



THE B2B PLAYBOOK

Power Your Pipeline With Signal-Based Marketing: How Intentsify Uses Intentsify

Introduction

B2B marketing is no easy feat. Strategies shift like shadows and success demands more than just clever campaigns. To navigate this landscape, you need the right tools and technology in your marketing tech stack. But even the most sophisticated software is just as good as the team that wields it.

Picture this: an integrated team and a well-oiled machine, turning raw data into marketing magic. The synergy between technology and talent is where the true power lies.

In this eBook, we will spotlight the value of intent data, going beyond the boring facts. Instead, we will explore the significance of intent data in go-to-market (GTM) strategies through the lens of various marketing functions.

At Intentsify, we practice what we preach. See how our team applies a signal-based marketing approach to turn intent data into revenue. We asked each member of the GTM team how Intentsify empowers them to excel in their role.

Intent data  **Signal-based marketing**

Get To Know The Team



CMO



Demand Generation



Digital Marketing



Content Marketing



Business Development



Revenue Operations



Marketing Operations



Sales



Sales

Key Results When Using Intentsify

DEMAND GENERATION

30%

increase in marketing
generated pipeline

DIGITAL MARKETING

150%

increase in lead count

BUSINESS DEVELOPMENT

13%

increase in call pickups

79%

drop in cost per lead

44%

increase in scheduled
meetings with prospects



The Chief Marketing Officer POV

ALLIE KELLY
CMO

1. What's the difference between intent data and signal-based marketing?

Intent data is the raw material. It's the specific pieces of information you collect to indicate a customer's interest in a particular product or service — like website visits, search queries, social media activity, and content downloads. Signal-based marketing is the strategy. It's how you use that intent data to inform your marketing efforts. This allows you to target them with more relevant and personalized marketing messages at the right time in their buying journey.

2. How will signal-based marketing help your team win?

If intent data is the “what,” signal-based marketing is the “how.” A common misconception about intent data is that it's a quick fix for converting leads into customers without strategic effort. While intent data can offer valuable insights into buyer interests, it still demands sophisticated analysis, creative content, and skillful execution to be effective. At the end of the day, you're marketing to people. Signal-based marketing helps you proactively tailor your efforts and reach the right prospects at the right time.



The Demand Generation POV

HANNAH SWANSON
Senior Director of Marketing

1. How has intent data changed the game for demand generation?

I remember the first time I got access to intent data. It was back in 2018 and I felt like I won the marketing lottery. I had unlimited views into who wanted to buy from us, and all the fuel I needed for a solid ABM strategy. But when I dug in, the data wasn't as granular as I expected, and I didn't have the tools to act on it fast enough.

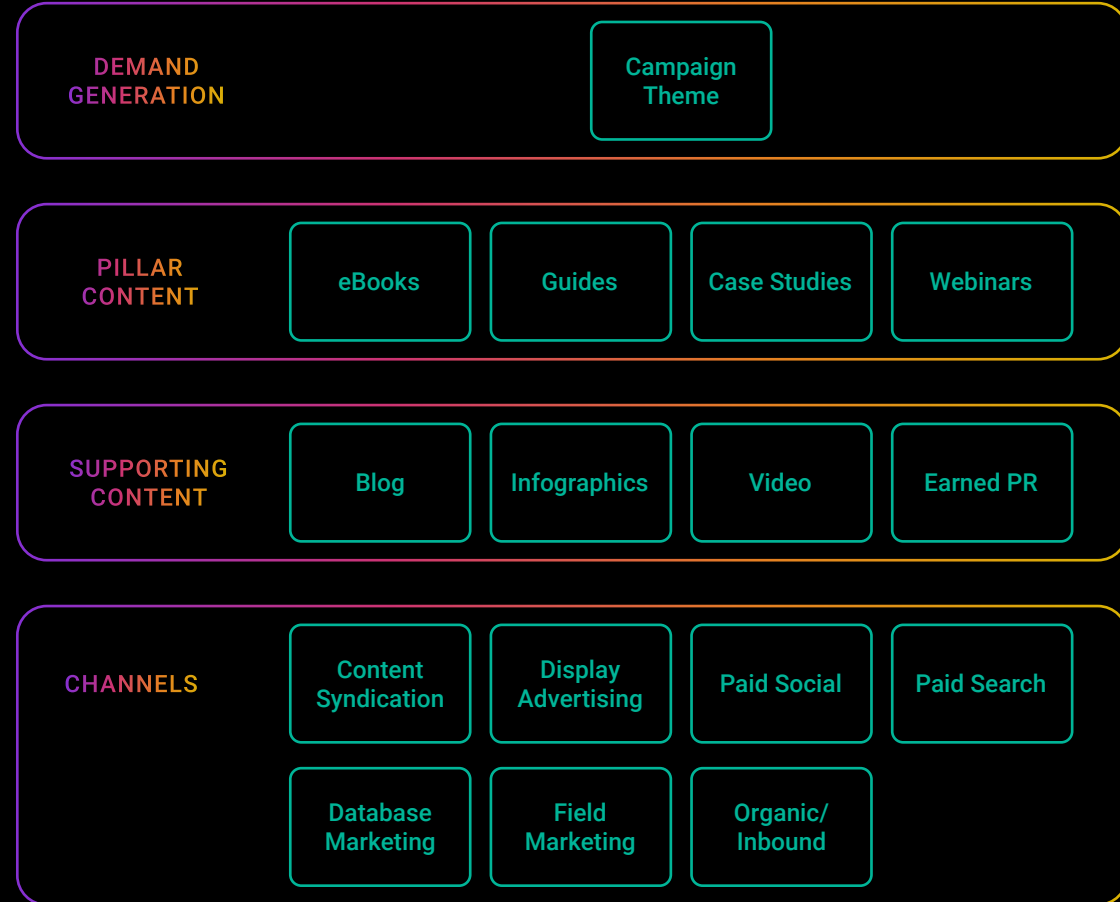
Not all intent data or ABM platforms are created equal. With Intentsify, I get super precise and transparent intent data at my fingertips, and I also get seamless activation programs. Once the target account list (TAL), content, and creative are set, Intentsify does the heavy lifting.

Intent-driven marketing programs also help me win over our sales team. MQLs are converting faster to pipeline. They can see which of their target accounts are engaging with our marketing and why they're engaging — because we are presenting them with a message that's relevant to their research activities and buying stage.

2. Walk us through your marketing campaign strategy. How do you use Intentsify at Intentsify?

At Intentsify, I have a small marketing team with a high output. Our goal is to create the most “at bats” for our sales team while ensuring efficient time and spend. Having access to the right data helps my team create compelling campaigns and content, but simply having a good theme won’t create the pipeline and revenue impact I need to show.

My demand generation strategy includes 3 integrated marketing campaigns per quarter. Each campaign has a major theme informed by a pain point, product release, or industry news. Within each campaign we have pillar content, supporting content, and an omnichannel marketing approach.



Here is a peek into our demand generation strategy:

Content syndication: Some providers and publishers cast a wide net and I've gotten back leads that don't match my ICP. But with Intentsify's intent-activated content syndication, I only pay for leads from in-market accounts (from our TAL or ICP) who have requested to download our branded content. This ensures the quality we need to hit our goals. Sellers are excited to get these marketing leads because they are seeing real engagement from their target accounts.

Display advertising: Moving beyond mere brand awareness, our targeted display advertising campaigns help drive lead conversions by reaching the right people at crucial buying stages. With strategic retargeting, we adapt our messaging based on the prospects' actions. For example, if someone downloads a case study via content syndication, they're going to be served a "get a demo" display ad.

This approach not only aims for **high volume but prioritizes lead quality**. It lays a solid groundwork for observing an account-based marketing strategy, **allowing for detailed data segmentation and strategic targeting**.

3. How do you measure success?

As a marketing director, our performance hinges on the pipeline and revenue we generate and influence. We must demonstrate the impact of our marketing efforts on opportunities and deal closures. We also measure lead/deal velocity and ROI. Intentsify's signal-based marketing approach has been pivotal in validating our strategy, affording my team the flexibility to innovate while achieving our objectives.

Bonus Tip:

Most marketers use intent data to find prospects. But did you know you can also use intent data for your post-sale, customer retention strategy? We are currently testing intent models that show if our current customers are researching competitors. This intelligence can inform competitive takedown strategies and stop those conversations before they happen — ultimately, reducing churn.



The Digital Marketing POV

KENNA ROONEY
Digital Marketing Manager

1. How does intent data enhance the personalization and targeting of a digital marketing campaign?

Intent data transformed our digital marketing approach, offering advanced segmentation beyond simple demographics and LinkedIn targeting constraints. We can see which of our target accounts are actively researching topics related to our solutions, the issues they care most about, and where they are in their buyer journey. With these signals, we can deliver the right message to the right accounts when it's most likely to resonate.

2. Walk us through your role, and how you use intent data to run digital ads.

We have three primary digital ad channels that all benefit from intent data:

- LinkedIn Advertising** Intentsify lets us enrich LinkedIn targeting by integrating our in-market accounts directly. We can also stay one step ahead of LinkedIn platform changes. For example, LinkedIn recently replaced “lookalike” audiences (generated from a company list) with “predictive” audiences. Here’s the catch – predictive audiences can only be generated using a contact list. Intentsify’s Buying Group Contact Data offering immediately solved this issue to seamlessly use the predictive audience feature.

When we used Intentsify’s intent data for LinkedIn ads, we saw an increase in lead count by over 150% and a cost per lead drop by 78.74%

- Paid Search** By identifying key topics our target accounts are researching, Intentsify guides our paid search strategy and informs our keyword bidding.
- Display Advertising** Intentsify's platform reveals which accounts are exploring solutions like ours, allowing us to tailor display ad delivery. It enables precise marketing attribution and insights into which creative resonates most, based on the account's buying stage.



“ Digital marketing platforms are always changing. In my role, I constantly have to adapt our efforts and stay ahead of the curve – and Intentsify helps me do that.

-Kenna Rooney

3. What are the key metrics you look at to evaluate performance?

To gauge digital ad success, we monitor impressions, clicks, spend, click-through rates (CTR), conversion rates, cost per lead (CPL), cost per click (CPC), and cost per 1,000 impressions (CPM). Intentsify's insights have helped us exceed all the industry averages, across all channels.



The Content Marketing POV

MEGHAN CROOK BRISSON
Senior Content Marketing Manager

1. How does intent data influence content strategy?

Content marketing is not just about crafting articles; it's a strategic approach aimed at attracting and engaging a specific audience by providing valuable and relevant content. This strategy starts at the awareness stage of the marketing funnel, using analyst reports, blogs, and research to highlight market challenges. It then progresses to the interest and consideration stages, where eBooks, guides, and webinars add further value.

What does our audience care about?

How can we make their lives easier?

What are the major pain points we can address?

2. How do you measure the success of content?

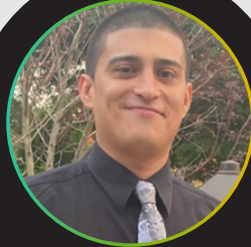
I think the best way to measure the success of our content is through the lens of our integrated marketing campaigns. Before we start the campaign, we set our goals. How many content downloads do we expect across all of our channels? If our goal is demand generation and driving marketing influenced pipeline, we are going to focus on leads. If an individual downloads our content and they fit our ICP, they will become an MQL. MQLs get entered into intent-optimized marketing nurture streams and get passed to our BDR team for prospecting. There are a lot of metrics that you can track around content. For web content, we can look at blog views, time on page, and SEO rankings. On LinkedIn, we might keep track of impressions and engagement rate. But overall, it depends on the goal of your campaign.

3. What are some common pitfalls organizations should avoid when using intent data to inform their content strategy?

A common mistake is introducing product details too early. Our end goal is to close deals — but if we jump to the sales pitch when our prospect is only in the awareness stage, there will automatically be a disconnect. They aren't ready for it. Instead, it is crucial to be attuned to the buyer's progression. Intentsify assists in finely tuning our messaging to align with the buyer's readiness.

Another common oversight emerges within siloed enterprise teams. A disconnect can form when demand generation and content marketing do not share aligned objectives. While a demand generation manager may anxiously deploy programs to capture leads, a content marketing manager's involvement is pivotal in steering content creation, guaranteeing its freshness and high quality within the market context.

Stage	Message Themes	Content Types
AWARENESS	You have a problem/are missing an opportunity; There are solutions out there to help	Thought leadership; Industry/Analyst reports
INTEREST	Our company has the right solution for you	Product details, self-guided demos, whitepapers
EVALUATION	We know how to solve your challenges	Social proof points, videos, webinars
DECISION	We have the best solution for you; You can be confident partnering with us	Case studies, pricing pages, ROI stats, customer reviews/post-sale experiences



The Business Development POV

STEVEN CHAVEZ
VP of Business Development

1. How do you leverage intent data to prioritize leads and focus outreach efforts?

Intentsify's intent data gives our BDRs a compass that points them straight to the leads that seem ready to chat. They love it because it takes the guesswork out and increases their chances of striking conversations with interested people. Plus, it lets us cut through the noise with messages that hit home for each prospect. Gone are the days of cookie-cutter messages like "Hey, noticed you snagged our ebook." Now it's about reaching out with the right context, offering them just what they need based on their stage in the buying process. BDRs can see the topics their target accounts are researching and be more specific in their outreach.

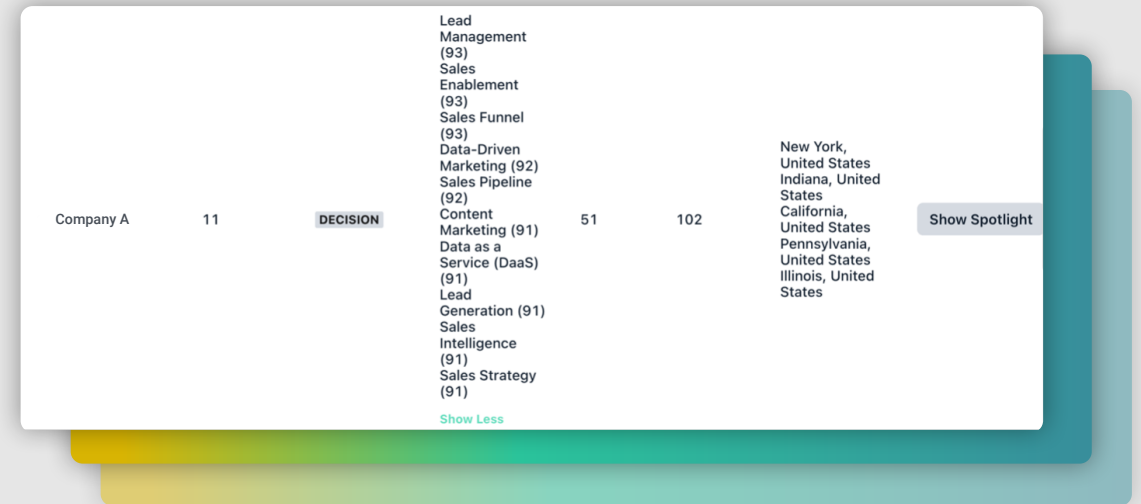
Our BDRs are looking at content downloads and the account's Dynamic1 ranking and intent signal strength to prioritize outreach.

Dynamic1 uses AI to assess the degree to which your prospective buyers' specific content-consumption activities (i.e., their subject interests) align with the messaging within your websites and marketing materials (e.g., PDFs). The lower the ranking, the more aligned that account's research activities are to your websites and materials — and the better positioned you are to close a deal. Our AI does the heavy lifting, so you know where to focus your efforts.

ACCOUNT	BUYER RESEARCH STAGE ▲	DYNAMIC1 RANK	SIGNAL STRENGTH	WEBSITE ACTIVITY	ACTIVE TOPICS	ACTIVE LOCATIONS
Company A	DECISION	6	8	3	Buyer Intent Data Tools (94) 6Sense (90) Show More	California, United States Texas, United States Massachusetts, United States Colorado, United States Virginia, United States
Company B	DECISION	2	9	16	Sales Strategy (96) Campaign Management (94) Show More	Florida, United States Connecticut, United States Georgia, United States New York, United States

2. Can you share an example of a successful outreach strategy that was guided by insights from intent data?

Between February and March, we observed a 13% increase in call pickups, indicating a significant rise in engagement levels. More impressively, there was a 44% increase in scheduled meetings with prospective customers. These stats demonstrate the impact of using intent data to enhance outreach strategies, improve engagement, and secure valuable business meetings.





The Revenue Operations POV

BRENDAN FLYNN

Director Revenue Operations

1. How do you collaborate with other teams to ensure that intent data is seamlessly integrated into marketing technology platforms?

From a revenue operations perspective, we work with marketing and sales to ensure the right data is captured, integrated, and shared across systems. We align on the data points needed for effective campaign execution and pipeline management, and regularly review data flow and performance through detailed reporting. This helps identify any gaps or issues early, ensuring that both teams have access to accurate, actionable data, which leads to more targeted marketing efforts and better outcomes for sales.

2. From a revenue ops perspective, what are the key considerations when selecting and implementing an intent data solution?

Here are my key considerations:

Seamless Integrations: Ensure the solution integrates smoothly with existing tech stacks, especially CRM systems.

Reporting: The ability to generate detailed reports for monitoring performance and making data-driven decisions.

Increased Efficiencies: Implementing intent data should lead to improved processes in lead prioritization, prospecting, and outreach.

Measured Performance: Performance should be measured and tracked against specific goals that are aligned with strategic objectives, ensuring that data-driven decisions are made to support overall business growth and success

“ One of the key challenges in revenue operations is managing the complexity of multiple tools and integrations. Intentsify addresses this by offering comprehensive features, making it a primary tool that significantly reduces our need for additional systems and simplifies our workflow.

-Brendan Flynn

Marketing Operations Spotlight



EMMA HUEZ
Marketing Operations Manager

Before purchasing a new tool for our marketing tech stack, I ask the following questions:

1. Is the tool compatible with our existing stack. Will it talk to other tools and help reduce our manual processes?
2. Can the tool solve more than one challenge and help us consolidate vendors?
3. How will it be rolled out? Does the vendor provide a recommended timeline and onboarding resources?
4. Does the vendor have an actionable playbook for operationalizing the solution? Is the value clear?
5. Can we start with a pilot program to build internal champions and buy-in?

My biggest tip is to be really focused on what you want to solve and not be blinded by the idealistic potential of a particular solution. While you should consider scale, and understand all use cases, it's important to start small to ensure a successful integration. When reviewing this eBook, pick the use-case that will solve your highest priority challenge and start there.



The Account Executive POV

ANTHONY ARCUDI

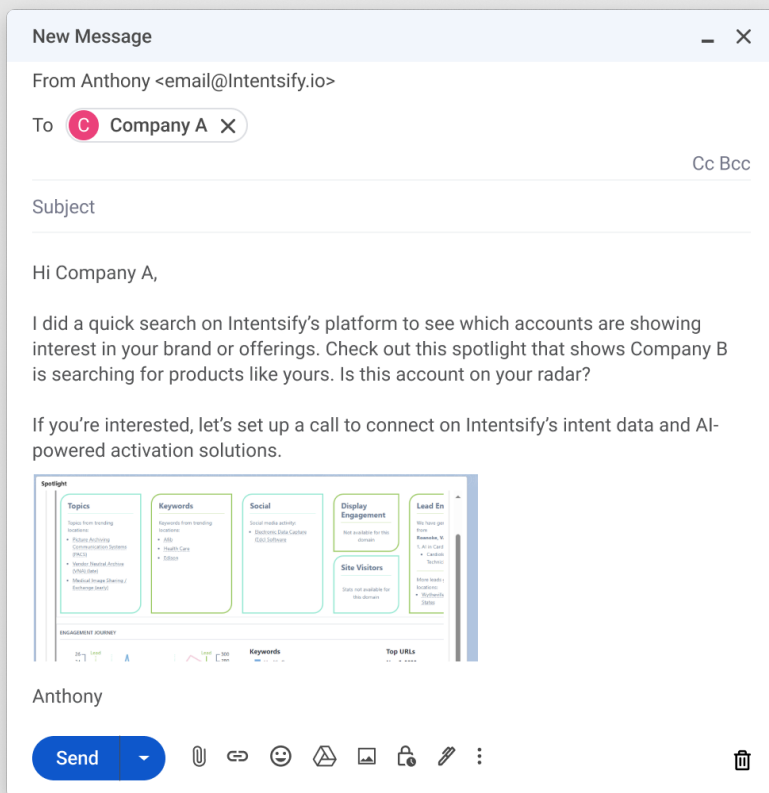
Account Executive

1. How does intent data help you prioritize your outreach? Walk us through a day in the life.

Intent data plays a key role in how I prioritize my outreach efforts. Let's consider a typical week for me. I might target six specific accounts on Monday, another set on Tuesday, and reserve Wednesday for expansion opportunities. Each day, I wake up and meticulously schedule my activities. This includes about two hours dedicated to cold calling, prospecting, and sending personalized emails — it is a significant amount of outreach.

Using the Intentsify platform, I can build dashboards for each account and their respective verticals. For example, I'm trying to expand business with Company A. I can use Intentsify to create a spotlight for Company A and show them the value of what Intentsify has to offer.

For example:



This visual representation has led to booking numerous meetings by showing rather than just telling. One success story that stands out is when we hadn't even considered a particular account as a potential customer until the intent data showed interest. We were able to close a deal with them, showcasing the power of intent data.

Additionally, by inputting all domains into the dashboard, I can keep track of accounts that may not be our primary focus but still monitor their activity. This allows me to keep them in the back burner and see how their engagement progresses.

2. What role does intent data play in shortening sales cycles and improving overall conversion?

Using Intentsify's intent data has streamlined our sales process, allowing us to send fewer emails and make fewer calls to spark interest and secure initial meetings. This targeted outreach, informed by real-time intent signals, has notably shortened our sales cycles and enhanced conversion rates.

Sales Spotlight



CONNOR SODERGREN

Account Executive

As a salesperson, I am always looking for the lowest hanging fruit that can bring in the highest value. Intentsify gives me that insight and I can immediately narrow down where to focus.

Here are the steps I take within the Intentsify platform:

1. First, I build an intent model with all my target accounts
2. Out of 200 accounts, I can quickly see the 50 accounts I should prioritize based on their research activity. A lower Dynamic 1 ranking means that I'll be better positioned to close a deal.
3. Out of the narrowed 50 accounts, perhaps I'll have 22 accounts in the decision phase.
4. Then, I'll check to see who has visited our website.
5. Finally, using our Buying Group Contact Data, I can reach out to contacts associated with these in-market accounts.



Intentsify's AI-powered platform empowers marketers to turn buying signals into pipeline with customized advertising and lead generation programs. Combining an unrivaled portfolio of data sources and an industry-leading media ecosystem, Intentsify enables full-funnel marketing programs for revenue acceleration.

[Learn More](#)