

How to Drive B2B Revenue in an Uncertain Economy With Precision Buyer Intent Data





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Introduction: The Growing Requirement for Precision Intent 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 a buying committee, 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. And with the ongoing economic slowdown and resulting layoffs, 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 must do more with less. They 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 the accounts and buyers they covet. But like all first-generation efforts, not all intent data is created equal, and standalone intent data feeds require significant manual effort or don’t move the needle much for companies other than taking up database space—and these inefficiencies drain resources and take teams away from driving revenue impact.

That’s why we developed this deep-dive guide on driving B2B revenue using intent data to help you navigate these uncertain times with confidence. B2B teams are under tremendous pressure to prove measurable contribution to

revenue from demand generation efforts or risk losing their jobs. 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, many B2B companies will be pushed to reduce costs and get more out of its existing sales, marketing, and customer success programs. And intent data is a critical tool for teams to maximize these investments.

Whether you are on a data science, marketing, sales, customer success, or revenue operations team, the mission is to find ways to win and expand customers and grow the business. Winning organizations will be those that continue the course of improving and optimizing their processes and adjusting to prospects’ and customers’ ever-changing needs and challenges.

Here’s what you’ll get from this Precision Buyer Intent Data Guide:

- Navigate today’s dynamic B2B buying, selling, and customer generation realities
- 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
- Balance the dynamic B2B buying–selling process with the resource constraints brought on by an economic downturn using a precision intent data platform

Section 1:

How Intelligence Can Fuel Winning Enterprise Business Strategies in an Economic Downturn

The Goals and Responsibilities of GTM Teams

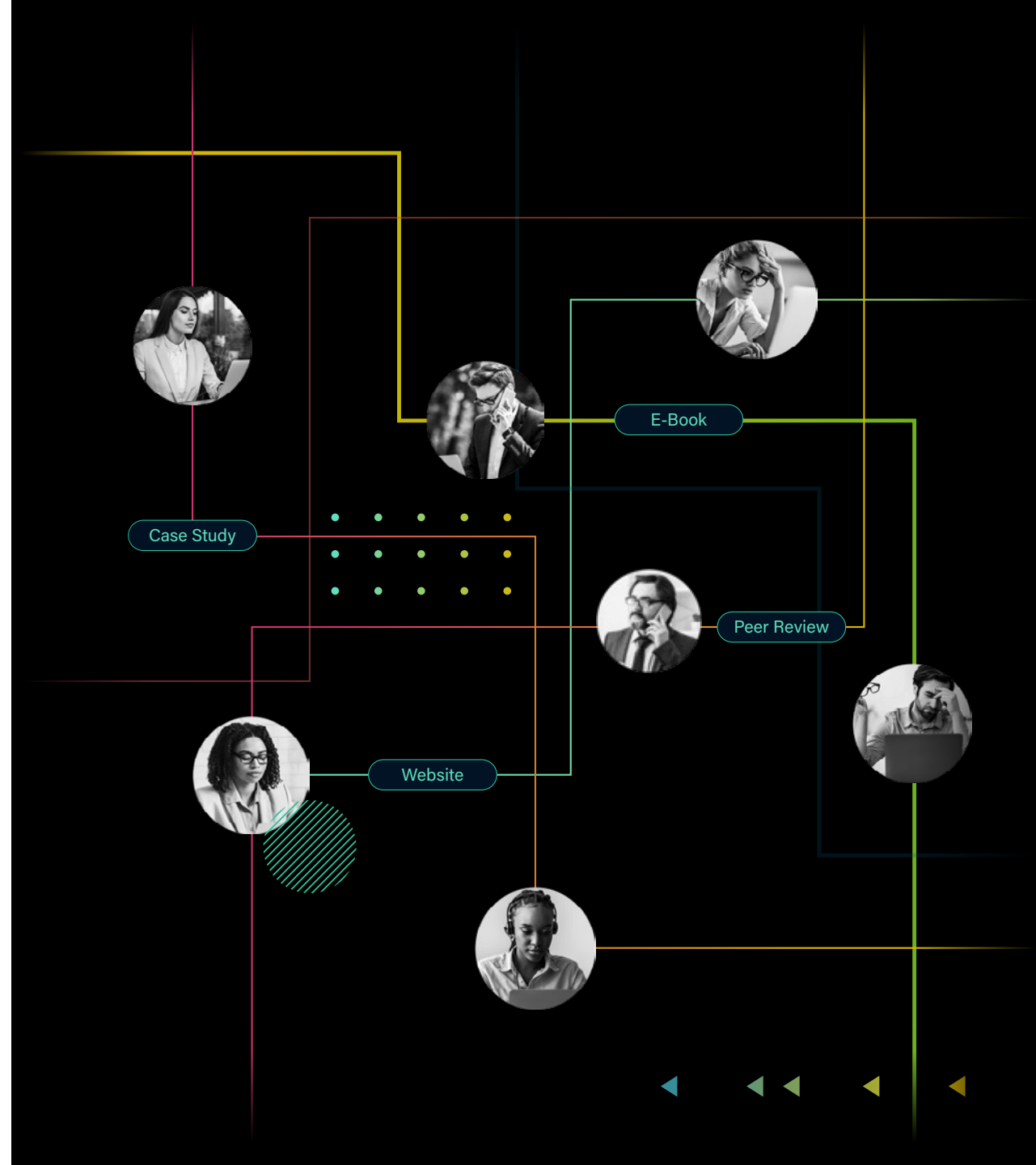
The primary goals of B2B enterprises are those of any business writ large—and despite the current macroeconomic environment, they haven't changed:

- 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 and the impact of an economic recession on customer-generation and retention efforts. Sales, marketing, customer success, data science, and revenue operations teams are all on the hook to contribute to these goals. Now with potentially longer sales cycles, slower sales volume, and higher customer churn, they're striving to develop and execute go-to-market (GTM) strategies effectively, efficiently, and in unison. This is a difficult feat considering a rapidly evolving enterprise buying–selling process that requires an ever-widening range of dynamic intelligence, curtailed spending on products or services at nearly all B2B organizations in the face of economic headwinds, and the reality of fewer resources due to budget cuts and layoffs.

Strategy Focuses to Achieve Goals

Teams responsible for developing and implementing customer acquisition and revenue-generation strategies ("GTM teams") must adapt to the quickly changing B2B environment. The buying–selling process is



far different from what it was even a year ago. Each individual prospect does their own research and acquires their own info when and how they want. In turn, the role of sales is more on demand and consultative, and far less prescriptive.

The increasing disintermediation of B2B enterprise sales has made access to buyers a struggle:

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

Meanwhile, buyer expectations and attention have shifted as they struggle to retain their jobs. Marketing, customer success, RevOps, and data science functions have taken greater roles in the customer-generation life cycle at a time when there are fewer resources and less available headspace from buyers. Noise from the macroeconomic environment drowns out unwanted or irrelevant marketing messages, requiring B2B teams to be incredibly precise and timely with targeting and messaging to gain attention from buyers.

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 them. Further, there are fewer in-market enterprise buyers for almost all products or services. Missing an opportunity to engage in an active buy cycle could be detrimental for an organization.

- **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. Plans change quickly, budgets get slashed often, and there's simply less attention paid to irrelevant messages as teams navigate the economic downturn. Instead, successful strategies ensure that buyer actions are what dictate engagement efforts.
- **Implementing strategies efficiently.** Ensuring that 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 limit manual effort where possible and outline which specific processes and tools to use, as well as when and how to use them.
- **Producing measurable results from GTM strategies.** B2B teams can no longer have a wait-and-see strategy. With tighter budgets and more scrutiny on teams driving revenue impact, GTM strategies must produce timely, efficient, and measurable results in the form of leads, pipeline, or revenue.

Intelligence Requirements to Fuel Dynamic Strategies

Targeting precisely, adapting to the buyer's timeline, executing dynamic strategies, and producing measurable results all depend on multifaceted, up-to-date, and actionable buyer intelligence. Such intel, in turn, requires GTM 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, GTM 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

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.

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



Section 2:

How Intent Data Provides Intelligence to Achieve Revenue Goals



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 GTM 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, GTM 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**

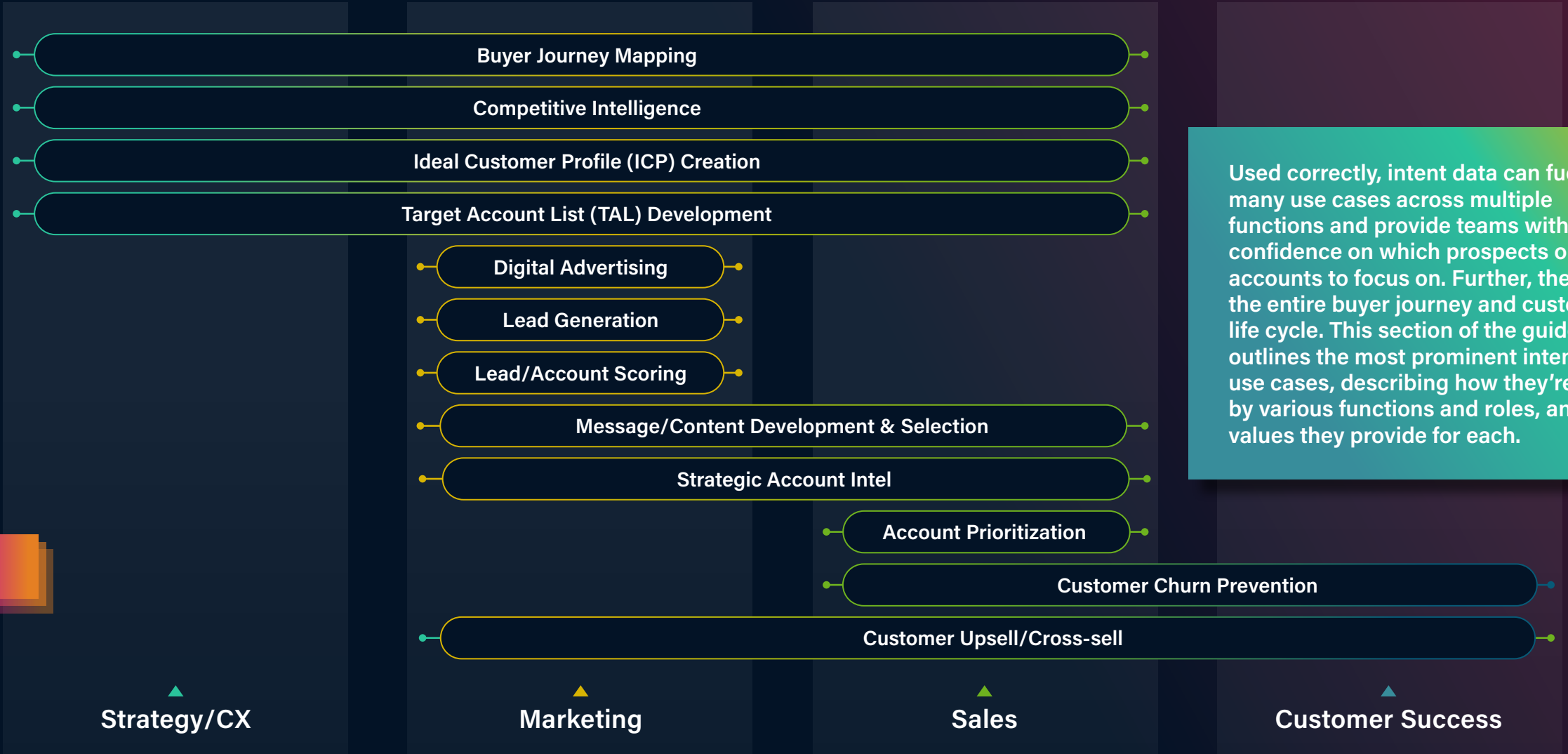
Intent data amplifies efforts across several key use cases that GTM teams use, not only to home in on the most likely buyers, but also to identify what they care about and optimize programs to improve results.

Section 3:

Intent Data Use Cases for GTM Roles



Intent Data Use Cases



Used correctly, intent data can fuel many use cases across multiple functions and provide teams with confidence on which prospects or accounts to focus on. Further, they span the entire buyer journey and customer life cycle. 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.

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	<ul style="list-style-type: none"> Identify common research and engagement trends among buyers to map and update the typical paths to purchase across various buyer segments 	<ul style="list-style-type: none"> Increase understanding of buyer needs at each stage of the buyer journey to hone engagement strategies Improve buyer experience.
	Marketing	Product marketing; Demand/Growth marketing (including ABM roles)		
	Sales	Leadership		
Competitive Intelligence	Strategy/CX	Data science; Buyer intelligence; Customer experience; Business strategy/intelligence	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Outmaneuver competitors with regard to messaging and buyer-engagement efforts
	Marketing	Product marketing		
	Sales	Leadership		
Ideal Customer Profile (ICP) Creation	Strategy/CX	Data science; Buyer intelligence	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Identify previously unknown buyer-audience categories/characteristics to target Increase targeting precision to drive efficiency
	Marketing	Product marketing; 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	<ul style="list-style-type: none"> Develop and update list of named accounts to focus resources on according to their research trends and recent behaviors 	<ul style="list-style-type: none"> Increase targeting precision to drive efficiency Decrease customer acquisition cost (CAC)
	Marketing	Product marketing; Demand/Growth marketing (including ABM roles); Digital marketing		
	Sales	Leadership; Account execs		
Message/Content Development & Selection	Marketing	Content marketing; Product marketing; Demand/Growth marketing (including ABM roles)	<ul style="list-style-type: none"> Develop messages and create content most likely to resonate with specific audience segments (i.e., accounts) Design/optimize email-nurture and website-personalization processes according to common target-account research trends 	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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)	<ul style="list-style-type: none"> Understand which accounts to target and with which messaging/assets via various digital advertising channels (e.g., display, video, social, etc.) 	<ul style="list-style-type: none"> Improve buyer-engagement outcomes Scale return on media spend and tech investments
Lead Generation	Marketing	Demand/Growth marketing (including ABM roles)	<ul style="list-style-type: none"> Understand which accounts to target and with which messaging/assets via various lead gen channels such as content syndication, social media, telemarketing, etc. 	<ul style="list-style-type: none"> 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)	<ul style="list-style-type: none"> 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) 	<ul style="list-style-type: none"> 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)	<ul style="list-style-type: none"> Conduct a deep dive into individual prospect and customer accounts to fuel highly customized engagement strategies 	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Focus on specific leads/accounts (e.g., sales-accepted leads) most likely to convert to opportunities 	<ul style="list-style-type: none"> Ensure efficiency among BDRs/SDRs Scale account conversion rates and sales pipeline
Customer Churn Prevention	Sales	Account execs	<ul style="list-style-type: none"> Monitor customer research on competitors and competitive products to identify churn risks, and then address/resolve issues early 	<ul style="list-style-type: none"> Improve customer retention rates Strengthen relationships with customers
	Customer Success	CSMs		
Customer Upsell/Cross-sell	Marketing	Customer marketing	<ul style="list-style-type: none"> Monitor customer research on solutions you offer but they haven't yet invested in, and then reallocate resources to expand the account's investment 	<ul style="list-style-type: none"> Scale current account investments Increase customer lifetime value (CLV)
	Sales	Account execs		
	Customer Success	CSMs		

Section 4:

Common Intent Data Challenges Facing B2B Enterprises



Why the Promise of Intent Data Isn't Paying Off

Innovations in business data—especially regarding online behavioral data—have driven a rapid evolution in GTM strategies, which as discussed, are now incredibly sophisticated and dynamic.

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 and prospect-facing teams.

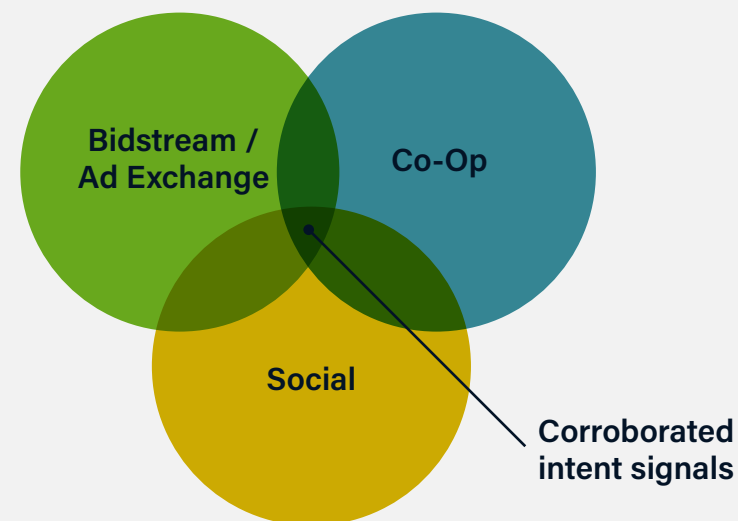
Intent data is no different. Intent solutions have significantly influenced B2B marketing, sales, and customer success strategies over the past few years. (See [Section 3](#) on intent data use cases.) Providing broad market intelligence as well as specific account research insights, intent data is increasingly helping B2B organizations better understand their prospects' and customers' needs. Yet, several critical roadblocks are preventing GTM teams from gaining intent data's full value.

Lack of Adequate Signal Coverage and Diversity

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 solutions that leverage only one or two intent sources, and derive intent signals using only a single methodology. This is problematic because no one—or even two—sources of intent data can cover all your target markets' online research activities. Depending on limited intent sources and derivation methods means you'll miss important intent signals and/or give too much weight to less important signals, resulting in inaccurate buyer intelligence. Using numerous and differentiated 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 an account's research behaviors, you know it's likely to be valid intelligence.

Corroborating Intent Signals Across Multiple Sources Is Critical



Using Disparate Intent Solutions Is Ineffective

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 will provide the breadth of online research coverage and signal accuracy required to gain comprehensive account intelligence that can drive successful GTM strategies.

Unfortunately, it's nearly impossible to do this manually. The varying range of derivation methods and evaluation models makes comparing data feeds incredibly time consuming. Not only does this waste resources at a time when teams are under tremendous pressure, 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 organizations that try to string together numerous intent data feeds 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

Awareness

Consideration

Acquisition

Service

Loyalty

- Bidstream
- Publisher
- 1st-Party
- Review Site
- Social
- Co-op



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” (39% of respondents). Further, “converting data to insights efficiently” and “acting on intent signals/insights” were also identified as major challenges (32% and 27% of respondents, respectively).

Enterprise GTM teams need solutions that automate the numerous processes required to aggregate and synthesize the multiple sets of dynamic intent data and generate important business outcomes. Otherwise, even the most sophisticated B2B GTM teams may fail to experience its full value.

Generic, Manual Modeling Prevents Intent Precision

Almost all intent data models derive intent signals by monitoring selected intent topics and/or keywords. The accuracy and value of intent solutions are often hindered by:

- **A limited number of intent topics/keywords available to monitor.** If an intent solution can’t track a large, varied list of topics and/or keywords closely aligned to users’ solution offerings, the resulting buyer intelligence will have limited value to GTM teams.
- **Users’ inability to select the right combination of topics and/or keywords.** Beyond ensuring topics/keywords align with specific product messaging, users must select—and continuously update—topics/keywords that correlate to various use cases. This requires a level of knowledge and more time than most B2B GTM teams have. Instead, they often must rely on their intent providers—who have only a general understanding of their customer’s offering—to select topics/keywords for them.

- **Equally weighted topics/keywords.** This is likely the biggest problem. Even if a GTM team has knowledgeable users with the time to make the best selections from a large taxonomy of relevant topics/keywords, the resulting intelligence will be skewed if each topic/keyword is equally weighted. That’s because relevance isn’t binary.

For example, “account scoring,” “lead nurturing,” and “digital marketing” are all relevant topics if you’re tracking intent around a B2B marketing automation system. Yet, “digital marketing” is less relevant than the other two; there are many digital marketing solutions unrelated to the B2B marketing automation category. On the other hand, “account scoring” and “lead nurturing” are capabilities specific to B2B marketing automation systems. So when a target account consumes content about “account scoring,” it should have a greater influence on the intent score given to that account than when the account consumes content on “digital marketing.”

In other words, intent models should give greater weight (i.e., importance) to more relevant topics. Intentsify is the only intent data vendor that custom weights topics and keywords according to customers’ specific needs.

These intent-modeling shortcomings prevent the precision B2B GTM teams need to scale performance across all the use cases it’s meant to enable. In this economic climate, in which all GTM functions are being asked to do more with less, the need for precision is paramount.



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



Section 5:

Thriving In Today's Economy
With Intentsify's Precision
Intent Data



The most accurate, comprehensive buyer-intent intelligence in the market.

INTENT SIGNAL SOURCES / TYPES

Research Behaviors

Social Media Actions

Your 1st-Party Data

Online Content Consumption

Your Additional 3rd-Party Data

INTENT-MODEL CALIBRATION FILTERS

Your Business Offering

Your Solution Messaging

Your Specific Use Cases

AI-CALIBRATED INTENT MODEL

Custom-Weighted Topics

Custom-Weighted Keywords

Custom-Weighted Brands / Products

INTENSIFY

Account Interests / Needs

Account Buying Stage

Precision Intent

Precision Intent Data Overview

Combining the latest AI technologies, next-generation intent-derivation methods, and an industry-leading breadth of intent sources, Intentsify delivers the most accurate, comprehensive buyer-intent data in the market today: *precision intent*.

Intentsify's precision intent is the first and only intent data solution using natural language processing (NLP) to calibrate intent models precisely to customers' unique business offerings, messaging, and use cases. With unparalleled signal coverage and granularity, Intentsify identifies in-market companies where they are in the buying process, and the issues they care about most. GTM teams gain the account-level intelligence needed to succeed in today's economic climate.

Unmatched Coverage of Intent Sources and Monitored Actions

Intentsify's precision intent data captures more than 140 billion monthly signals (not including customers' first-party data). Sourced across ad exchanges (i.e., the bidstream), individual publishers, media co-operatives, social media platforms, and social-sharing tools, Intentsify provides industry-leading coverage of accounts' research activities.

Moreover, Intentsify's precision intent is unmatched in diversity of monitored actions: content consumption, content sharing, social media actions, and demand-program engagements (e.g., display ad clicks, content downloads, etc.). Each of these monitored actions captures a unique perspective into

target-account interests, priorities, and readiness to buy—ensuring the granularity GTM teams need to power different use cases throughout the customer life cycle.

Intentsify's customers can further augment intent coverage by selecting to ingest their first-party data (and any third-party intent signals they may have invested in) within Intentsify's precision intent models.

The breadth and depth of Intentsify's intent sources and monitored actions provide an unparalleled foundation of raw data. Not only does this foundation prevent the skewed buyer insights that often result from limited sources, when refined through Intentsify's custom-calibrated intent models, customers gain the most comprehensive, actionable intent-driven intelligence available.



Intentsify was able to predict 67.8% of our greenfield wins. When we looked at the next-best intent provider we tested, they were at 17%. There was a huge, huge difference.

Senior Manager, Marketing Science Team
Fortune 100 Telecom Business

Multiple Intent-Derivation Methods

A robust understanding of buyers' mindset, needs, and priorities requires multiple perspectives of their online research activities. For this reason, Intentsify's precision intent employs multiple methods to derive and score intent.

Custom-Keyword Model (Keywords)

- Analyzes online content for exact words or phrases
- Allows users to track an unlimited number of customized keywords, making it especially valuable for identifying accounts' interest in niche solutions
- Uses signal-count scoring model, providing transparency into exact volume of keyword-based signals originating from each account

Contextual-Topic & -Product Model (Topics)

- Uses NLP to analyze entire pieces of consumed content to assess relevance to 90,000+ predefined subjects (i.e., topics)
- Prevents "false positive" intent signals by ensuring contextual relevance of consumed content
- Uses trend-based scoring model, providing valuable insight into whether buying interest is increasing or fading over time

Topics				Keywords	Social	Leads	Dynamic1	Top Locations
NAME	CURRENT (WEEK)	PREVIOUS (WEEK)	LOCATIONS					
Marketing Campaign	5 ▲ 4	1	Minneapolis, Minnesota New York City, New York					
Microsoft	4	4	Berkeley, California Philadelphia, Pennsylvania Miami, Florida Atlanta, Georgia Hamilton, New Jersey					
Crm	3 ▲ 1	2	Morristown, New Jersey Baltimore, Maryland San Francisco, California Alpharetta, Georgia New York City, New York					
Aem	2 ▼ 1	3	Ann Arbor, Michigan Dallas, Texas Seattle, Washington Clarksville, Tennessee Rosemead, California					
Digital Marketing	2 ▼ 1	3	Marietta, Georgia Newark, Delaware Warrensburg, Missouri					
Adobe	2 ▼ 2	4	Los Angeles, California Washington, Utah Cape Coral, Florida Bellevue, Washington Mountain View, California					
Data Privacy	2	2	New Berlin, Wisconsin Shrewsbury, Massachusetts New York City, New York Schaumburg, Illinois					
Digital Transformation	2	2	New York City, New York Ashburn, Virginia Baltimore, Maryland Waco, Texas					
Azure	2 ▼ 1	3	Lynbrook, New York Cambridge, Massachusetts Newark, Delaware Detroit, Michigan Hamilton, Ontario					
Business Transformation	2 ▲ 1	1	San Francisco, California Newark, New Jersey					

Topics				Keywords	Social	Dynamic1	Top Locations
NAME	CURRENT (WEEK)	PREVIOUS (WEEK)	LOCATIONS				
IBM Watson	97 ▲ 14	83	Washington D.C. Metro Area Mansfield, Ohio Area				
Artificial 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				

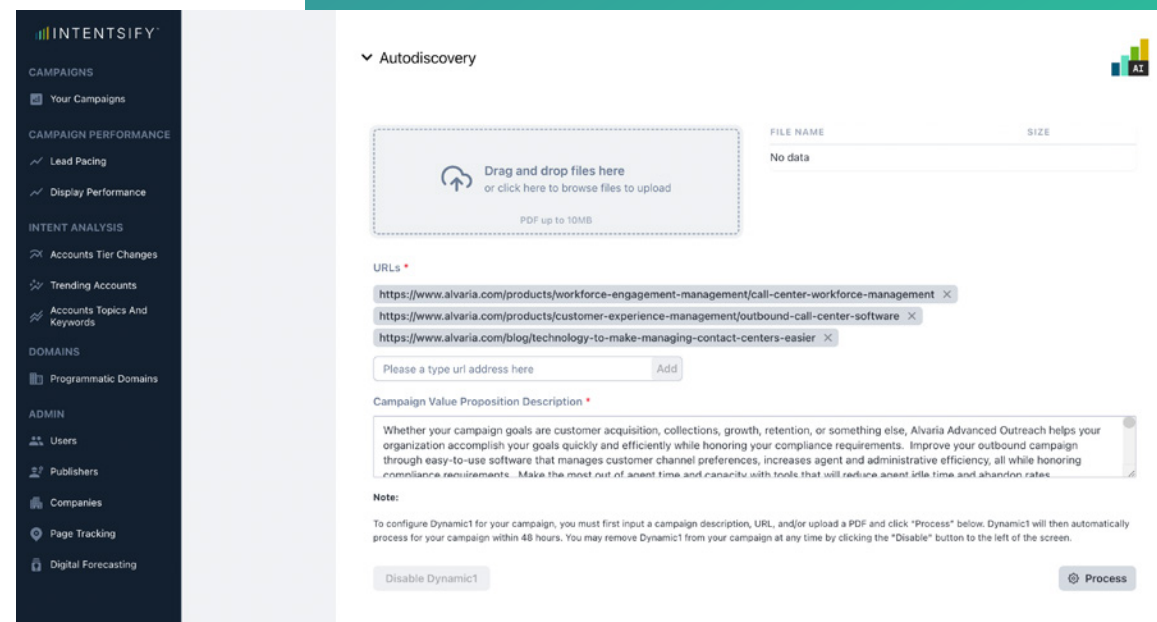
Intent Models Calibrated To Customers' Unique Needs

Intentsify's precision intent revolutionizes the intent data landscape by custom calibrating intent models to each user's requirements. Using advanced NLP, Intentsify analyzes customers' (or their competitors') websites, marketing materials, and value propositions to automatically select and weight each monitored keyword, topic, and product by relevance to each specific use case.

This customized weighting of signals goes beyond ensuring the resulting intent intelligence is specific to each B2B organization's unique products. It ensures it's specific to each unique use case.

For example, if you select webpages, upload marketing PDFs, and provide value proposition descriptions focused on the challenges solved by your product, Intentsify's NLP will calibrate an intent model best suited for early-stage marketing use cases like display advertising and content syndication.

Intent models can also be customized for sales and customer success use cases like customer cross-selling. Just provide URLs, marketing PDFs, and value proposition messaging specific to an individual product and then run the model against a list of customers who haven't yet invested in that product. Intentsify's precision intent will then score customers' interest in those products and even rank customers accordingly.



Further, by providing competitor URLs, marketing PDFs, and value props, Intentsify's NLP will give significant weight to topics and keywords including the competitor's brand and product names. If you run this model against a customer account list, it will identify customers at risk of churning—so sales and customer success can mitigate any issues before it's too late. And if you run the same model against prospect opportunities, you can select the right messaging and content needed to beat out competitors in the final stages of the sales process.

By using NLP to custom calibrate intent models to each user's specific needs, Intentsify's precision intent empowers users across every GTM team to prioritize target accounts and select the right channels, messaging, and content to use for each, efficiently and effectively.

Automated Setup and Updating

In addition to custom calibrating intent models to users' needs, Intentsify's NLP also automatically selects topics, keywords, and products—typically an onerous process for GTM teams. Intentsify's AutoDiscovery tool thus greatly reduces the time, effort, and specialized skills required to set up and continuously update intent-driven efforts.

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

✓	KEYWORDS	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

✓	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

✓	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

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

Precision Intent Dashboard & Analytics

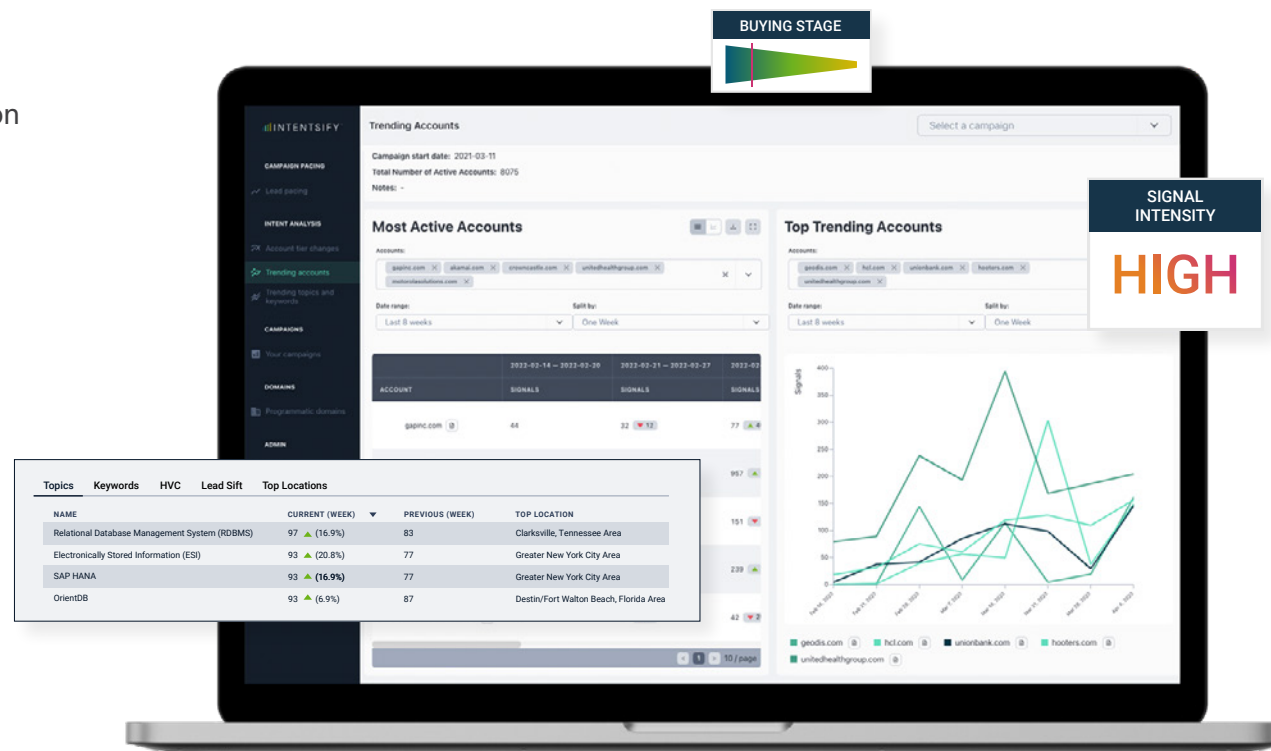
Intentsify's precision intent data converts synthesized intent signals into actionable account intelligence, informing a range of GTM use cases with unparalleled precision. Specifically, the dashboard's reporting and analytics functionality was designed to highlight:

- **Who.** Identifies accounts that are currently consuming content relevant to the user's brand, solutions, and competitors based on a combination of volume of signals, relevance of content consumed, signal alignment, and corroboration with other data types.
- **What.** Shows 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.** Displays where each account is in the buyer's journey based on numerous algorithm factors including NLP-driven analysis of consumed content, volume and types of intent signals, 1st-party website visitation signals, and demand program engagement behaviors.
- **How.** Provides key intelligence on which engagement tactics, channels, messaging, and content to use for each in-market account based on a combination "Buying Stage" and the primary "Topics" and "Keywords" of interest.
- **Where.** Identifies and displays the geographic areas where intent signals are originating.

This next-level buyer intelligence helps B2B GTM teams deliver exceptional full-funnel buying experiences that drive revenue with less time and fewer resources.

Transparency of URLs Visited

If you can't see the webpages being visited, how can you be sure the signal is indicative of intent? Refusing to take the "black box" approach to data, Intentsify displays the exact URLs visited by target audiences triggering intent signals. Intentsify doesn't just say there's intent—it reveals the source.



Intentsify's Intent-Activation Programs

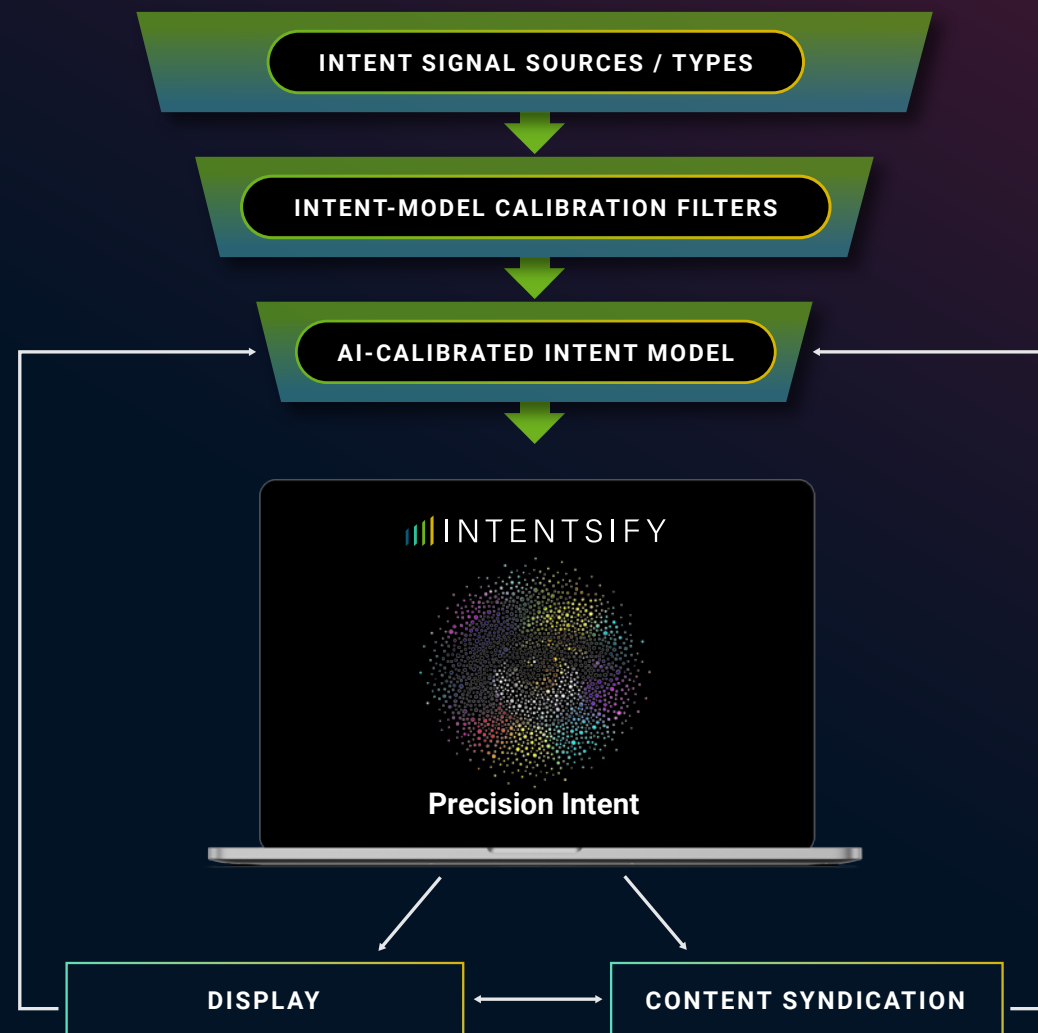
Intent-Activation Programs Overview

It's fair to say that the downturn in the economy changed the outlook for many B2B organizations. GTM teams at even the largest enterprise B2B companies are a fraction of their former size. Performance management of GTM initiatives is at an all-time high with few resources to go around. And a growth-at-all-cost mindset has shifted in favor of organizations driving greater efficiency and improving processes to maximize revenue.

Intent data provides significant efficiency gains by enabling GTM teams to engage the companies most likely to buy with the tactics, messaging, and content most likely to resonate with them. But data still must be understood and actioned. And many B2B marketing teams today have neither the time nor the resources needed to quickly convert intent intelligence into action. In fact, the Ascend2 survey found that 59% of B2B marketers struggled to with "Converting data to insights efficiently" or "Acting on intent signals/ insights" (32% and 27% respectively).

Intentsify's Intent-Activation programs make it easy for B2B marketing teams to convert account intelligence into meaningful engagements. Driven by precision intent and using advanced AI to dynamically align brand and demand programs to your accounts' continuously evolving buyer journey, Intentsify drive efficient revenue via:

- Intent-Activated Display Advertising
- Intent-Activated Content Syndication



Intent-Activated Display Advertising

The market has never been so saturated, and buyers' attention has never been so splintered. To break through the noise and outshine competitors, B2B businesses must supply buyers with the right information where and when they want it. And when buyers' interests change, the targeting and messaging must also adjust to reduce waste and maximize results. While this sounds like a difficult feat for already-stretched GTM teams, Intensify's intent-driven display advertising programs provide a turnkey solution.

Intensify delivers the first and only B2B display solution using advanced AI-generated, customized intent signals to dynamically align display programs to your target accounts' continuously evolving buyer journey.

- Reach the right audiences with the right messages targeting by IP (TAL/WS), persona, contextual content, publisher, topics/keywords, and competitors
- Benefit from multiple ad formats (e.g., native, video, CTV, conversational), dynamic-personalization features, and premium brand-safe inventory offer unparalleled campaign customization
- Get the important, account-based reporting (e.g., account reach, engagement, lift, conversions) as well as changes in purchased intent, CTR, creative performance, attribution, and much more
- Synchronize display with Intensify's content syndication programs, enabling programs to automatically learn and improve in tandem—while also ensuring consistent messaging across channels



Intent-Activated Content Syndication

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 Syndication programs bridge this gap, boosting buyer engagement and account conversion rates to drive pipeline and revenue. Further, Intentsify's platform continuously updates and applies the latest intent signals to continuously optimize results. This provides B2B teams with maximum value without manual intervention or additional in-house resources.

- 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



Synchronized Display and Content Syndication Programs

Siloed channels create roadblocks that decrease conversion rates, deplete resources, hurt customer experience, and hinder overall demand generation strategy impact. Digital display is great for brand awareness. However, display alone likely won't get you the contact data you need to generate sales pipeline.

Similarly, content syndication is great for acquiring contact data from decision-makers at target accounts. But syndication alone won't provide the brand recognition needed to convert accounts through the funnel. Combining display and content syndication increases the chance the right messaging will get in front of decision-makers at the right time.

Intentsify uses its AI to synchronize display and content syndication programs, enabling each channel to automatically learn from the another, improving program performance over time.



Sample Message-Evolution Flow

Accounts segmented into 4 stages based on intent signals & engagement behaviors



Intentsify Results

Together, Intentsify's precision intent data and intent-activated programs provide powerful solutions 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 life cycle. Intentsify also helps GTM teams proceed with confidence during economically uncertain times by providing measurable revenue impact.

While there's much economic uncertainty, GTM teams must continue to focus on the primary goals of B2B enterprises: reducing costs, increasing sales, and retaining customers. Those that can do that through greater digitization and automation, improved processes, and streamlined workflows will emerge in a better position to meet the ever-changing B2B buying-selling process.

By providing B2B organizations with the most accurate, comprehensive buyer-intent intelligence in the market today, and solutions to act on that intelligence, Intentsify is helping B2B organizations:

- 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, VP of Marketing

NAVAN



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 provides B2B organizations with the most accurate, comprehensive buyer-intent intelligence in the market today, and solutions to act on that intelligence. By delivering and activating proprietary, next-generation precision intent data, Intentsify's Intelligence Activation Platform identifies companies exhibiting research behaviors directly related to your business solutions, pinpoints where they are in the buying process, surfaces the issues they care about most, and enables you to engage identified companies with full-funnel buying experiences that drive revenue.



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