickly. (It often takes vendors months to add new topics to the taxonomy.) Consequently, marketers are confined to monitoring a set of relatively broad topics, preventing the ability to track buyers' research into niche solutions or less-known brands.

Keyword Tracking

Keyword-based tracking looks for the use of exact words or phrases within a piece of content and/or its URL. If, for example, an article includes the keywords a marketer is monitoring and a business user reads the article, that activity then registers as an intent signal. The great thing about keyword tracking is it allows you to track whichever keywords you'd like, which is especially helpful when trying to identify a target account's interest regarding niche solutions.

The drawback of keyword tracking is that it doesn't ensure the contextual relevance of the piece of content. Such relevance is important. If the URL

or body copy contains a tracked keyword, any buyer engagement with that piece of content will register as an intent signal. For example, say you're interested in identifying companies looking to buy a financial technology (fintech) solution. One webpage may discuss the stock market value of a specific fintech company and another page may contain an article ranking the best fintech solutions. Monitoring keywords alone may weight a user's visit to each site equally based on the number of mentions of "financial technology" and "fintech." Yet the article ranking fintech solutions is obviously more important when assigning an intent score to the company consuming the content.

Dynamic Tracking

Dynamic tracking is a completely new method, proprietary to Intentsify, that combines and builds off existing keyword- and topic-tracking techniques. Beyond using NLP to assess relevance of consumed content, Intentsify's NLP analyzes your online marketing materials to identify and weight the right mix of topics, keywords, and products to monitor. More than just automating the daunting task of selecting and continually updating the right mix of topics and keywords, this method and the resulting signals are unique to each set of materials uploaded for analysis. This means it's not only great for monitoring your buyers' content consumption activities as they relate to your organization but also for analyzing your target buyers' research activities as they relate to your competitors.

Intent Evaluation Models

Evaluation Models

Category	Description	Pros	Cons
Trend Analysis	This method assesses a business's recent online content consumption and engagement behaviors into a given subject against its historical baseline of activity to show whether interest in that subject is rising or falling—and to what extent.	Trend models provide valuable context, allowing users to understand a business's change in interest over time.	Trend models usually don't provide insight into the volume of intent signals (i.e., research/engagement activities). If the historical baseline of weekly signals is really low and volume shoots up slightly in one week, that may register a significant yet unmerited surge in intent. However, it's important to note that some intent providers account for these situations in their algorithms.
Signal/Event Volume	This way of scoring intent simply counts the number of content consumption and engagement behaviors from a business that show interest in a specific topic or keyword.	Event counts provide helpful transparency into the volume of intent signals. And some intent data providers even break down counts by category (e.g., content consumption, leads generated, ads clicked, etc.).	Despite the fact that some intent vendors provide a previous week's or month's count for comparative context, the event count model makes it difficult for users to ascertain longer-term intent trends. What may seem like a surge in intent signals may instead just be a return to normal signal activity after a recent dip caused by unknown reasons.
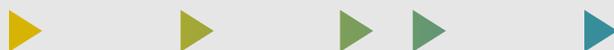
Trend Models

This method assesses a business's recent online content consumption and engagement behaviors into a given subject against its historical baseline of activities to show whether interest in that subject is rising or falling—and to what extent.

A simplified example: Over the last six months, "Acme Inc." has on average taken 100 actions per week around "talent acquisition software," which may include consuming articles, downloading content, registering for events, etc. (i.e., intent signals). If in the most recent week Acme continued this 100-count trend, it may be assigned an intent score for "talent acquisition software" of 50—a baseline score indicating no change of interest. If, on the other hand, Acme's intent signals around "talent acquisition software" increased to 150, this would indicate a 50% surge in interest against the historical baseline. As such, Acme's intent score for "talent acquisition software" may increase to a score of around 75 (depending on how the algorithm weighs various signals).

Trend scores provide valuable context, allowing users to understand a business's change in interest over time, which is obviously important when trying to understand intent to buy. The drawback is that you don't really know whether that jump to a 75-point score was due to 50 more weekly signals (up from 100) or 2 more weekly signals (up from 4).

Signal-Volume Models

This way of scoring intent simply counts the number of actions taken by an account around a particular topic or keyword (e.g., number of pieces of content consumed, ads clicked, assets downloaded, etc.).

A simplified example: During the last week, "Acme Inc." visited 92 webpages containing the keyword "talent acquisition software," downloaded six eBooks relevant to talent acquisition, and clicked on two of your display ads. The signal volume would be 100 (and hopefully broken down by signal type, too). It may also provide the signal volume for the previous week and/or month for some comparative context.

Event counts provide helpful transparency into the volume of intent signals. And some intent data providers even break down counts by category (e.g., content consumption, leads generated, ads clicked, etc.). However, this evaluation model makes it difficult for users to ascertain longer-term intent trends. What may seem like a surge in intent signals may instead just be a return to normal signal activity after a recent dip caused by unknown reasons.

> ⚠️ **Important Takeaway**
>
> There isn't a single best way to source, track, or evaluate intent data. Each method holds its own benefits that complement the others' shortcomings. The organizations using intent data with the most success are those leveraging multiple intent sources, derivation methods, and evaluation models. That's why 71% of intent users are leveraging 3 or more intent data sources (Ascend2, titled "The B2B Marketer's State of Intent Data).
>
> To be sure, leveraging a range of intent data sources is the best way to ensure you get both the breadth of buyer-activity coverage *and* signal accuracy required to fuel an effective GTM strategy in today's B2B environment.

Intent Data **vs.** First-Party Systems and Market Research

A good way to look at intent data is as a source of information that fills the gap left between your first-party systems (i.e., CRM, MAP, etc.) and traditional market research. These legacy sources of information are incredibly valuable, but they have shortcomings that intent data can complement.

Your first-party systems can only capture a small part of the data needed to fuel modern GTM strategies. That's because the vast majority of B2B buyer research and engagement actions occur beyond what CRMs, MAPs, and CDPs can track. Moreover, your first-party data needs context. By monitoring what buyers are doing before, while, and after they directly engage with your brand—which can't be tracked via first-party systems—intent data allows for a far more complete understanding of your target buyers' mindset, priorities, and needs.

Traditional market research, unlike your first-party systems, can provide insight into your buyers' activities aside from direct engagement with your brand. However, it too has major shortcomings. Traditional market research is too slow to keep up with increasingly dynamic buyer expectations and needs. It's also rarely targeted enough; every buying group is different, and each expects information according to its own timeline. Updated on a continuous basis (typically weekly) and segmented by account, intent data fills an important hole.

INTENTSIFY

Section 3:

Specific Intent Data Use Cases for GTM Strategy-Focused Roles

Intent Data Use Cases

Buyer Journey Mapping

Competitive Intelligence

Ideal Customer Profile (ICP) Creation

Target Account List (TAL) Development

Digital Advertising

Lead Generation

Lead/Account Scoring

Message/Content Development & Selection

Strategic Account Intel

Account Prioritization

Customer Churn Prevention

Customer Upsell/Cross-sell
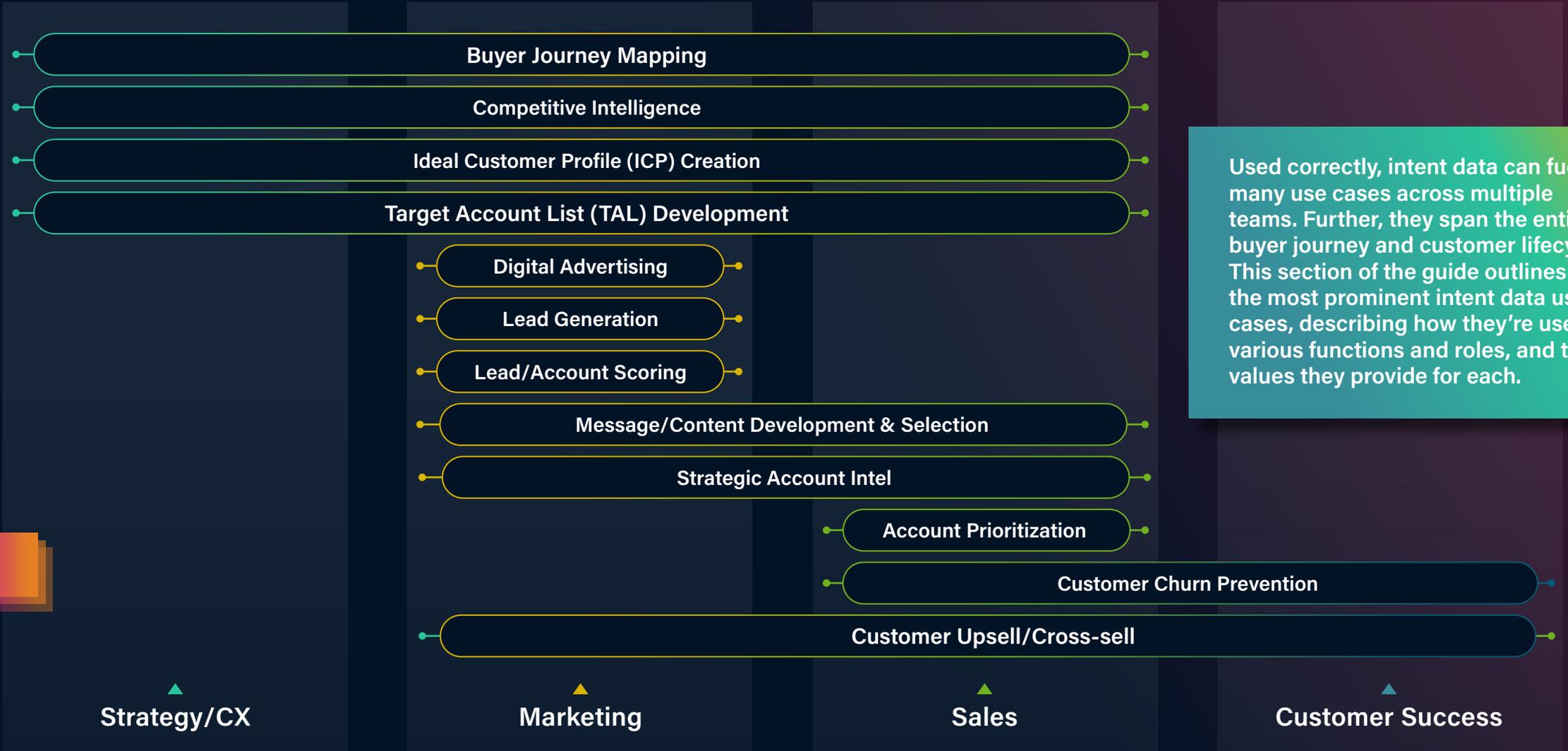
Used correctly, intent data can fuel many use cases across multiple teams. Further, they span the entire buyer journey and customer lifecycle. This section of the guide outlines the most prominent intent data use cases, describing how they're used by various functions and roles, and the values they provide for each.

Strategy/CX

Marketing

Sales

Customer Success

Intent Data Use Cases

Use Case	Who uses it? (Function)	Who uses it? (Roles)	What do they use it for?	Benefits
Buyer Journey Mapping	Strategy/CX	Data science; Buyer intelligence; Customer experience	▪ Identify common research and engagement trends among buyers to map and update the typical paths to purhcase across various buyer segments	▪ Increase understanding of buyer needs at each stage of the buyer journey to hone engagement strategies ▪ Improve buyer experience.
	Marketing	Product marketing; Marketing strategy; Demand/Growth marketing (including ABM roles)		
	Sales	Leadership		
Competitive Intelligence	Strategy/CX	Data science; Buyer intelligence; Customer experience; Business strategy/ intelligence	▪ Discover how well competitors' messaging is resonating with your target audiences/ buyers. ▪ Identify accounts that are researching specific competitor brands and products to pre-empt competitor engagement tactics	▪ Outmaneuver competitors with regard to messaging and buyer-engagement efforts
	Marketing	Product marketing; Marketing strategy		
	Sales	Leadership		
Ideal Customer Profile (ICP) Creation	Strategy/CX	Data science; Buyer intelligence	▪ Improve understanding of which types of businesses are researching and engaging with challenges, solutions, and products related to your offering in a similar way to current, high-value customers	▪ Identify previously unknown buyer-audience categories/characteristics to target ▪ Increase targeting precision to drive efficiency
	Marketing	Product marketing; Marketing strategy; Demand/Growth marketing (including ABM roles)		
	Sales	Leadership		

Intent Data Use Cases (Cont.)

Use Case	Who uses it? (Function)	Who uses it? (Roles)	What do they use it for?	Benefits
Target Account List (TAL) Development	Strategy/CX	Data science; Buyer intelligence	▪ Develop and update list of named accounts to focus resources on according to their research trends and recent behaviors	▪ Increase targeting precision to drive efficiency ▪ Decrease customer acquisition cost (CAC)
	Marketing	Product marketing; Marketing strategy; Demand/Growth marketing (including ABM roles); Digital marketing		
	Sales	Leadership; Account execs		
Message/ Content Development & Selection	Marketing	Content marketing; Product marketing; Marketing strategy; Demand/Growth marketing (including ABM roles)	▪ Develop messages and create content most likley to resonate with specific audience segments (i.e., accounts) ▪ Design/optimize email-nurture and website-personalization processes according to common target-account research trends	▪ Improve buyer experience ▪ Boost buyer engagement and account conversion rates ▪ Scale pipeline value and revenue creation
	Sales	Business/sales development reps (BDRs/SDRs); Account execs	▪ Select talk tracks and content most relevant to prospects' mindset, needs, and priorities to use for lead/account follow-up	
Digital Advertising	Marketing	Digital marketing; Demand/ Growth marketing (including ABM roles)	▪ Understand which accounts to target and with which messaging/assets via various digital advertising channels (e.g., display, video, social etc.)	▪ Improve buyer-engagement outcomes ▪ Scale return on media spend and tech investments
Lead Generation	Marketing	Demand/Growth marketing (including ABM roles)	▪ Understand which accounts to target and with which messaging/assets via various lead gen channels such as content syndication, social media, telemarketing, etc.	▪ Boost target-account penetration rates, lead quality, account conversion rates, and marketing-influenced pipeline ▪ Scale ROI on lead gen investments ▪ Improve marketing's credibility among sales

Intent Data Use Cases (Cont.)

Use Case	Who uses it? (Function)	Who uses it? (Roles)	What do they use it for?	Benefits
Lead/Account Scoring	Marketing	Marketing ops; Demand/Growth marketing (including ABM roles)	• Allow intent signals to inform scoring models (e.g., accounts/leads surging on specific intent topics/keywords receive extra points, influencing stage assignment and follow-up tactics)	• Achieve a better understanding of prospect buy-cycle stage • Promote more effective marketing- and sales-engagement efforts
Strategic Account Intel	Marketing	Demand/Growth marketing (including ABM roles)	• Conduct a deep dive into individual prospect and customer accounts to fuel highly customized engagement strategies	• Improve buyer experience • Boost strategic-account penetration and conversion rates • Increase sales-pipeline value/revenue
	Sales	Leadership; Account execs		
Account Prioritization	Sales	Business/sales development reps (BDRs/SDRs); Account execs	• Focus on specific leads/accounts (e.g., sales-accepted leads) most likely to convert to opportunities	• Ensure efficiency among BDRs/SDRs • Scale account conversion rates and sales pipeline
Customer Churn Prevention	Sales	Account execs	• Monitor customer research on competitors and competitive products to identify churn risks, and then address/resolve issues early	• Improve customer retention rates • Strengthen relationships with customers
	Customer Success	CSMs		
Customer Upsell/Cross-sell	Marketing	Customer marketing	• Monitor customer research on solutions you offer but they haven't yet invested in, and then reallocate resources to expand the account's investment	• Scale current account investments • Increase customer lifetime value (CLV)
	Sales	Account execs		
	Customer Success	CSMs		

INTENSIFY™

Section 4:

Common Intent Data Roadblocks Facing Most B2B Enterprises

Why the Promise of Intent Data Isn't Paying Off

Data has become both sail and anchor for B2B organizations. Innovations in business data—especially regarding online behavioral data—have driven a rapid evolution in go-to-market (GTM) strategies, which as discussed, are now incredibly sophisticated and dynamic (due to the nature of these new data sets).

Such new strategies have had great results, causing businesses to be much more scientific in the ways in which they focus their resources and communicate their messages. Unfortunately, the dynamic nature of new—and rapidly proliferating—data sets now dictating GTM strategies makes them much more difficult to execute. And data-driven strategies are only as good as an organization's ability to action them across all customer-facing teams.

Intent data is no different. Intent solutions have significantly influenced B2B marketing, sales, and customer success strategies over the past few years. (See Section 3 on intent data use cases.) Providing broad market intelligence as well as specific account research insights, intent data is increasingly helping B2B organizations better understand their prospects' and customers' needs, so GTM teams can focus their time, effort, and resources where and how they'll have the most impact.

Further, the more sources and types of intent data used, the more accurately informed your strategy. That's because more intent signals ensure greater coverage of your target audiences' online research activities and buying behaviors, while also allowing you to verify signals derived from each source.

The problem is today's market is filled with point solutions driven by intent data. These solutions typically leverage only a single source, derivation method, and evaluation model—often focused on a single use case. This is problematic for several reasons:

- **Skewed intelligence:** No one source of intent data can cover all your target markets' online research activities. Depending on a single intent source means you'll miss important intent signals and/or give too much weight to less important signals, resulting in inaccurate buyer intelligence. Using multiple sources, tracking methods, and evaluation models not only provides greater breadth of coverage and multifaceted perspectives of buyers' mindset and priorities, it enables you to corroborate signals against each other. If four different sources agree on the same signal, you know it's likely to be valid intelligence.

- **Limited use cases:** Point solutions hinder your ability to action intent data for the full range of 10+ use cases because data portability is not their focus.

Intent data point solutions: These are products/solutions driven by intent data that focus narrowly on a single use case (e.g., display advertising) and typically rely on a single intent data source, tracking method, and evaluation model. As such, the breadth of online buyer-activity coverage is limited, undermining intent signal accuracy. Moreover, point solutions make it difficult for users to use intent data for other use cases throughout the buyer journey and customer lifecycle.

The seemingly simple solution is to aggregate multiple intent data feeds and/or solutions, which is much easier said than done. In theory, stitching together several intent data feeds and/or point solutions will provide the breadth of online-research coverage and signal accuracy required to gain comprehensive buyer and account intelligence that can drive successful GTM strategies.

Unfortunately, it's nearly impossible to do this manually. The varying range of tracking methods and evaluation models makes comparing data feeds incredibly time-consuming. Not only does this waste resources, but you also likely won't be able to digest disparate feeds, synthesize them into useable intelligence, and act on them before they're no longer relevant.

In other words, B2B enterprises that try to string together numerous intent data feeds and point solutions are struggling to:

1. **Quickly set up, synthesize, and analyze intent signals from multiple feeds to obtain a comprehensive, up-to-date, and accurate understanding of their buyers**

2. **Distribute intent-driven intelligence to the teams and individual roles in charge of acting on it**

3. **Ensure the end users of such intelligence can effectively interpret and act on it**

The struggle is highlighted in a recent Ascend2 survey that found the number-one challenge B2B marketing teams face with intent data is "creating a strategy for [its] use" (43% of respondents). Further, "acting on intent signals/insights" was also identified as a top challenge (28% of respondents).

Strategy-focused B2B enterprise teams need solutions that automate the numerous processes required to generate important business outcomes with intent data.

"

The lack of planning and alignment introduces the first challenge for using intent data effectively... A repeatable, even automated, process should be in place to take full advantage of intent data: bringing accounts into your targeting strategies across all the tactics you are running—in the right campaigns, at the right stage in the buyer's journey, using the right messaging.

Dawn Colossi, Chief Marketing Officer

software AG

INTENTSIFY™

Section 5:

Intentsify's Intelligence Activation Platform for Enterprise Strategy Teams

Intelligence Activation Platform
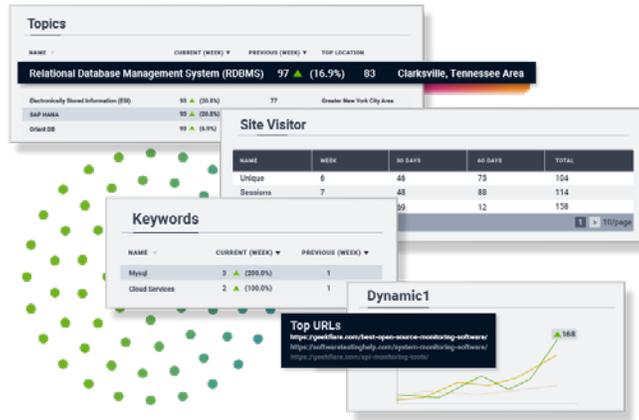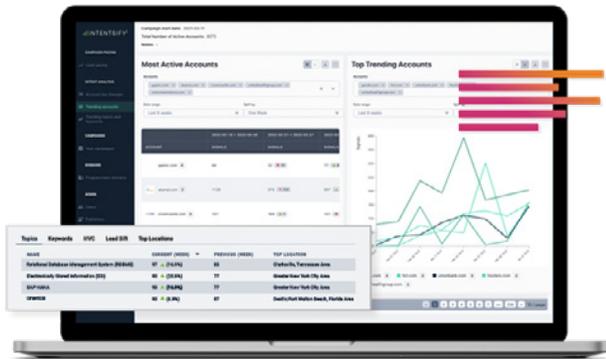
TOOLS

- Synthesize signals into actionable intelligence
- Highlight in-market accounts, respective buyer stages, and the tactics and messaging to use for each

DATA

- Expand coverage of your buyers' online research activities
- Corroborate signals across multiple feeds to ensure accuracy
- Gain additional perspectives to fully understand buyers' mindset & needs

PROGRAMS

- Quickly and easily act on resulting buyer and account intelligence
- Generate direct buyer engagement via turnkey content marketing programs
- Get your brand in front of in-market accounts via intent-driven digital programs

Intelligence Activation Platform: Tools

Intentsify Tools Overview

Intentsify's platform tools automate key processes required to extract the full range of benefits intent data can provide enterprise B2B companies. By aggregating, digesting, and synthesizing multiple intent data sets (along with other types of business data like firmographic, technographic, and predictive data), Intentsify's customers gain a far more comprehensive, accurate, and up-to-date understanding of buyers' mindset, needs, and priorities.

Aggregated & Synthesized Data

The platform starts by using natural language processing (NLP) to analyze users' online messaging and content to gain a clear understanding of which topics, keywords, and products should be monitored for intent—as well as how each should be weighted. No other technology in the industry offers this capability, which is key for:

- **Driving operational efficiency.** No longer must teams manually select and continuously update intent topics, keywords, and products—which is typically a very time-consuming process that requires a significant level of education.

- **Generating intent feeds unique to each user's needs.** Each of hundreds of topics, keywords, and products is custom weighted according to the analysis of users' online marketing materials, ensuring an unmatched level of buyer intelligence.

Platform Intent Data

(Signal Types)

| Dynamic1 | Keyword | Topic | Website Visits |

Platform Business Data

| Firmographic | News/PR |
| Technographic | Website Messages |

Ingested 3rd-Party Data

(Ex., Intent & Non-Intent Providers)

bombora   G2   Demandbase

TechTarget   6sense
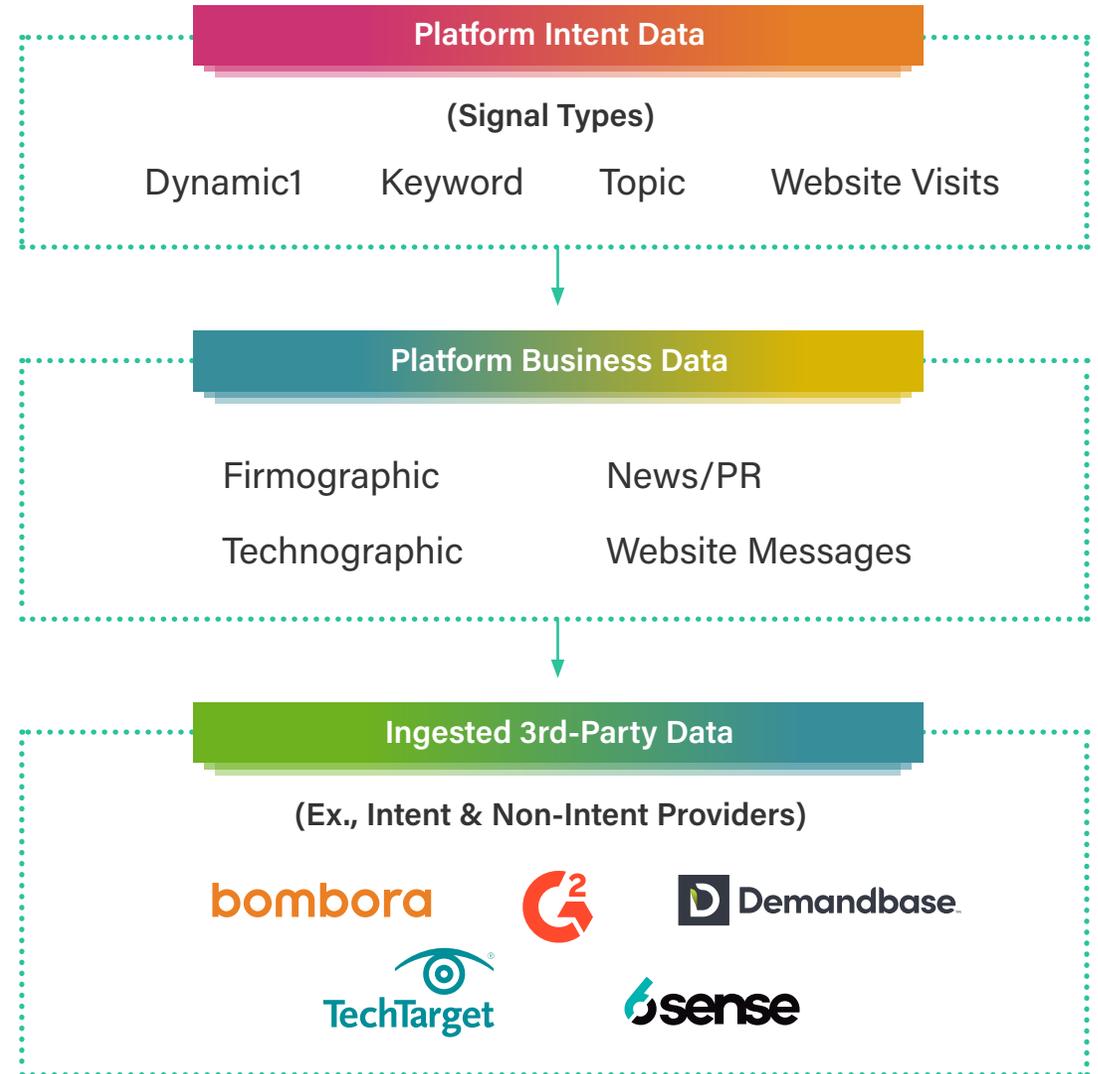
Importantly, the platform is agnostic to third-party data. Although Intentsify's platform is built on the foundation of its native intent, firmographic, and technographic data, the company encourages the use of external data sets. The platform was developed to ingest external intent data signals and synthesize them with Intentsify's native data to expand users' understanding of their target buyers.

Feeds are unique to buyers' changing strategic and tactical needs.

Automatically identifies and continuously updates the right mix of topics and keywords to monitor according to customers' dynamic strategies.

KEYWORDS

☑	KEYWORD	SCORE ▼
☑	duo user	0.54
☑	security platform	0.5
☑	security designed	0.48
☑	safeguard users	0.46
☑	access security	0.45
☑	platform users	0.34
☑	need protect	0.31
☑	trust security	0.3
☑	protect sensitive	0.28
☑	scale duo	0.21

< **1** > 20 / page

TOPICS

☑	TOPICS	SCORE ▼
☑	device security	0.5
☑	data protection officer (DPO)	.049
☑	Datacenter Operating System (DC/OS)	0.49
☑	Enterprise Mobility Suite	0.48
☑	Application Security	0.46
☑	Data Security	0.46
☑	Endpoint Security	0.45
☑	Security Solutions	0.45
☑	Unified Threat Management	0.44
☑	Continuous Availability	0.43
☑	Database Security	0.43
☑	Open Source Security	0.43
☑	Device-as-a-Service (DaaS)	0.42
☑	Device Protection	0.42
☑	Web Application Security	0.42
☑	Disaster Recover as a Service (DRaaS)	0.42
☑	Data Center Security	0.42
☑	Transparent Data Encryption (TDE)	0.41
☑	Security Orchestration	0.41
☑	End User Security	0.41

< **1** 2 3 4 5 > 20 / page

PRODUCTS

☑	PRODUCTS	SCORE ▼
☑	Duo	0.74
☑	Odoo	0.58
☑	Corero	0.51
☑	EnSilo	0.5
☑	Absolute.com	0.48
☑	Networking Applications	0.47
☑	Hadoop Distributed File System (HDFS)	0.45
☑	Tenable	0.45
☑	Nsfocus (SHE)	0.45
☑	Acronis	0.44
☑	Proofpoint.com	0.44
☑	Windows Intune	0.43
☑	Proofpoint	0.43
☑	BigiD.com	0.43
☑	HashiCorp	0.42
☑	Redlock	0.42
☑	IBC Cloud Services	0.41
☑	Zoho	0.41
☑	Email Security	0.41
☑	Apache ZooKeeper	0.41

< **1** 2 3 4 5 > 20 / page

Actionable Buyer + Account Intelligence

The platform's user interface (UI) then converts aggregated and synthesized data into actionable intelligence, informing a range of use cases throughout the customer lifecycle. Specifically, the platform's UI was designed to highlight:

- **Who.** Based on "Signal Intensity" which is a combination of volume of signals, relevance of content consumed, signal alignment and corroboration with other data types, this UI element identifies accounts that are currently consuming content relevant to the user's brand, solutions, and competitors.

- **What.** This element highlights the challenges, concerns, solutions, brands, and products each in-market account is most interested in according to the combination of "Topics," "Keywords," and "Products" being consumed.

- **When.** Analyzing the *types* of topics and keywords being consumed (e.g., challenges = early stage; brands and products = late stage), this perspective shows you where each account is in the buyer's journey.

- **How.** By layering the "Buying Stage" with the combination of "Topics," "Keywords," and "Products" of interest, users gain key intelligence on which engagement tactics, channels, messaging, and content to use for each in-market account.

- **Where.** This aspect detects and displays the geographic areas where intent signals are originating.

Combined, these five perspectives provide marketing, sales, customer success, and operations teams with an arsenal of intelligence with which to fuel their dynamic GTM strategies and many dependent use cases.

Understanding Buyer **+** Account Intelligence

With these 5 powerful types of Buyer + Account Intelligence, you'll know which accounts and geo locations to target, the best tactics and channels to engage them, and which messages and content to use.

Signal Intensity (Who)	Buying Stage (When)								
	Early Stage			Mid Stage			Late Stage		
	Tactics (How)	Messaging (What)	Content Type (What)	Tactics (How)	Messaging (What)	Content Type (What)	Tactics (How)	Messaging (What)	Content Type (What)
HIGH	Display; content synd.; email nurture; direct mail	Challenge-focused messaging	Guides; blogs; reports; etc.	Display; content synd.; email nurture; direct mail; BDR	Solution-focused messaging	Guides; reports; webinars	Display; direct mail; BDR; AE	Product- & brand-focused messaging	Case studies; info sheet; demo videos; etc.
MEDIUM	Display; email nurture	Challenge-focused messaging	Guides; blogs; reports; etc.	Display; content syndication; email nurture; BDR outreach	Solution-focused messaging	Guides; reports; webinars; etc.	Display; direct mail; BDR	Product- & brand-focused messaging	Case studies; info sheet; demo videos; etc.
LOW	**Don't Prioritize**								

* Where will tell you which geographic localities to focus these efforts on.

Intelligence Activation Platform: Data

Intentsify Data Overview

Intentsify's platform is agnostic to data and users are encouraged to ingest external intent signals. Yet many users are new to intent and require a foundational data set from which to jumpstart their GTM strategies via the Intelligence Activation Platform.

Encompassing a wide range of data types, intent data source types, intent signal-tracking methods, and intent evaluation models, Intentsifty's platform comes with the foundation of data needed to generate robust buyer, account, and competitive intelligence.

Intentsify's Intent and Non-Intent Data Sources

Intentsify draws on several different sources of intent to ensure the broadest coverage of any online buyer activity that can help inform actionable intelligence. These sources include:

- Ad exchanges
- Publisher co-ops
- Social media platforms
- Customer website activity

Note: See Section 3 for more information on each of these intent source types.

While powerful in their own right, even varying intent data sources benefit from the context of non-intent data types. That's why the platform also provides access to key non-intent data types like technographic and firmographic data.

Native Intent Data Sources

Publisher Co-Op · Ad Exchanges · Social Media · Website Pixel
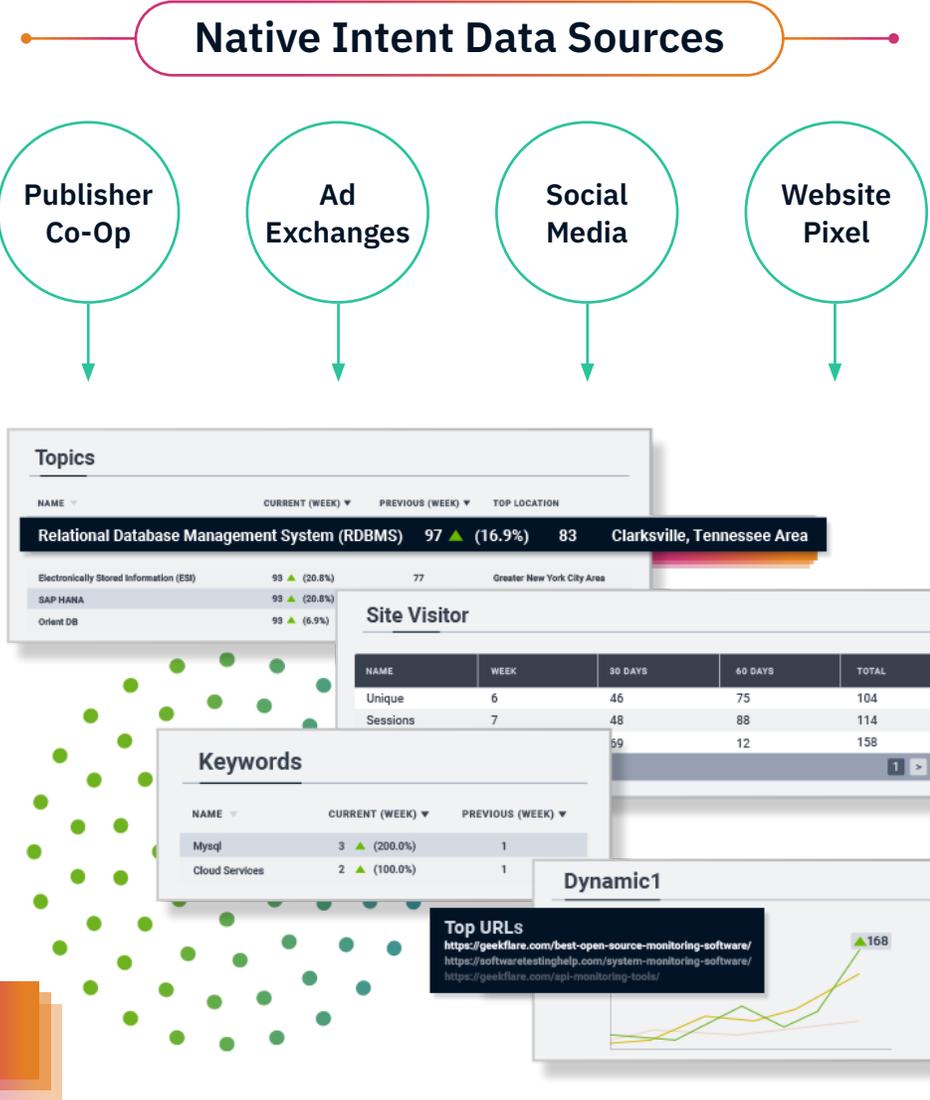
Intentsify's Signal-Tracking Methods and Evaluation Models

A robust understanding of buyers' mindset, needs, and priorities requires multiple perspectives of their online research activities. For this reason, Intentsify's platform provides a full array of signal-tracking methods and evaluation models.

Dynamic1

- First intent feed designed to be unique to each customer's needs

- Uses natural language processing (NLP) to weight each topic, keyword, and product by relevance to your URL's messaging (or your competitors')

- Synthesizes custom-weighted signals to rank accounts according to research alignment with a URL's messaging

- Provides transparency into content consumed by each account

Topic-Based Signals

- Analyzes entire pieces of content to assess relevance to predefined subjects (i.e., topics)

- Prevents "false positive" intent signals by ensuring contextual relevance of consumed content

- Leverages trend-based evaluation model, providing valuable insight into whether buying interest is increasing or fading over time

| Topics | Keywords | HVC | Social | **Dynamic1** | Top Locations |

NAME	CURRENT (WEEK) ▼	PREVIOUS (WEEK)
Rank	18 ▲	46

< 1 > 10 / page

Top Urls

https://www.tutorialspoint.com/exploring-erp-modules-of-oracle-e-business-suite

https://www.businessnewsdaily.com/10734-database-certifications.html

https://www.tutorialspoint.com/sqlalchemy/sqlalchemy-orm-declaring-mapping.htm

| **Topics** | Keywords | HVC | Social | Dynamic1 | Top Locations |

NAME	CURRENT (WEEK) ▼	PREVIOUS (WEEK)	LOCATIONS
IBM Watson	97 ▲ 14	83	Washington D.C. Metro Area | Mansfield, Ohio Area
Articial Intelligence	97 ▲ 25	72	Washington D.C. Metro Area | Mansfield, Ohio Area | Cleveland/Akron, Ohio Area
Edge-Computing Model	88 ▲ 20	68	Washington D.C. Metro Area | Mansfield, Ohio Area
Cluster Analysis	88 ▲ 21	67	Mansfield, Ohio Area | Washington D.C. Metro Area | Vietnam | San Francisco Bay Area
Security Intelligence	87 ▲ 10	77	Mansfield, Ohio Area | Washington D.C. Metro Area
Actuators	86 ▲ 3	83	San Francisco Bay Area | Washington D.C. Metro Area | Mansfield, Ohio Area | Cleveland/Akron, Ohio Area

< 1 > 10 / page

Keyword-Based Signals

- Analyzes online content for exact words or phrases

- Allows users to track customized keywords, making it especially valuable for identifying accounts' interest in niche solutions

- Leverages event-count evaluation model, providing transparency into exact volume of keyword-based signals originating from each account

Website-Visit Signals

- Monitors target accounts' visits to your web properties

- Helps identify mid- and late-stage interest in your brand, products, and solutions

Intelligence Activation Platform: Programs

Programs Overview

Intelligence is only as valuable as your ability to act on it. Intentsify's Demand Activation Programs convert buyer and account intelligence into meaningful engagements via:

- **Intent-Driven Content Marketing**

- **Intent-Driven Digital Advertising**

Intent-Driven Content Marketing Programs

Knowing which accounts to prioritize is great. But connecting and resonating with key decision-makers at those accounts is what matters most. Intentsify's Content Marketing Programs bridge this gap, boosting buyer engagement and account conversion rates to drive pipeline and revenue.

- Distribute your branded content among intent-identified target accounts

- Acquire contact info from specific personas at in-market accounts who have requested to access your content

- Zero in on geo locations showing a high level of relevant research activity

- Generate qualified demand across North America, EMEA, and APAC
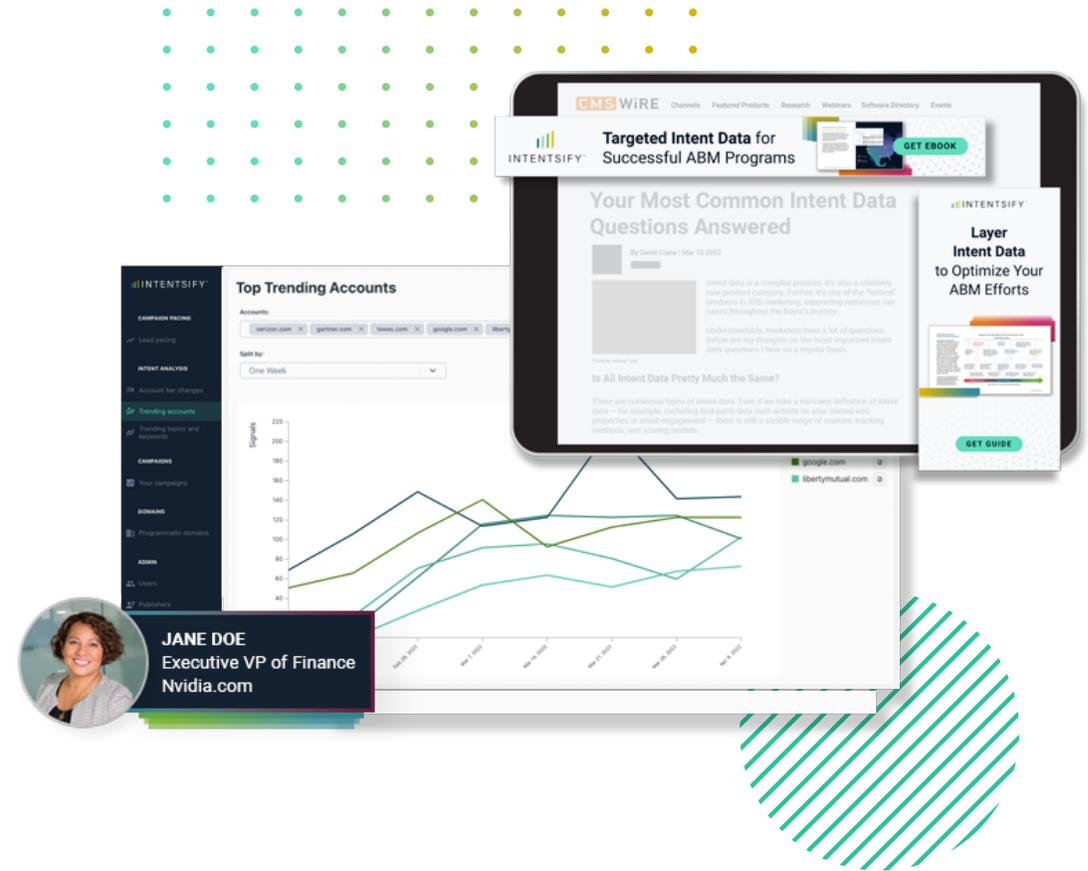
How Intent-Driven Content Marketing Works

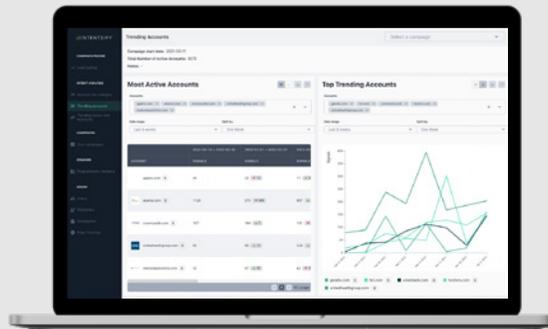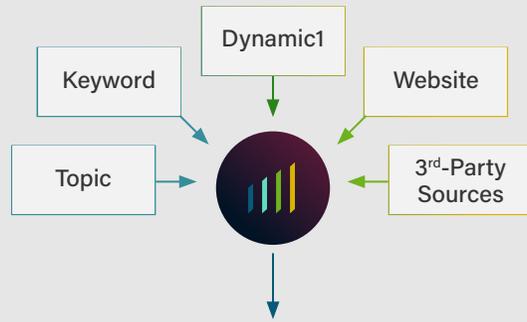## 1. Program Setup

You provide target-account list and any persona-based criteria with which each generated lead must conform

Intentsify's AI identifies the right *topics*, *keywords*, and *products* to monitor for intent signals.

2. Data Aggregation and Synthesized Intelligence

Intentsify's Intelligence Activation Platform layers and synthesizes multiple intent feeds to identify in-market accounts to target.

3. Content Distribution and Contact Info Acquisition, Validation & Delivery

Intentsify media partner ecosystem promotes your branded content among intent-identified account decision-makers, who provide business info to access content. Each lead passes a verification process before delivery.

Each account's engagement (leads) are reported back to the platform and further influence intent scores.

Intent-Driven Display Advertising Programs

The market has never been so saturated. To break through the noise and outshine competitors, enterprise B2B businesses must supply buyers with the right information, where and when they want it.

- Sharpen targeting precision, serving ads only to the right personas at the right locations among in-market target accounts

- Deliver highly relevant ads based on buyers' research activities

- Gain confidence ads appear only on contextually relevant pages where buyers are spending most of their time

- Guarantee brand safety via integrations with IAS, Grapeshot, MOAT, and more

How Intent-Driven Display Ads Work

1. Program Setup

You provide target-account list and any persona-based criteria with which each generated lead must conform

Intentsify's AI identifies the right *topics*, *keywords*, and *products* to monitor for intent signals.

2. Data Aggregation & Synthesized Intelligence

Intentsify's Intelligence Activation Platform layers and synthesizes multiple intent feeds to identify in-market accounts to target.

3. Display Ads Served to In-Market Accounts

Intentsify's DSP serves ads to selected personas among intent-identified accounts on contextually relevant web pages.

Each account's engagement (leads) are reported back to the platform and further influence intent scores.

INTENTSIFY™

Intelligence Activation Platform Results

Together, the platform's tools, data, and programs provide a powerful solution to a growing requirement among enterprise B2B organizations: the ability to fuel and execute dynamic GTM strategies according to the constantly evolving, non-linear customer lifecycle.

By automating the aggregation and synthesis of numerous types and sources of data into a full, accurate, and up-to-date understanding of buyers' mindset and priorities, Intentsify's Intelligence Activation Platform is helping top B2B enterprises:

- Reduce the cost of customer acquisition by enabling GTM teams to focus time and resources on the right accounts, rather than wasting budget on the wrong targets

- Increase sales productivity and revenue creation by providing the intelligence required to drive meaningful conversations that result in a greater volume of high-quality deals

- Boost operational efficiency by automating the many processes—across marketing, sales, customer success, and operations—needed to garner all the value intent data has to offer

- Gain higher customer net retention and customer-led growth by informing customer success and sales teams of churn risks and upsell opportunities among current customers

"

When it comes to intent data, there's no 'one size fits all' solution. What Intentsify offers that is so unique is the ability to take intent data and activate it seamlessly—no hoops to jump through. And there's not a lot of enablement or extra asks of sales which is incredibly powerful.

Colm Shalvey, Head of ABM
TripActions

"

Our buyers were overwhelmed with irrelevant content and sales calls, which can drive a poor customer experience. It's getting harder and harder to cut through the noise through traditional channels and have really relevant conversations with our prospects. Intentsify helps us solve these challenges.

Shelby Aprile, Sr. Marketing Manager
ORACLE

Intentsify arms B2B organizations with the market intelligence and activation tools required to develop and deliver GTM strategies that increase pipeline and accelerate revenue creation. Our Intelligence Activation platform layers, cross-verifies, and synthesizes multiple data sets to provide the broadest, most accurate view of buyers' and accounts' online research activities. With intelligence into which accounts are showing the strongest buying signals, where they are in their journey, and the issues they care most about, your marketing, sales, and customer success teams can easily prioritize target accounts and select the right mix of messages, content, and engagement tactics for each. Intentsify's demand activation programs then convert intelligence into actions, increasing efficiency across each GTM team, improving the buyer experience, and scaling pipeline value and velocity.

||||| INTENTSIFY™

www.intentsify.io