



How Intent Data Captures Buyers' Interest

—and Saves Marketers Time



Introduction

It's not uncommon for marketers to struggle with gathering accurate insights into prospects' purchasing decisions to feed more targeted, high ROI-driving marketing campaigns. How do you know who is most likely to buy, and when? How do you know if you're delivering the right messaging? If this sounds like you, it's likely you're missing one key solution from your marketing arsenal—enter: intent data.

“Intent data takes the guesswork out of your marketing campaigns since you have insight into what the prospect or organization is interested in or focused on right now,” says DeAnn Poe, vice president of marketing at ZoomInfo. “Intent data allows you to send relevant messaging and offers that have a higher likelihood to resonate with the recipient and solicit a response.”

To help you upgrade your marketing motion, we'll explore the overall value of intent data and how it can:



Capture buyer interest to create an abundant lead flow



Identify prospects who haven't engaged and capture them before they choose a competitor



Craft engaging content that captures early prospect interest



What is Intent Data?

Intent data is behavior-based buying signals—not just on your website—that link buyers and accounts to a specific topic. When buyers conduct research to solve their pain points—e.g., website visits, product reviews, content downloads—they leave behind a digital footprint, and their “actions imply they are likely interested in what you have to say or sell,” says Poe.

There are two types of intent data:

1. **First-party behavioral data** includes direct engagement with your content and brand.
2. **Third-party behavioral data** includes direct engagement with other organizations’ content and brand.

With insight into what buyers are engaging with, marketers can then leverage intent data and buying signals to improve targeted nurture outreach and lead scoring, allowing you to intercept buyers much earlier in the process and beat your competitors. [Research shows](#) positive impacts from leveraging intent data include helping with ABM account prioritization and scoring, accelerating pipeline, better definition of ideal customer profile, targeted advertising, and more.

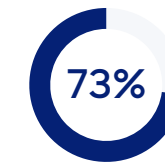
But let’s take a closer look at some of these benefits and how intent data can help your marketing team.

Benefits of using intent data:

According to a [Demand Gen Report survey](#), companies that leverage intent data see these top three positive impacts, including:



Helped with ABM account prioritization and scoring



Accelerated pipeline



Improved ability to define ideal customer profile



Benefit #1:

Capture Online Buyer Interest

If a prospect is visiting your website, more often than not, they're actively researching your product or services to solve a current pain point, but the average [website conversion rate is 2.35 percent](#). What about visitors who don't convert right away? What about the marketing "dark funnel," the part of the buyer's journey you're not able to track? How can you identify who your buyers are and what they're looking for *before* a form fill? With the right technology, you can turn buyer intent into action.

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Intent data is simply behavior-based buying signals—actions that imply that a person is likely interested in what you have to say or sell. It allows marketers to insert themselves into the buying cycle sooner to help guide the prospect through the decision-making process.

—DeAnn Poe, vice president of marketing at ZoomInfo

[Research shows](#) 87 percent of pre-purchase research is done online, meaning web searches and content consumption are a strong signal of buyer intent. By investing in a [B2B marketing intelligence solution](#), your team can leverage buyer intent data to reveal anonymous website visitors based on their IP address so you can set up automated triggers to perform a specific action (i.e., “If a visitor views a product page, create Company in Marketo.”). The value for sales and marketing teams? Leveraging intent data give you insight into the dark funnel so you can:

- ✓ **Identify early buyer interest:** Purchase intent signals help identify which companies are actively researching your solution—*before* they fill out a form on your site or engage with your sales or marketing teams.
- ✓ **Improve lead scoring and prioritize accounts:** Use predictive purchase data to weight your lead scoring model: Give priority to companies that demonstrate interest and purchase intent—*before* they initiate the buying process with a competitor.
- ✓ **Analyze and retain customers:** Get real-time visibility into which customers are researching topics and solutions. Insights like this on existing customers make it possible to upsell proactively, as well as identify pain points—*before* you're blindsided by customers who failed to renew or who bought an offering from a competitor they didn't know you had.



Benefit #2:

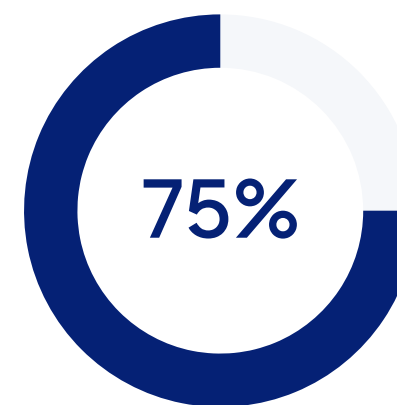
Easily Identify New Prospects Who Haven't Engaged...Yet

[According to Demand Gen Report](#), 75 percent of buyers are spending more time researching solutions online, and they're consuming third-party content via social media and online reviews to shape their view of future purchasing decisions. Third-party intent data gives you the opportunity to speak directly to the content prospects are already engaging with, says Poe. For example, let's say you're in the SaaS industry and you're seeing prospects engage with social media posts regarding your new product in a different technology sector. By using intent data, you're able to tap into this new pool of prospects and target them with personalized outreach.

"Increased content consumption means prospects have reached an inflection point and are getting serious about finding a solution," says Poe. "This is your opportunity to swoop in and present the best solution possible."

In today's fast-paced, highly-competitive B2B buyer landscape, content consumption patterns change so rapidly that historical data quickly becomes irrelevant and inaccurate—and that's the last thing you want to be. Consider adding predictive analytics—a method of data collection paired with artificial

intelligence, machine learning, and modeling to predict future buyer behavior—to your marketing arsenal to forecast buyer trends, identify cross-sell opportunities, and personalize marketing campaigns, helping you efficiently allocate marketing spend to the highest ROI-driving activities.



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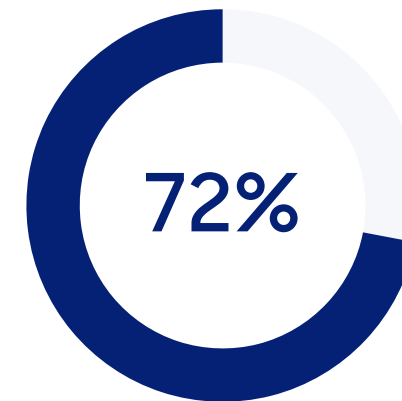
Benefit #3:

Craft Engaging Content That Converts

After you've identified which prospects you're going to target and which content consumption topics and trends are most important to measure, your next step is to tailor personalized, solution-specific content. [Research shows](#) 72 percent of those consuming content only engage with marketing content that is personalized.

By creating personalized content, you're not only serving your audience insights directly related to their pain points, but you're also establishing credibility and trust as a solution provider. According to Poe, there are three best-in-class strategies to serve effective, personalized content solutions:

- ✓ **Topic-focused:** Use content consumption insights to serve relevant content.
- ✓ **Stage-appropriate:** Decide whether the prospect is seeking educational or evaluation content.
- ✓ **Compelling storyline:** Connect the dots for the prospect and explain how your solution ends their searching.



Research shows 72 percent of those consuming content only engage with marketing content that is personalized.

Source: [SmarterHQ](#)

Conclusion

Intent data is every marketer's best secret weapon. Intent data pinpoints which prospects to engage with and when, empowering you to deliver tailored solutions earlier in the sales cycle, identify new leads based on buying signals generated across the web, and maximize customer growth and retention by understanding whether customers are researching competitors. By implementing intent data into your marketing motion, you'll win your future best buyers before they choose a competitor, ultimately establishing yourself as the leading solution.

Looking to empower both your sales and marketing teams with direct access to your ideal prospects?

With coverage of more than 14 million companies and more than 200 million professional profiles, no other B2B data and intelligence solution is better positioned to serve your data needs than ZoomInfo. Visit zoominfo.com to learn more.

