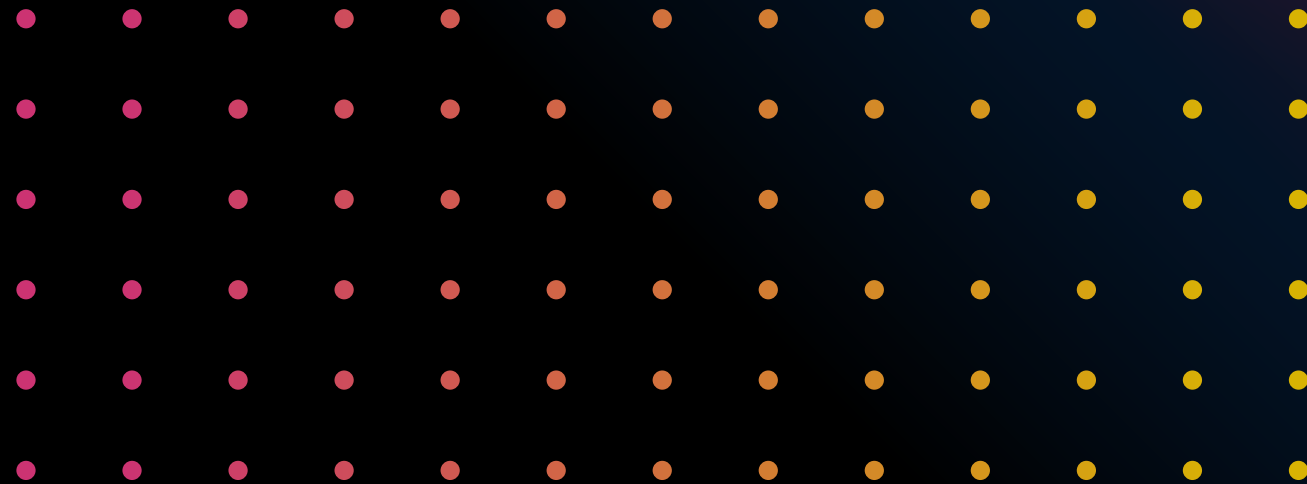


The State of Intent Data for Go-to-Market Teams:

Research Report



Executive Summary

The B2B buying process has become increasingly more complex in recent years, with a typical buying group comprising 6 to 10 decision-makers. Intent data—information generated by businesses' online research and content-consumption activities—helps go-to-market (GTM) teams gain insights into which organizations are showing interest in specific products or services, and to what extent.

With ever-increasing competition for B2B buyers, marketing, sales, and customer success teams require intent data insights throughout their funnel to identify and engage the right target accounts with the right content at the right moment. Intent data delivers the extra edge GTM teams need to efficiently deliver effective and efficient full-funnel buying experiences that drive revenue.

90% of active intent users report that intent data is effective at supporting its most impactful use cases. This means that if you aren't using intent signals to enhance your overall marketing, sales, and customer success efforts, you're officially behind the curve.

However, not all intent data is created equal, and respondents report facing some challenges when using intent data to improve their B2B strategies. In the report that follows, we address these challenges and seek to discover how B2B teams are using intent data to build pipeline and increase revenue.

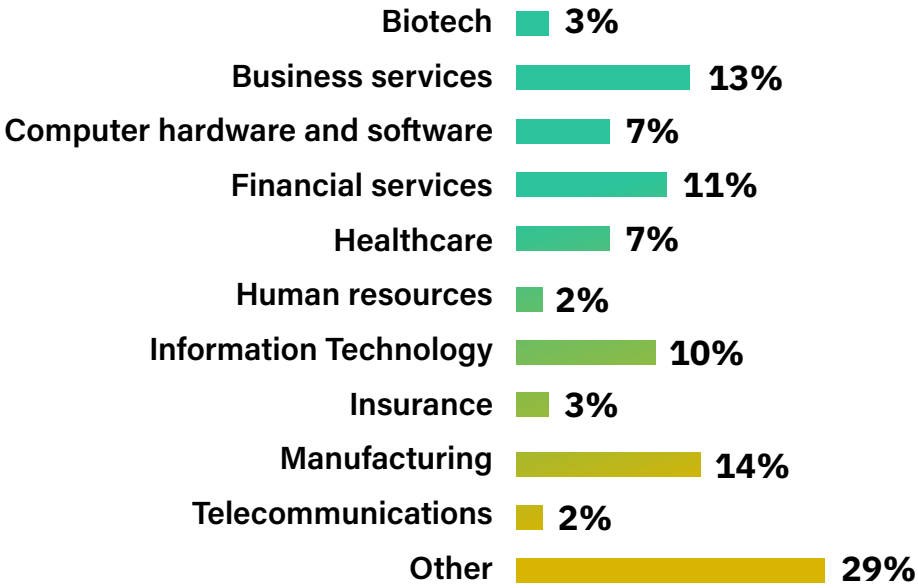
Here are 4 key insights from the research with additional segmented and more detailed data as you dive deeper into the report.

Key Insights:

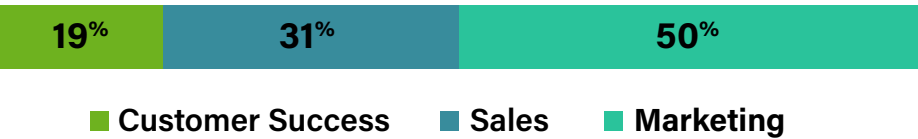
- **Intent users report more successful GTM strategies than non-users do:** Among all participants, 48% of active intent users report very successful strategies compared to just 17% of intent non-users.
- **Cross-departmental collaboration is the #1 challenge to executing a GTM strategy effectively:** Both intent users and non-users report that implementing intent data helps sales and marketing teams to become better aligned.
- **Intent data integration is critical for successful B2B marketing strategies:** A lack of integration is associated with a major decline in success rates. Sixty-one percent of intent adopters who report having very successful B2B GTM strategies have their intent data fully integrated with other data. Compare this to only 8% of intent adopters who report lower levels of success.

Participants

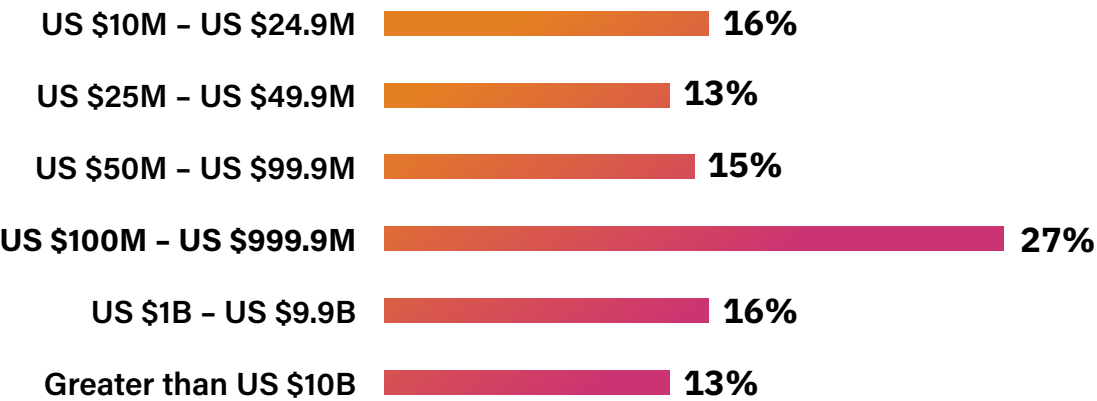
Industry



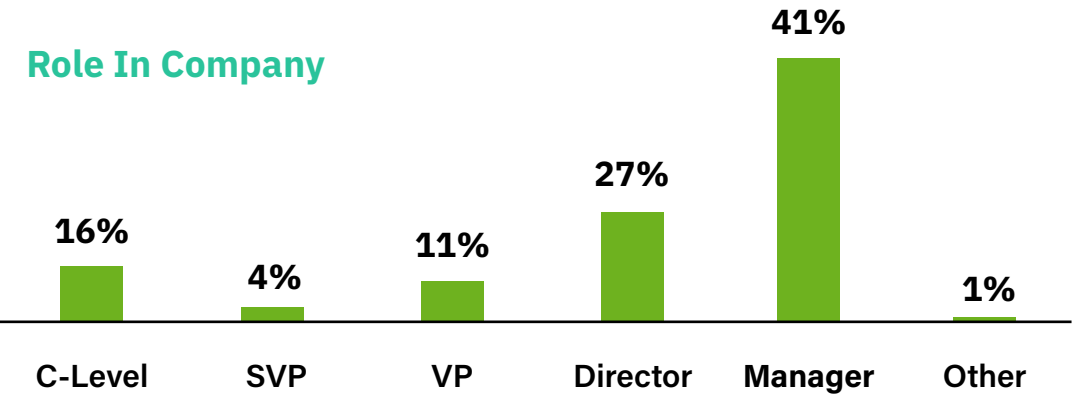
Revenue Team Breakdown



Annual Revenue



Role In Company



The Methodology

Ascend2, a B2B research-based marketing agency, benchmarks the performance of marketing strategies, tactics, and the technology that drives them. This survey was fielded to a panel of 612 B2B customer success, marketing, and sales professionals to evaluate the use and performance of buyer intent data for companies with greater than \$10M in annual revenue.



Important Segments

Compared to 2021 survey results, the percentage of overall intent data users dropped from 59% to 54%. Yet this year's survey was expanded to include sales and customer success functions. Looking solely at marketers, 58% of 2022 respondents said they're currently using intent data—clearly within the margin of error. And there weren't significant changes in the various other segments. These figures have notable implications, which in turn raise important questions:

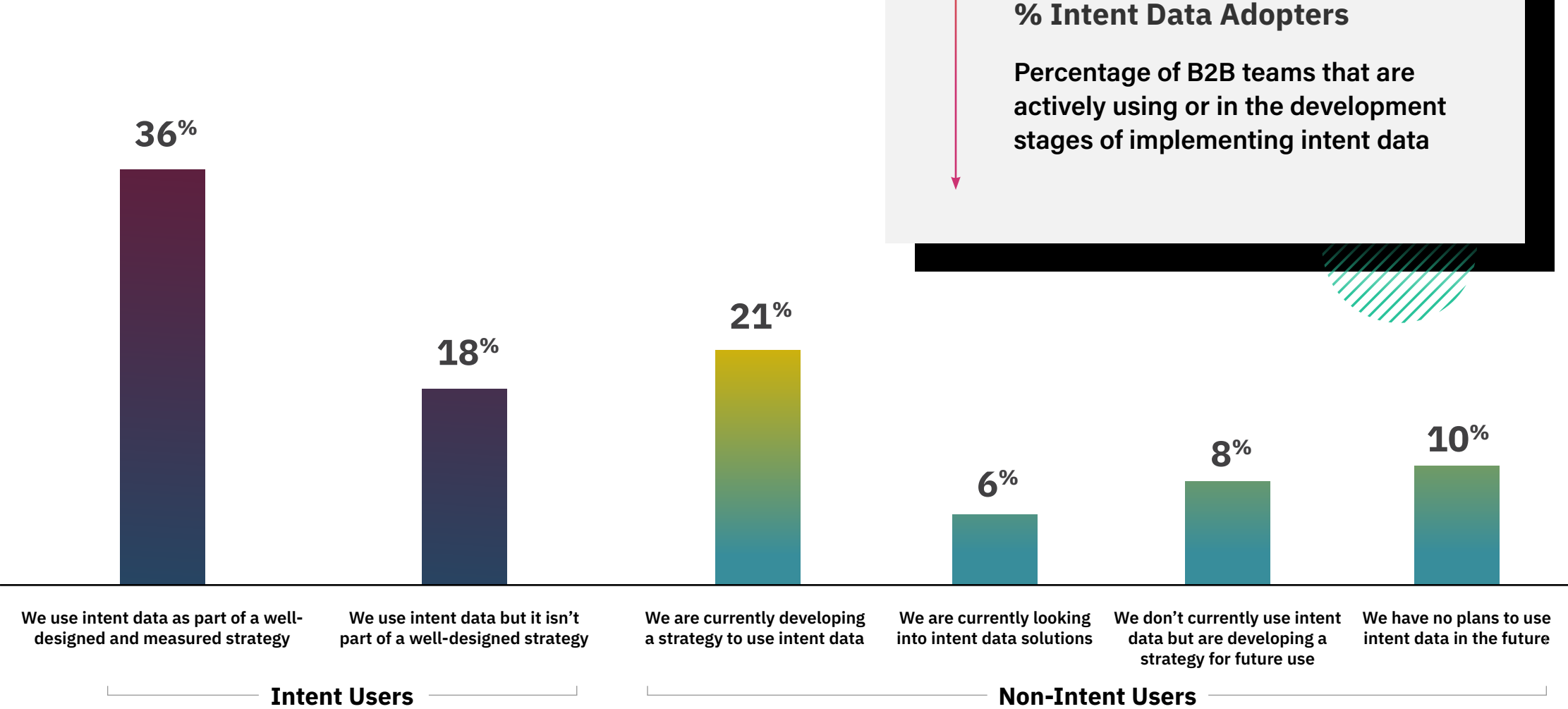
- Why are sales (54%) and customer success (43%) roles less likely to use intent data?
- Why has intent data use stalled among marketing roles?

The following pages provide context that help answer these questions. For example, lagging intent use among sales, and especially customer success, likely results from the fact that among all respondents, intent data is reported to be most helpful to marketing-aligned use cases. (See page 12.) Better education is needed to inform B2B organizations of intent data's powerful use cases beyond marketing. This is especially true in today's economic climate, in which current customer retention and expansion should be top priorities.

More alarming, however, is the stagnation of intent use among marketing roles, especially because 46% of marketers using intent data report their GTM strategies as "very effective" against only 15% of marketers not using intent. In fact, among those not using intent, more stated their GTM strategies were unsuccessful (17%). Only 1% of intent-using marketers believe their GTM strategies are unsuccessful.

The gap in success rates between users and non-users is staggering. So why isn't adoption increasing? Many factors exist. Intent data is a complex product that affects many use cases spanning the entire customer life cycle. B2B organizations still struggle with creating intent-data strategies, converting data into effective insights, and efficiently acting on intent-driven insights. Fortunately, solutions like Intentsify's **Intelligence Activation platform** were developed to boost intent data's value for GTM teams by making it easier to analyze and activate on it.

Important Segments



Part 2.0 > B2B Strategic Success

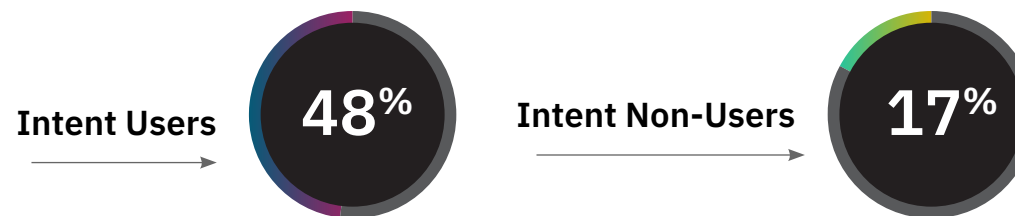
A B2B GTM strategy fueled by intent data yields greater success.

The difference in GTM success between intent users and non-users is resounding. That's because intent data supports use cases throughout the customer life cycle in two fundamental ways:

- **Audience clarity:** Pinpoints the accounts marketing, sales, and customer success teams should focus time, energy, and resources on
- **Engagement efficacy:** Surfaces each account's buying stage as well as their specific concerns, interests, and priorities, allowing GTM teams to select the most effective mix of channels, tactics, and messaging to use

The combined effect is powerful: greater efficiency across all GTM teams, improved prospect and customer experience, increased conversion rates, boosted return on media and tech investments, faster sales cycles, and most importantly, significant revenue growth.

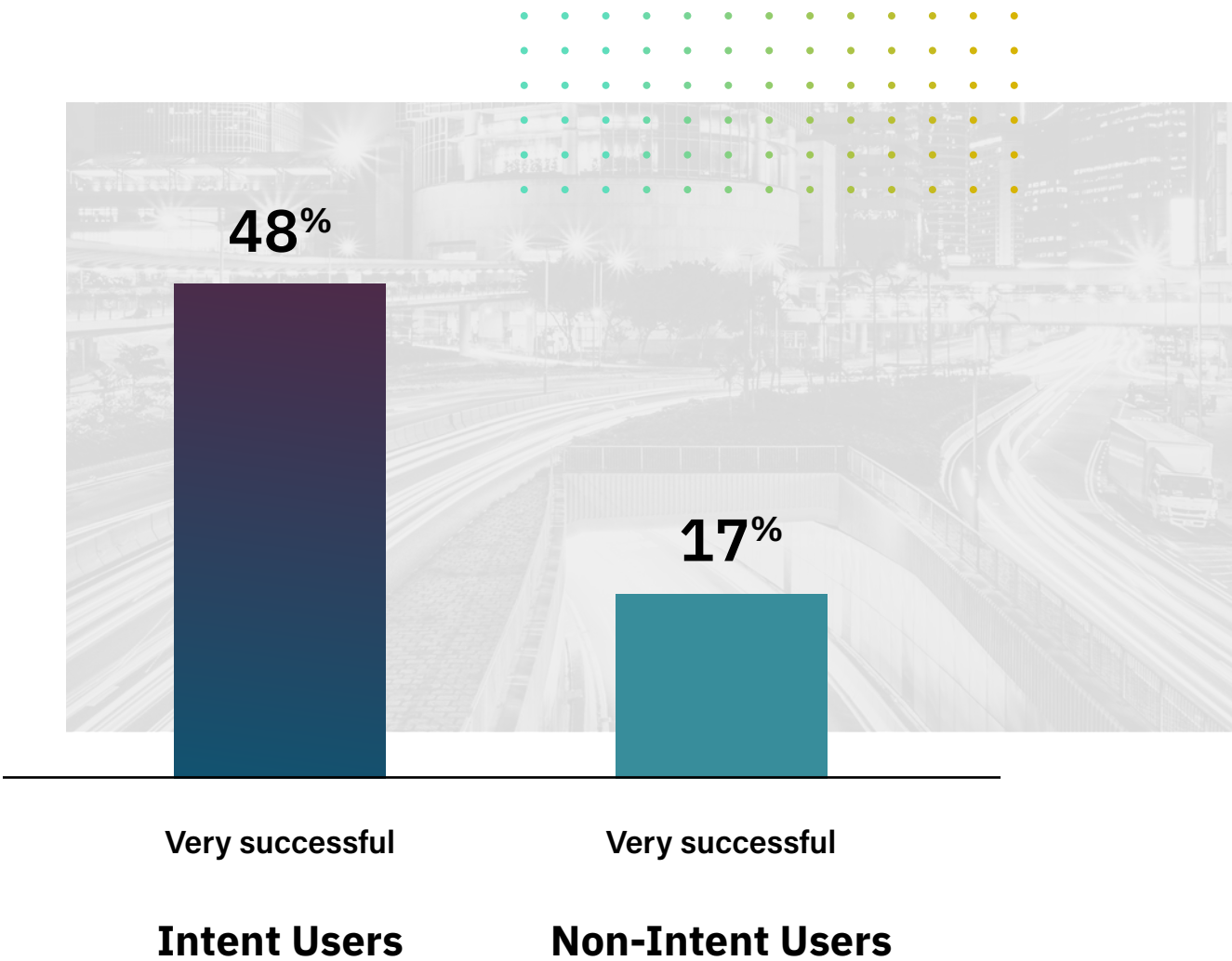
B2B team members who rate their GTM strategy as very successful



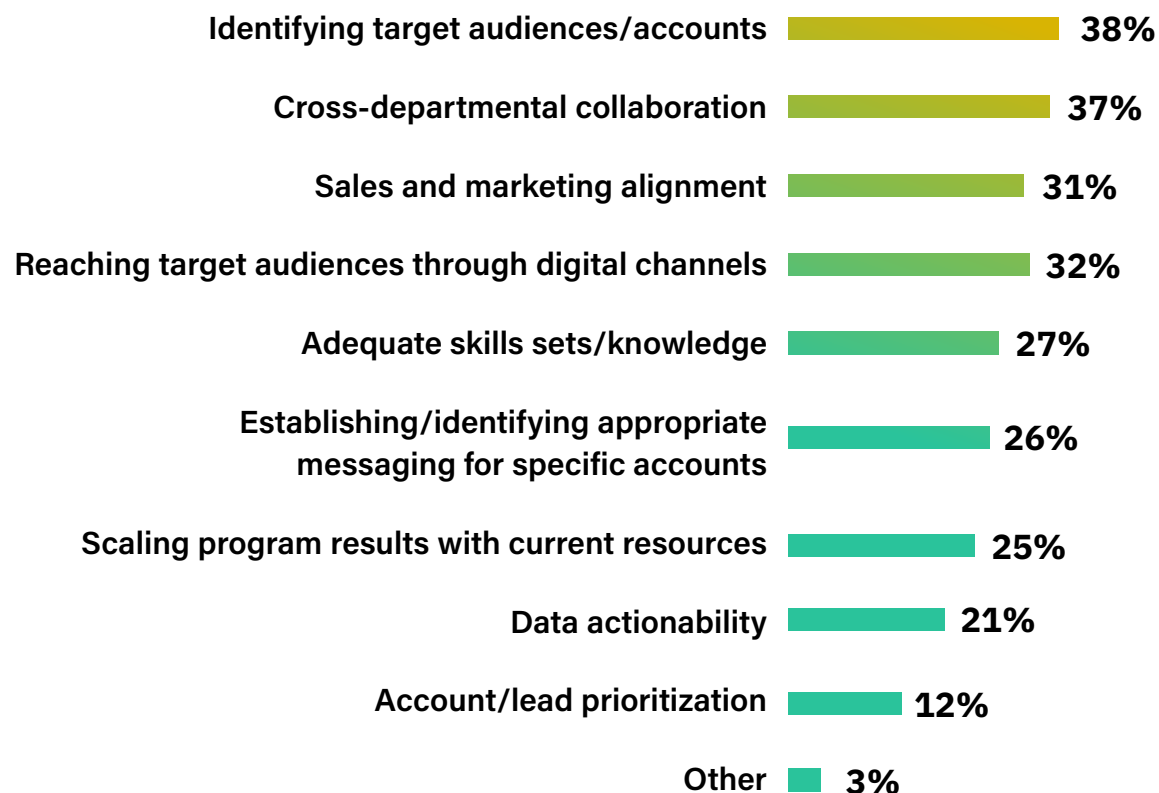
In 2022, 67% of active intent users use intent data as part of a well-designed and measured strategy, compared to just 46% in 2021.

Active Intent Users vs Intent Non-Users

Which best describes the overall success of your B2B GTM strategy at achieving the goals set for it?



Which are the most critical challenges for a B2B GTM strategy?



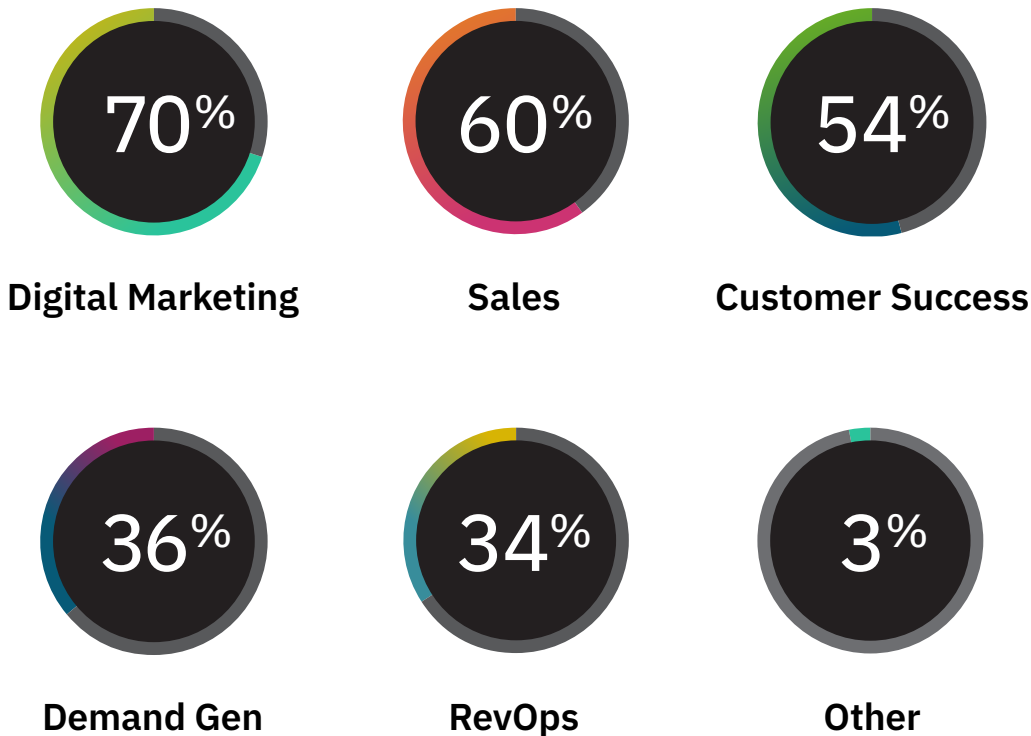
Unsurprisingly, the top 3 critical GTM challenges are closely related. Without a clear understanding of which accounts to target (as well as why and how), effective sales- and marketing-strategy alignment and cross-functional collaboration are impossible. The best intent data solutions provide exactly this level of account intelligence. That's why 79% of respondents agree that intent data solves these challenges.

79%

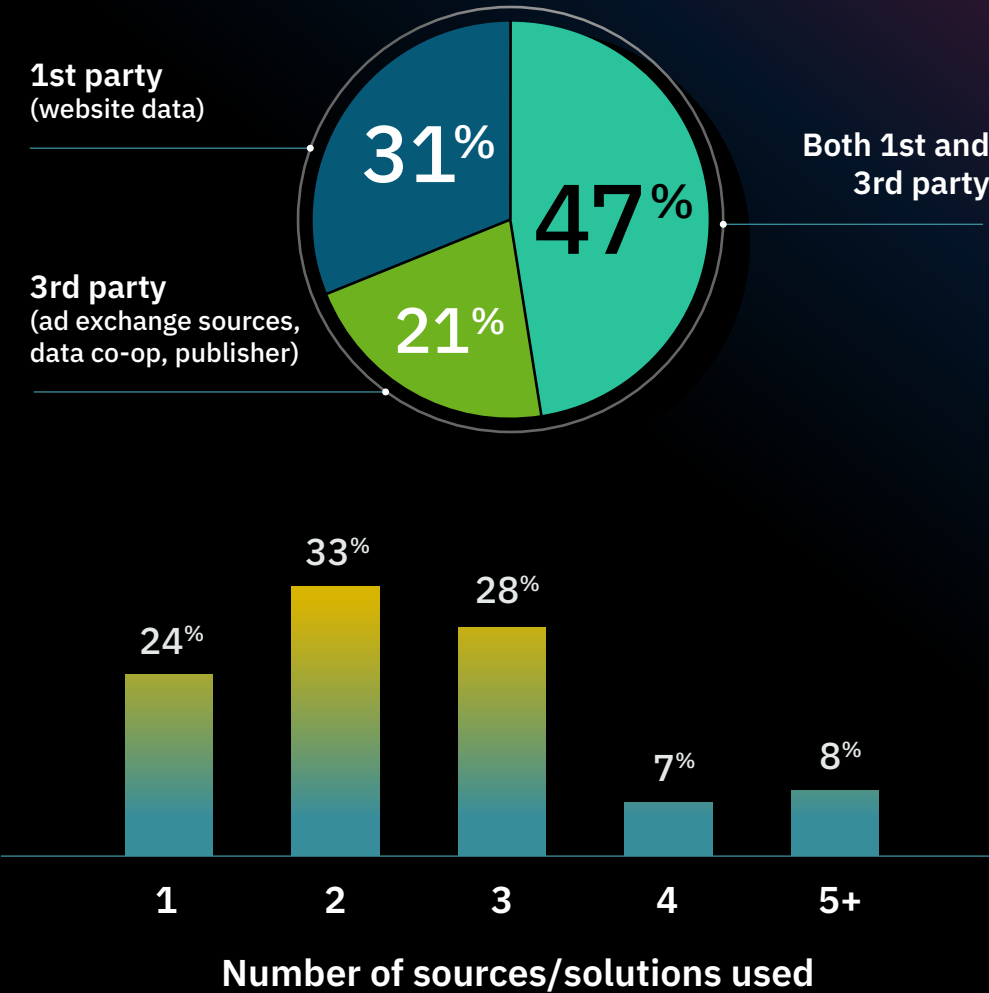
of B2B team members say that intent data effectively solves critical GTM challenges.



Intent Utilization



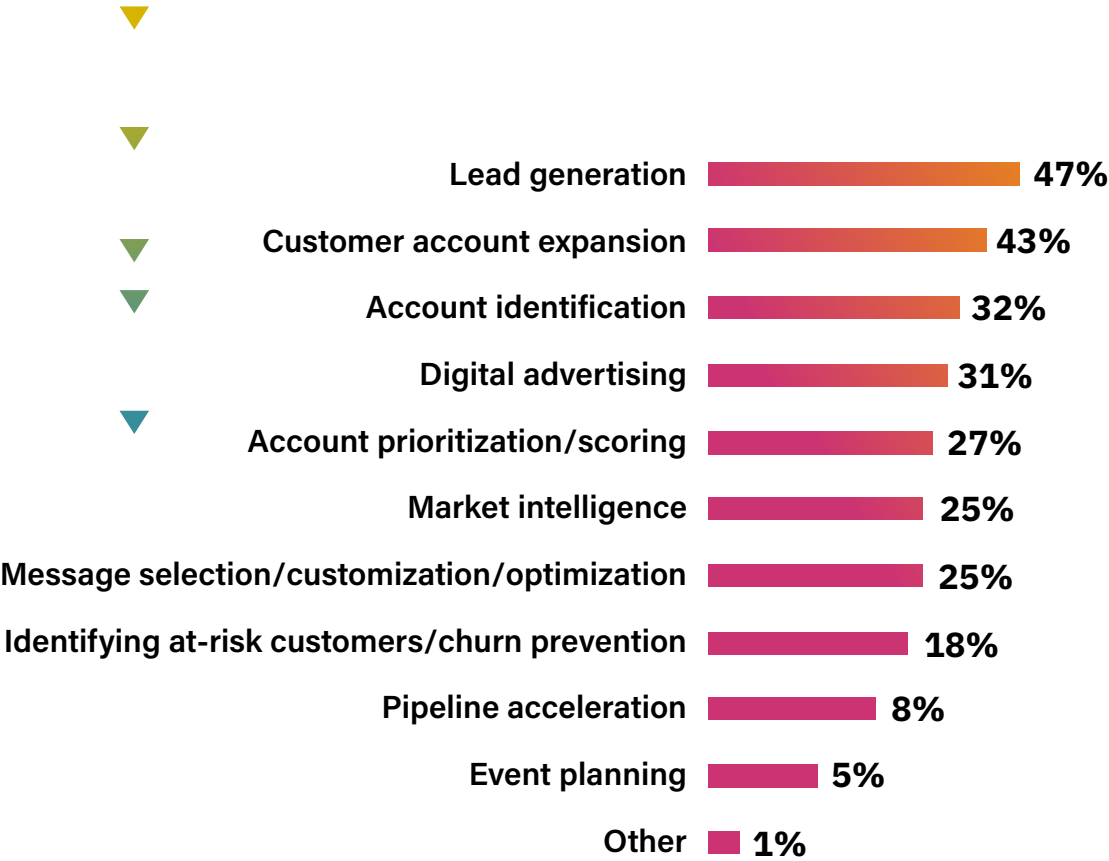
Current intent data types used



Intent Utilization

Intent data supports use cases focusing on both net-new and current-customer accounts. Just as lead generation efforts like content syndication are greatly improved by the intent-driven ability to target in-market accounts with content most relevant to each account's research behaviors, customer engagement efforts benefit from knowing what customers are actively researching. If intent signals show a customer account researching challenges and/or solutions your organization sells but the customer hasn't yet invested in, that indicates a cross-sell opportunity. On the other hand, if the signals show a customer researching a solution competing with their current investment, that signifies a churn risk that sales and customer success teams should address immediately.

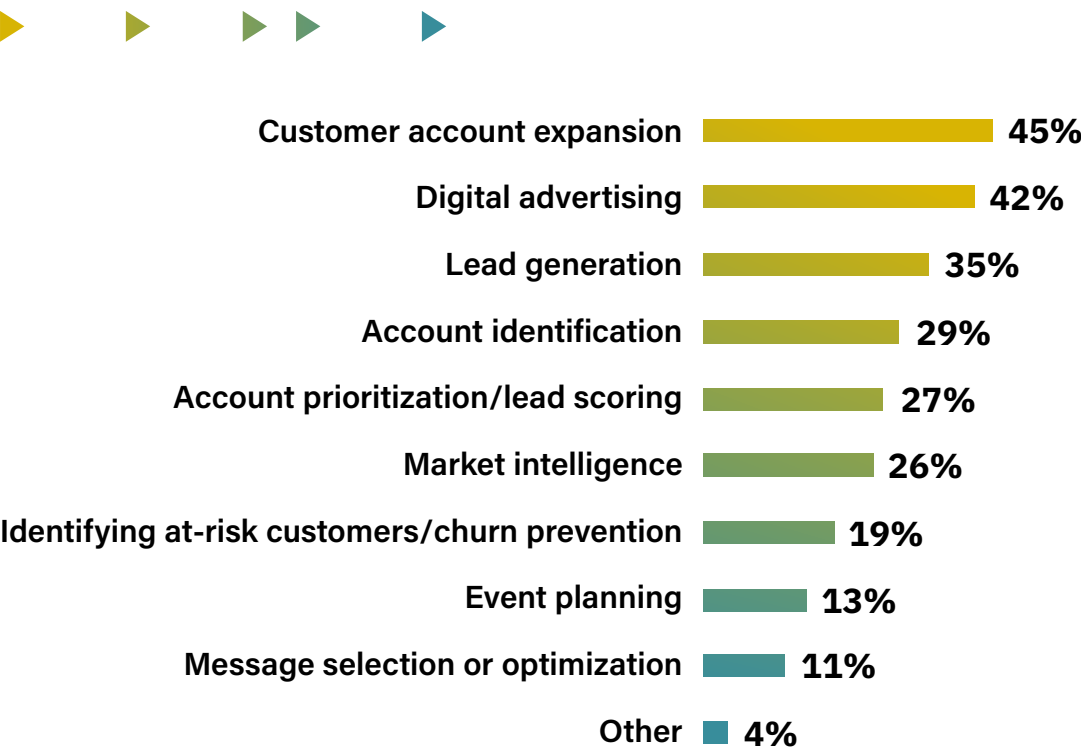
A lead generation strategy powered by precision intent and complemented by a well-defined demand funnel, formalized lead scoring methodology, and library of content segmented into buyer journey stages will accelerate the purchase decision, boost pipeline, and increase revenue.



TIP!

Most Impactful Use Cases

What are the most impactful uses of intent data for a B2B GTM strategy?



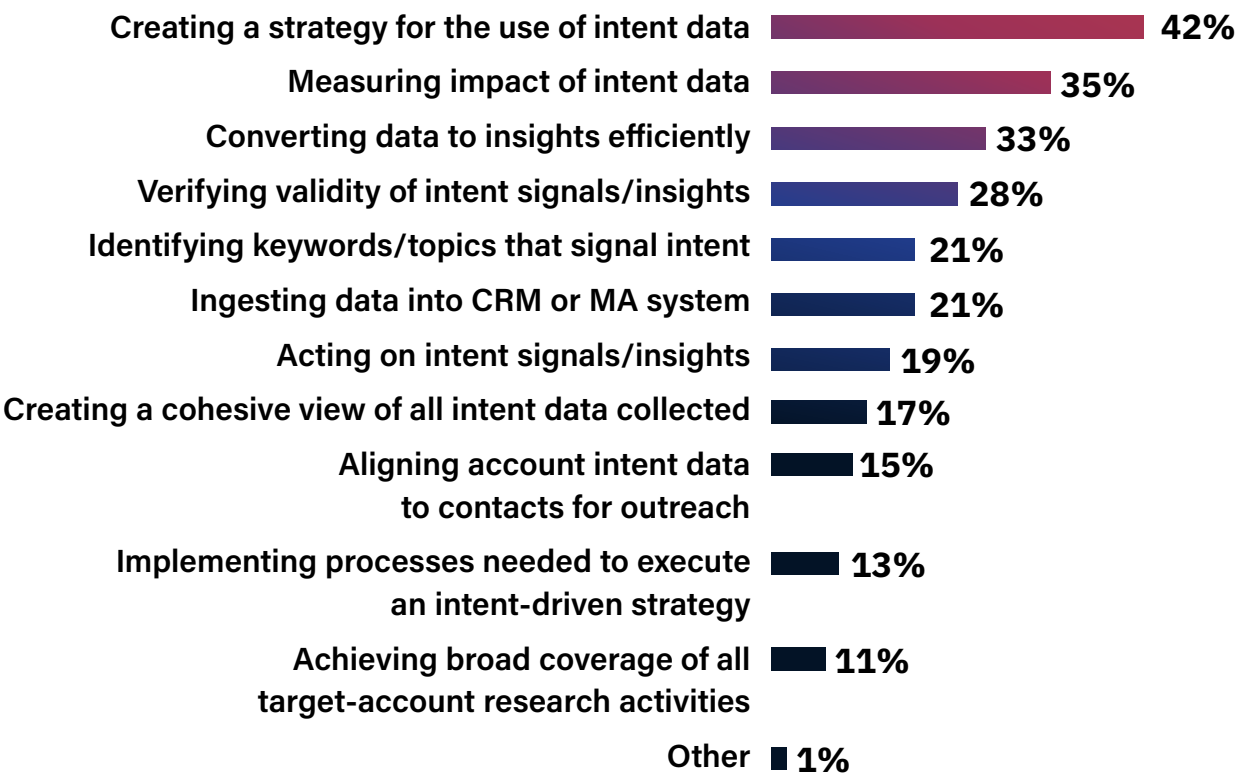
When breaking out the responses by team, marketers (59%) reported that digital advertising was their most impactful use of intent data, while both sales (46%) and customer success (54%) teams described customer account expansion as the most impactful use.

TIP!

Intent data helps improve lead generation performance by ensuring that the right content and follow-up messages are served to intent-identified accounts on your target account list (TAL). Intentsify’s **Intent-Activated Content Syndication** helps you do just that.

Challenges

Top challenges when using intent data to improve B2B GTM efforts



The full data set of survey respondents reported that the greatest costs associated with these challenges were wasted resources/staff time (54%), followed closely by missed opportunities for revenue (49%).

Intentsify Proprietary Precision Intent Data

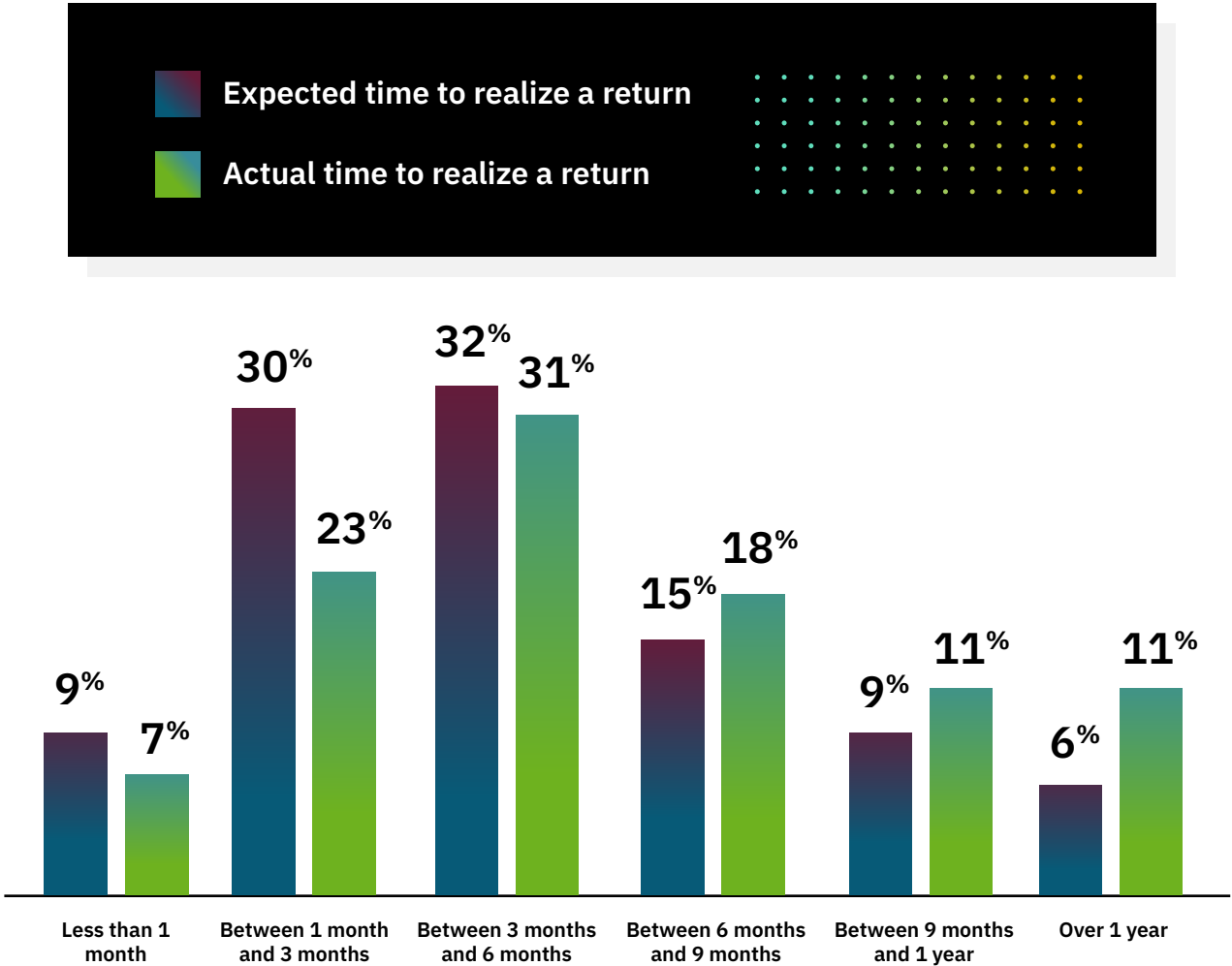
Intentsify's **intent data platform** uses natural language processing (NLP) to analyze users' online messaging and content to gain a clear understanding of which topics, keywords, and products should be monitored for intent—as well as how each should be weighted.

Return on Investment ▶▶▶▶▶

Return on intent data investments occur slower than respondents expect. Intent data is a complex product category that varies greatly by source type, derivation method, reporting model, and activation point. There's no one way to set it up. And until recently, successful implementation and use required:

- A strong understanding of how intent topics and/or keywords work, as well as the time to select and continuously update them for each use case.
- The ability to quickly aggregate and analyze data from each source for every use case (43% of users leverage at least 3 sources).
- The processes and tech infrastructure to effectively distribute intent-driven intelligence to the teams and roles tasked with activating it.

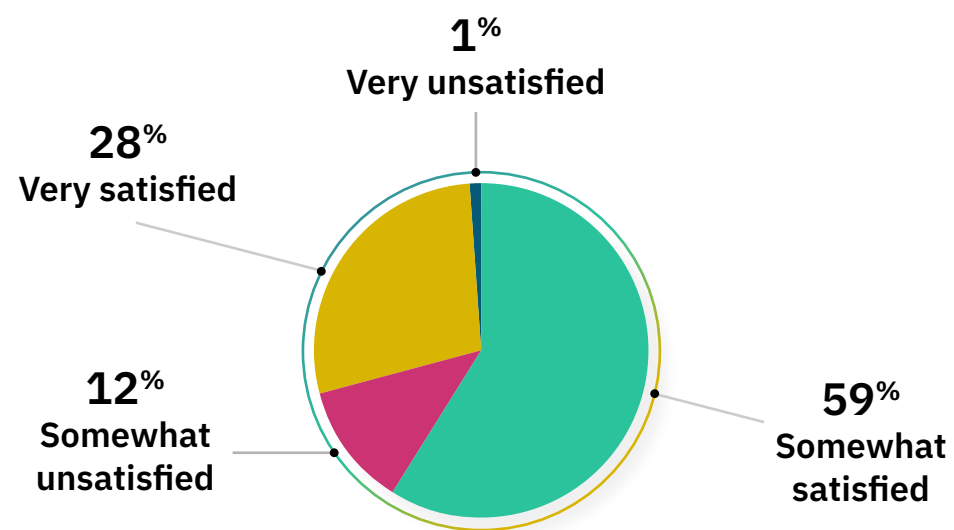
This all implies a great amount of education, resources, and time. Fortunately, the newest generation of intent data solutions, such as Intensify's Intelligence Activation platform, automates all the manual setup, data synthesis, and activation efforts required to generate significant results quickly.



Part 4.5 > Using Intent Data

Intent data is an overachiever

Across all segments, nearly all respondents agree that intent data is effective at supporting its most impactful uses (97%), solving for critical B2B strategy execution challenges (94%), and achieving goals associated with the most important metrics (93%).



Still, 59% of respondents reported being only somewhat satisfied with their current intent data solution.



The Precision Intent Solution

Intentsify's Intelligence Activation platform provides B2B organizations with the most accurate, comprehensive buyer-intent intelligence in the market today, and solutions to act on that intelligence. Here's how:

- Uses the first and only intent-derivation methodology that analyzes your organization's website pages and messaging to calibrate intent models precisely to your unique business solutions
- Identifies companies exhibiting research behaviors directly related to those solutions, pinpoints where they are in the buying process, and surfaces the issues they care about most as they progress through their journey
- Enables you to engage identified companies quickly and effectively with intent-driven digital advertising and content syndication programs

About the Research Partners



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:

- Combines the latest AI technologies with the first and only intent-derivation methodology that analyzes your organization's website pages and messaging to calibrate intent models precisely to your unique business solutions
- Identifies companies exhibiting research behaviors directly related to those solutions, pinpoints where they are in the buying process, and surfaces the issues they care about most as they progress through their journey
- Powers multi-channel digital media programs to quickly engage in-market companies with the right messaging at the right time
- Delivers intent-signal transparency: The first and only intent data solution that provides customers the exact URLs visited by target audiences, triggering intent signals

Learn more about [Intentsify.io](https://intentsify.io)



Companies partner with Ascend2 to conduct original research and to supplement their marketing content, generate leads, and engage prospects to drive demand through the middle of the funnel. Ascend2 performs research for Oracle, Adobe, Vidyad, Dun & Bradstreet, HubSpot, and more. Ascend2 research is regularly featured by MarketingProfs, AdWeek, eMarketer, Forbes, Media Post, Search Engine Land, Marketing Land, Convince & Convert, and more.

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