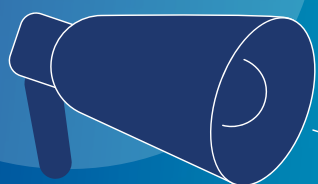


GUIDE

WHAT IS INTENT DATA AND WHY IT SHOULD BE A KEY COMPONENT OF YOUR ABM STRATEGY



WHY INTENT DATA SHOULD BE A KEY COMPONENT OF YOUR ABM MARKETING STRATEGY

All businesses are facing growing challenges when it comes to identifying leads to target for conversion. Cold lists have low conversion rates and often a low ROI. Attracting leads through organic or paid demand generation strategies takes more time and resources than are available to many organizations. With increased limitations on third-party cookies and concerns about data privacy, marketers must focus on building direct relationships with their audiences and obtaining consent to use customer data for personalization and targeting.

Using intent data in your digital marketing campaigns will help you to overcome these challenges and provide several advantages that will enhance the effectiveness of your efforts.



What is intent data?

Intent data refers to information that indicates a person or organization's interest or likelihood to engage in a particular activity, such as making a purchase.



HOW INTENT DATA WORKS

HOW INTENT DATA WORKS



Intent data provides real-time insights

into the activities and behaviors of your target audience. This allows you to engage with prospects at the right moment. Rather than adding a cold list to an email campaign, you can use automation to add warm contacts to audience lists for targeted ads, personalized emails, and other marketing channels, increasing the times you touch a contact when they are ready to engage and increasing the chances of conversion.



Intent data allows you to identify prospects

who are actively researching or expressing interest in products or services like yours. For example, contacts who are visiting your competitor's websites, or your own, contacts searching for topics and keywords related to your business, or contacts who match your designated ideal customer profile.



INTENT SIGNALS

EXAMPLES OF INTENT SIGNALS

- 👁️ **Website visits and page views**
- 🔍 **Search queries**
- ⬇️ **Content downloads (from website) or interactions**
- 📡 **Visits to industry publication / external media (blogs)**
- ✉️ **Email opens and clicks**
- 📄 **Form Fills**
- 🔎 **Researches competitor**
- 📅 **Event registrations or attendance**
- 💬 **Message boards**
- # **Social media engagement**
- ✉️ **Newsletter sign up**
- 🖱️ **Industry research (G2 / Trust Radius for software)**
- 👤 **Demographic data changes (e.g., job titles, company size, moving)**
 - People moving companies – If they love your product, they are likely to bring you with
 - New hire – platforms often change when a new person has taken over the task or department (e.g. New marketing ops person could mean a change in the Martech stack)

SCORING INTENT SIGNALS

These signals indicate differing levels of intent and should be scored appropriately and evaluated in relation to each other. **You'll assign score values to each intent signal based on the level of significance or engagement it represents.** For example, a prospect downloading a whitepaper might receive a higher score than someone who visited your website without interacting with any content.



TAKING ACTION

TAKING ACTION WITH INTENT SIGNALS



Shift focus

A combination of signals in a short period of time shows high intent. By focusing on leads showing high intent, you can allocate your resources more efficiently, **ensuring that your marketing and sales teams are spending time on prospects more likely to convert.**



Identify and Engage

When you see multiple actions close together—emails being opened, click-throughs, and multiple visits to the website close together – **call the prospect.** On the other hand, if a customer is researching your solution, that's a signal of a potential churn.



BENEFITS OF INTENT DATA

1 **By focusing your marketing efforts on individuals or organizations showing intent, you can reduce wasted ad spend on audiences that are less likely to convert.** Instead of broadcasting messages to a broad audience, you can concentrate on users actively searching for or engaging with relevant content.

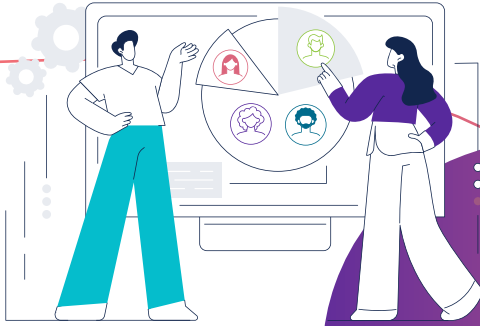


3 **With intent data, you can personalize your marketing messages based on the specific needs and interests of your audience.** Personalization increases engagement and makes your campaigns more relevant to individual prospects, leading to higher conversion rates.

2 **Intent data enables more effective retargeting strategies.** You can tailor retargeting campaigns based on specific user behaviors, such as abandoned carts, content views, or searches, increasing the chances of re-engagement and conversion.



BENEFITS OF INTENT DATA



4

Knowing the topics and types of content your target audience is actively searching for allows you to optimize your ABM content strategy. You can create and promote content that aligns with the interests of your potential customers, driving more organic traffic and engagement.



5

Leveraging intent data gives you a competitive advantage. Being proactive in reaching out to prospects who are actively considering products or services like yours positions your brand as responsive and attentive to customer needs.

6

Intent data empowers data-driven decision-making. By analyzing user behavior and intent signals, marketers can make informed choices about their campaigns, adjusting strategies based on what works and refining their approach over time.



WORK SMARTER

CONCLUSION

In summary, incorporating intent data into your digital marketing campaigns allows you to work smarter by focusing your efforts on individuals and organizations with a demonstrated interest in your offerings. This can lead to more effective targeting, higher conversion rates, and an overall improved return on your marketing investment.

Your Vonazon strategist looks forward to discussing ways to incorporate intent data in your marketing strategy.



Schedule your non-billable consultation today.



CONTACT US

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LET'S WORK TOGETHER

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