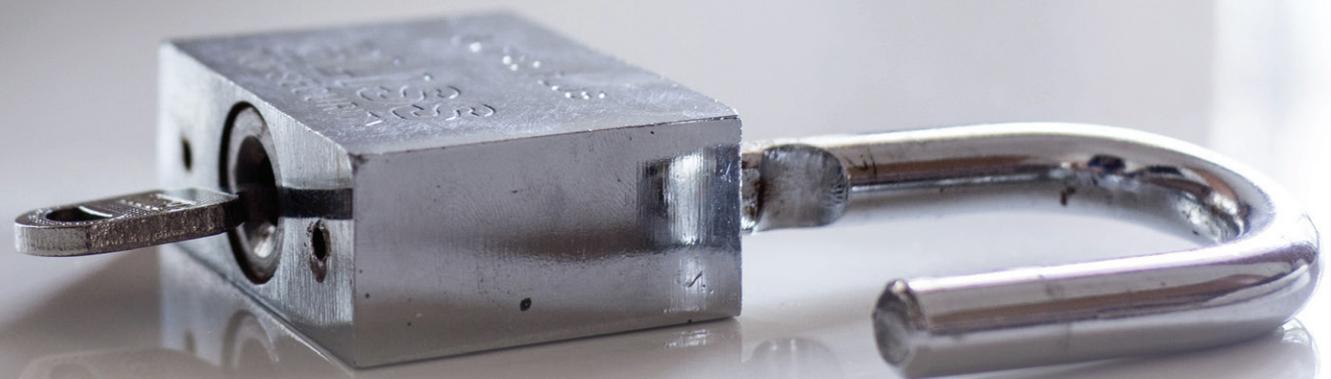


# Unlocking the Power of Intent Data

How to leverage intent data to optimize your outbound marketing efforts





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## INTRODUCTION

As the predictive marketing and sales space heats up, more and more B2B marketers are asking this question:

***How do I identify prospects who are in-market but not on my website?***

Intent data is a new marketing method and category of software that seems to deliver the answer. Though the technology has been around for several years, only 25% of B2B companies currently use it as part of their martech stack. As early adopters, Televerde falls into this 25%. We're always seeking new ways to provide a competitive edge for ourselves and our clients, so we decided to add intent data to our marketing mix.

We haven't been disappointed. After just a few months of using intent data, we've already seen results and are convinced of the technology's power when used as part of an integrated approach to demand generation.

Even if you're not the early adopter type, you may be missing out on a huge opportunity. Of course, there are no silver bullets in martech. That said, intent data does offer your reps the ability to have much more targeted and informed conversations. In our book, that's always a win.

“ Intent data offers your reps the ability to have much more targeted and informed conversations. ”



## WHAT IS INTENT DATA?

Research shows that before making a purchase, 89% of buyers do online research to support a decision.

Of course, prospective buyers will visit your company website and browse content. But that only represents a single discovery vehicle they'll use on this journey and offers only a limited view of activity such as website page visits, email clicks, content downloads, and page views. Sure, you'll have some insights, but the overall picture is still a bit blurry.

Here's where intent data comes in to offer a more complete snapshot of the buyer's journey. As potential buyers begin to research a new solution, their 'digital footprint' around the topic will grow as visits to websites and related activities accumulate. Intent data allows you to see and analyze that footprint and use it to your advantage.

By using intent data, you'll have the capability to reach prospects earlier in the buyer's journey, allowing more time to educate and guide them toward your solution, before your competitors even know they're interested.

Intent data offers insight into a range of prospect internet activity, including:

- ✓ Downloads
- ✓ Website visits
- ✓ Product reviews
- ✓ Time on websites related to industry topics
- ✓ Newsletter subscriptions
- ✓ Infographic views
- ✓ Topic-specific content consumption spikes



**Takeaway:** Intent data provides critical insights by showing you behavior-based data on your prospects, specifically surrounding the actions they're taking online to link them to an issue or pain point your solution can solve.

## WHAT YOU NEED TO KNOW

As a marketer, you need to send your SDR team and sales team good leads every day. And if you want to improve the effectiveness of your campaigns and messaging, you need to be able to react to your prospects' behavior in real-time

Intent data is time-sensitive and generally increases your chances of being the first to reach a prospect during a critical stage. [Research shows that 70% of the time, the first salesperson to contact a prospect is the one who ultimately wins that business.](#) Intent data is there to help you be the first to ring the doorbell.

There are two types of intent data, both of which use a combination of IP addresses and browser cookies to track visitors online.

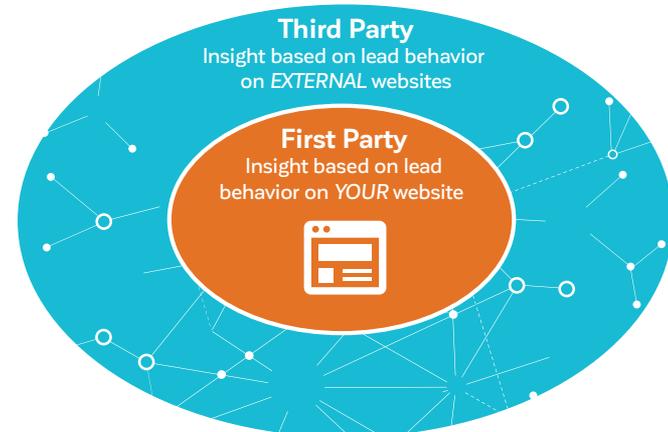
### First-party intent data

First-party intent data isn't anything new: It comes from tracking your website and is often called engagement data. Many marketing automation platforms have produced first-party intent data for more than a decade now, and most marketers have access to it. First-party intent data can be anonymous, meaning there's no name associated with the record, or it can be known, meaning the individual has filled out a form and has provided their name and contact information.

### Third-party intent data

Third-party intent data is a much newer category. While marketing automation tracks your web properties, third-party intent data providers can track everyone else's. Our provider, for example, operates a data co-op which collects data from thousands of high-value analyst sites like Gartner, review sites like G2Crowd, and publications like Forbes. When many prospects are researching the same topic, a 'surge' is created.

With a list of surging topics your prospects are interested in, you can prioritize your outbound efforts to align with them.



## SO, IS INTENT DATA FOR YOU?

Intent data sounds great, but it's not for everyone. Don't seek out an intent data strategy just because you feel like it's the next big thing. Consider the following before deciding to bring intent data into your tech stack.



### **Are you already executing an ABM strategy?**

Intent data is a critical element of a comprehensive ABM approach. It's the voice of key stakeholders and buying groups within your target accounts.



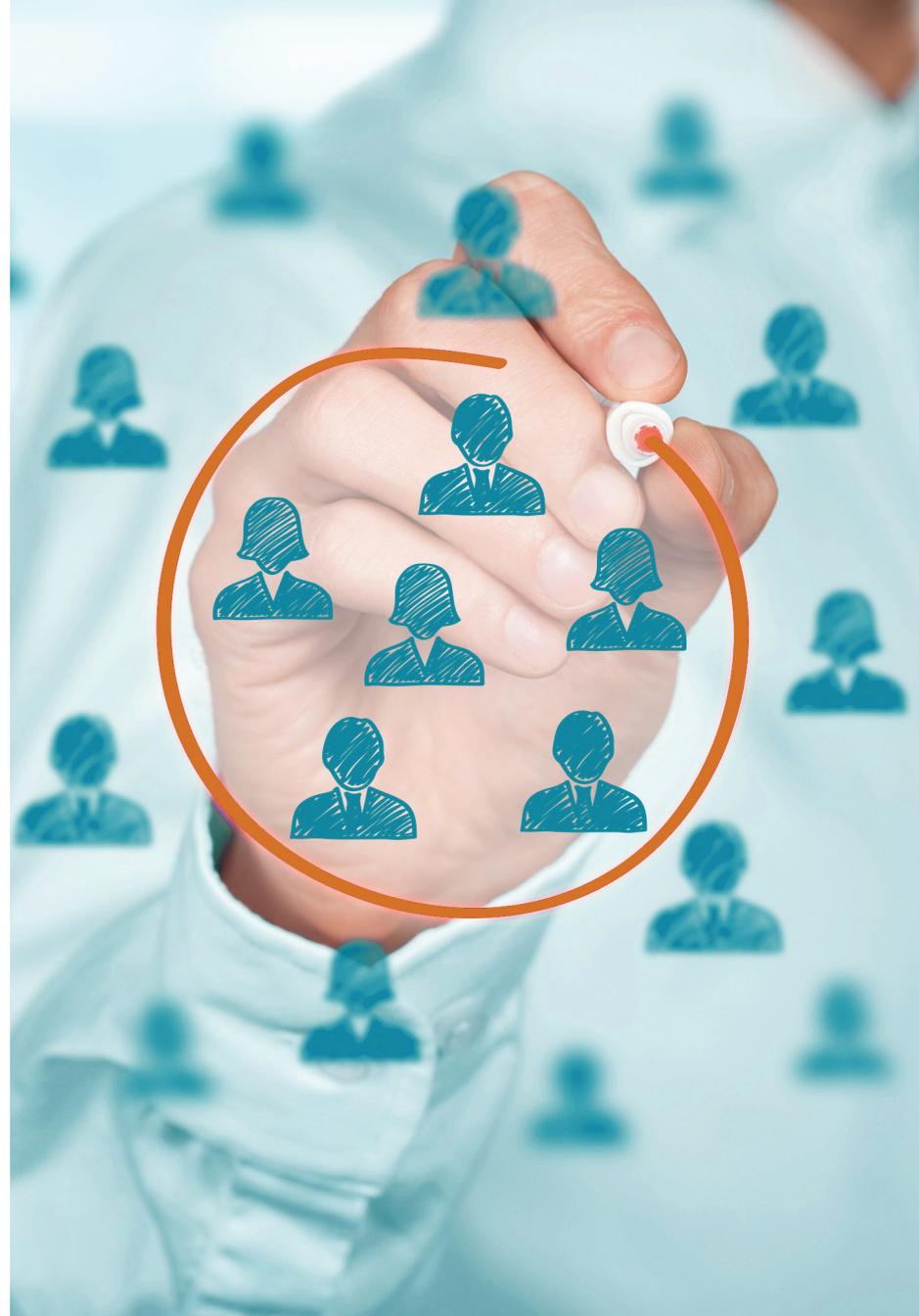
### **Have you identified the key stakeholders within your target accounts?**

If you haven't, you may want to rewind and start by uncovering your total addressable market (TAM), target buying units, and the personas of those buyers. Once you have a handle on these elements, then you can utilize intent data to understand better what those buyers want (and need).



### **Are you in a niche industry?**

If your product or solution is highly niche, then intent data likely isn't a fit for you. Since there will be fewer potential buyers researching your solution, it's better to focus instead on building brand awareness.



## WHY IT WORKS

Let's dive deeper into the ways that third-party intent data can provide a competitive edge:



### Identify potential customers

Odds are, by the time a prospect visits your website, they've already done research and consumed content in a variety of other places. The most significant impact of intent data is that it gives you a head-start on potential customers before anyone else has a chance to reach them.



### Prioritize leads

Further prioritize leads from your marketing automation platform. You probably have a ton of prospects researching topics related to your product on different websites which still haven't hit your lead threshold. That doesn't mean you shouldn't be reaching out. Intent data covers all your bases, so you don't miss out on hot prospects.



### Develop advertising, outbound, and email campaigns

Use intent data to create a more targeted approach with advertising, outbound, and email campaigns. Cater your outbound campaigns to what your prospects want by knowing what topics are surging with your target audience on a weekly cadence.





### Personalize the website experience for your visitors

Conversion is what matters. Your goal is for the people visiting your website to convert into buyers. By knowing what they are interested in, you can use your website as a means to serve up content that incentivizes your targets to take a specific action. Up until this point, they're anonymous. With personalization, you can encourage visitors to take the mask off by filling out a form.



### Identify your target's pain points earlier in the buying cycle

There are a ton of prospects seeking answers to a problem you can solve—they just haven't reached your sales team yet. Intercept buyers in this critical gray area. Intent data is the bridge between prospects seeking a solution and your solution.



### Develop content your prospects want

47% of buyers view 3-5 pieces of content before ever engaging with a sales rep. By knowing which topics are surging, you can align the content you develop to reflect what your prospect is interested in right now.



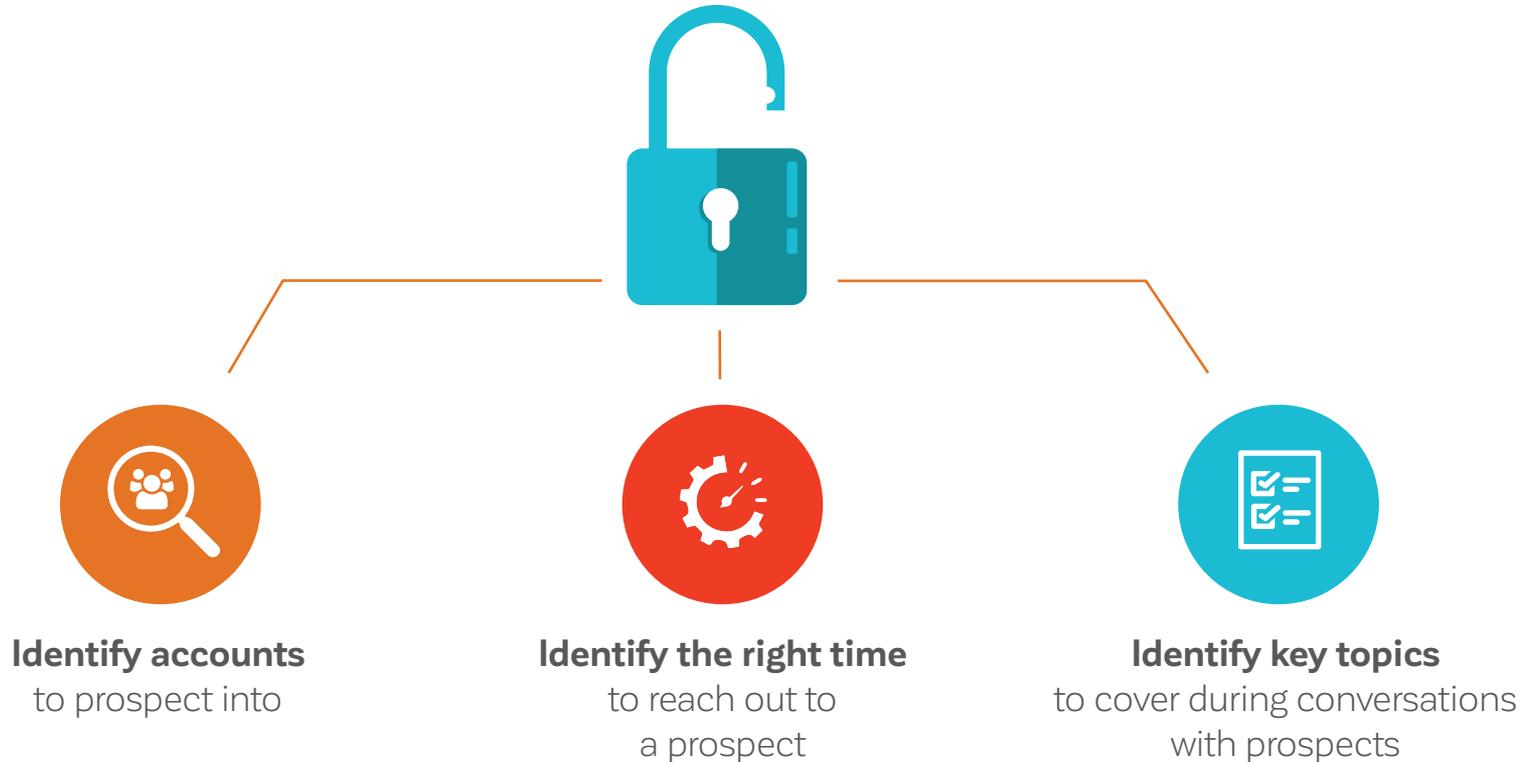
### Nurture known leads

Proper nurturing incorporates more than a prospect's job title. In the B2B space, titles don't always translate to the role and decision-making ability. With intent data, you combine your prospect's position at the company with the topics they're interested in, increasing the chances that you're delivering personalized and relevant content to leads.

**Keep in mind:** *Quick wins are great, but not at the expense of a sustainable pipeline. The right balance of intent data paired with other tools in your martech stack is the best way to reach your end goal—converting target accounts.*

## HOW WE APPLY INTENT DATA TO OUR STRATEGY

We utilize intent data to increase the quality and quantity of deliverables for ourselves and our clients in three significant ways:



## Our process

Every week, we receive a report of the latest surge topics, along with updated surge data in our Salesforce instance—we use this data to choose relevant content for our campaigns. Next, we load these content pieces to a matched audience campaign via LinkedIn. This surge data provides visibility into what our prospects need and help us decide which campaigns to run.

We take it a step further with opportunity alerts that highlight when a specific account is surging, which helps us better prioritize outbound calling and email efforts by giving visibility into potential new opportunities that previously may not have been on our radar. Another benefit of these alerts is the ability to reduce our total marketing spend. We're able to optimize our budget by only spending money and time on accounts that are most likely in a buying cycle, which third-party intent data can indicate.

## Choosing a partner

When you research an intent data partner, you need to be sure they will serve the data to you in a format that you can quickly act on. For example, our intent data provider serves the data to us through our Salesforce instance, allowing us to receive and act on it immediately, reaching our prospects at the ideal time in the buying cycle.

In addition to being able to use the data in a way that allows you to act quickly, here are some other key considerations:

- 1 How are you going to utilize the data?**
- 2 Does it actively work in your mar-tech set-up?**
  - Is the intent data going to be integrated into your martech stack?
- 3 Is it easy for you to action the data?**
  - Are you going to use it for prioritization of calling?
  - Are you going to use it for prioritization of advertising?
  - Are you going to use it for prioritization of messaging?



## Questions to Ask Before Seeking an Intent Data Provider

### Questions to Ask Yourself

- How will the intent data work within your system?
- How will you interface with it?
- How are you going to action the data and with what platform?

### Questions to Ask Potential Intent Data Providers:

- How quickly will the data be served?
- Does the data map to leads, accounts, or both?
- How broad is the coverage and how granular is the detail?
- Is there a breakdown of how the scores are calculated?

Understanding the nuances between the vendors is tricky when data providers use vague language and make bold claims, but it's important that you take the time to understand what's really behind the curtains of these intent data providers' promises.

## RESULTS YOU CAN SEE

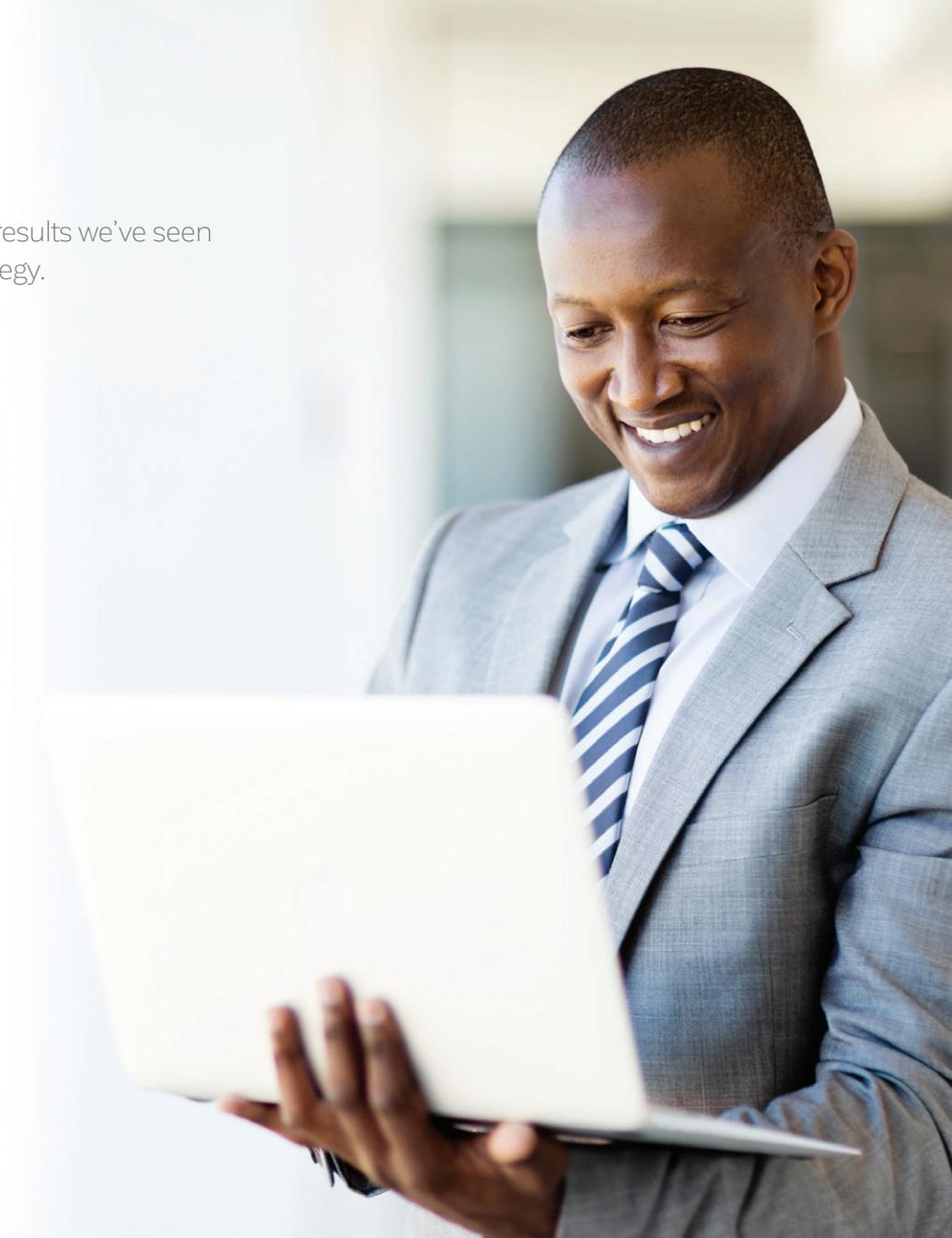
It's only been a few months, but we're confident in the results we've seen from implementing third-party intent data into our strategy.

### LinkedIn Ads:

	Before	After
CPC	\$3.72	\$2.08
CPM	\$7.57	\$15.62
CTR	0.26%	0.75%

⬇️ **44% decrease** in CPC    ⬆️ **88% increase** in CTR

If you want to discover more about how you might use intent data to understand which buyers are in-market, please don't hesitate to **get in touch**. We'd be happy to chat with you.



## WE DELIVER RESULTS WITH A SOCIAL IMPACT

Companies around the world rely on Televerde to drive revenue and deliver sustainable business results for them. By combining innovative technology with the power of the human connection, we find opportunities for our clients to help, to guide, and to solve challenges for their customers.

With 25 years of demand generation and inside sales expertise, we offer a complete portfolio of sales and marketing solutions designed around your goals. We provide the sales and marketing alignment, strategy, and services you need to grow, compete, and drive pipeline in new and existing target markets.

Ready to develop an outbound marketing strategy that leverages intent data to drive results? **Engage our team.** Visit [Televerde.com](https://www.televerde.com) or call us **888-787-2829**.



“By combining innovative technology with the power of the human connection, we find opportunities for our clients to help, to guide, and to solve challenges for their customers.”

