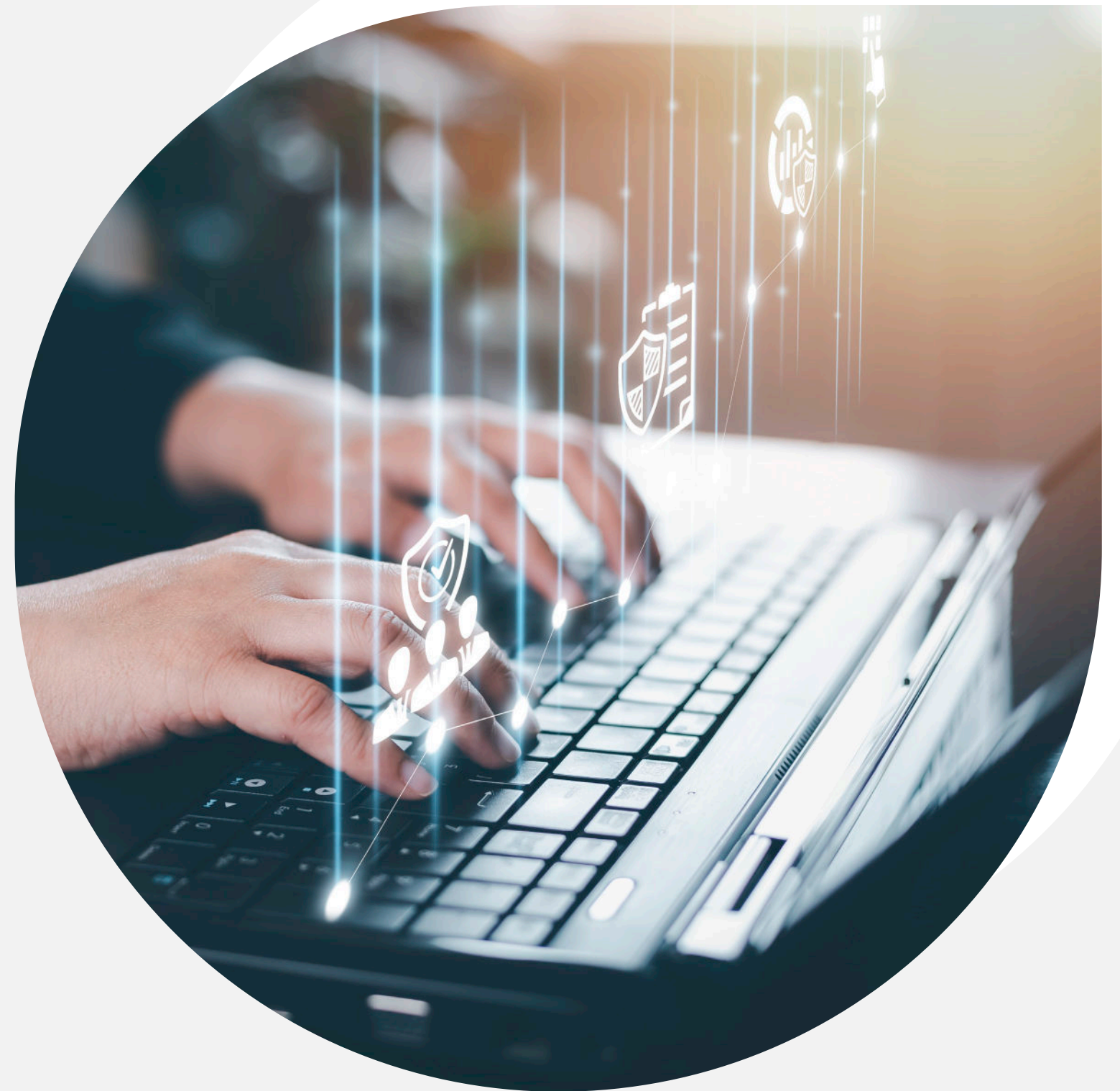


B2B INTENT DATA

A COMPLETE GUIDE

Your introduction to B2B Intent Data
and everything around it



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INTRODUCTION

To say that the success or failure of any modern B2B marketing and sales campaign largely depends on data wouldn't exactly be an exaggeration. The significance of data in all walks of life is evident from the numerous data-driven experiences we come across in our everyday life. Having said that, it's worth mentioning that just having heaps of data will do no good for you or your business unless you know how to harness the power of data. Or have the means to extract the data that is useful for you or your business. This is why every B2B marketing and sales leader stresses having the right intent data.

The potential of having the right intent data is unparalleled; it opens the doorway to the right prospects and helps you in reaching your business objectives effectively and profitably. Intent data paired with data intelligence can help you understand your customer needs like never before. But more importantly, it will give you a competitive edge over your counterparts, enabling you to build a solid and consistent pipeline for your sales team to capitalize on.

By the end of 2022, **more than 70%** of B2B marketers will use third-party intent data to target prospects or engage groups of buyers in selected accounts.

Figure 1: The State of Intent Data

Source Gartner

However, for all the good that intent data has to offer, we have very few B2B marketing and sales professionals making the most of intent data and its vast array of customer insights. In this comprehensive guide on how to get intent data, we will be covering every vital aspect associated with intent data to help you get started on your data-driven sales and marketing journey. So, let's begin.

WHAT IS INTENT DATA?



Figure 2: What is Intent Data?

As a user when we traverse through the wide universe of internet, we leave behind a trail of breadcrumbs in terms of our likes, shares, interests, affections, etc. all these data points when accumulated in an orderly manner, forms what we call B2B intent data. All these data points lead to the final decision that we make in terms of our purchase or just simple research for our next purchase.

Businesses proactively looking for prospects can use these data points to form a concrete database of users with similar interest (aka purchase intent) based upon their activity and use it to target the users with relevant content to build their interest in your product or service. So, to sum it up, B2B intent data essentially is the collection of data points of a user's purchase journey that normally begins with research over internet.

WHY INTENT DATA IS IMPORTANT FOR B2B SALES AND MARKETING?

As the world became increasingly data-driven, data started becoming the foundation of all important decisions we took, both in our personal and professional life. It's the same with intent data. Most marketing campaigns these days are based on intent signals drawn from data. However, if we have to highlight, we can categorically list two main reasons why B2B marketing needs intent data.

Account-Based Marketing: Account-based marketing (ABM) is one of the most efficient B2B marketing strategies, ask any B2B marketer, and they will nod in affirmation. And since ABM focuses on high-value accounts with maximum conversion potential, it requires deep insights into the accounts to target them effectively. Insights such as their business needs, purchasing power, business challenges, etc., can all be deduced from intent data. So, with the right intent data, you can get all the valuable insights to tailor your messaging and campaigns for maximum engagement.

Inbound Marketing: Every modern business treats its first-time and loyal returning customers equally, thanks to the growth in inbound marketing. Intent data gives you all the valuable information you need about the first-time customer you need to convert into paying customers. It provides you with all the answers you need to know to convert your first-time visitor into a paying customer. And with that, it makes your inbound marketing campaign a powerful source of generating high-value leads.

TYPES OF B2B INTENT DATA

As with any other data point, B2B intent data is a good indicator of prospects interested in your product or service. Depending upon the type of intent data you have or the source from which you have acquired your data, you will have to run some data cleansing or data enrichment algorithms to get the necessary insights. So let us quickly look at the types of intent data to understand it better.



Internal Intent Data: Data collected through internal channels such as your company website, social media channels, email marketing, or any marketing automation tool qualifies as internal intent data. The internal intent data could be anonymous in the form of a heatmap of a user's interaction with your website or could have all the details you need as it came from a form filled by a prospect. The data is equally valuable for both cases and must be used accordingly.



Third-Party Intent Data: As the name implies, data collected through third parties such as event registrations, IP address tracking, publisher networks via cookies, etc. qualifies as third-party intent data. Third-party intent data is a rich source of information as it helps you understand the user behavior outside your network, such as their search history, interests, etc. You can use this information to curate your content or campaign to match the prospects' interests.



Granular Segments of Intent Data



Search Intent Data



Engagement Data



Firmographic Data



Technographic Data

SOURCES OF B2B INTENT DATA

Depending upon the nature of your business and the business requirement, there are plenty of sources from which you can acquire intent data to boost your sales and marketing conversions. Let us take you through some of the more common ones that are widely popular within the business fraternity:



Paid Ads: The business of advertising runs on data. Every ad platform collects data on the users concerning what made them click on their ad, their search journey, the source that brought them to their ad, their location, etc. These data points are vital information for businesses looking to target prospects interested in their product or service. You can use this information to create content or messaging to engage and attract your prospects.



Search Engines: Search Engines are the doorway to the internet for most users. They allow you to enter your search query and then serve the results based on the query. These search queries serve as keywords for businesses to target their prospects. You can use these keywords to target your prospects through paid ads or to optimize your website with relevant content to appear higher in the search engine rankings.



Website/App Traffic: Your website/app is an excellent channel to gather data pertaining to your users. It is also one of the most authentic data collection sources as the user willingly shares the information and is on your website/app with a genuine interest in your product or service. You can use this information to segment your prospects and slot them into the proper marketing funnel.



Web Scraping: Internet scrapping has recently become widely popular for gathering data related to your users. In essence, web scrapping uses bots to find the users with the highest interest in your product or service. These bots have predefined parameters for scouting the prospects with the highest intent toward your product/service. This intent data is primarily used for creating a targeted list for your sales or marketing outreach.



Third-Party B2B Data Providers: Third-party B2B data providers are one of the most reliable data sources for B2B businesses. These data providers allow you to create your bespoke data list using comprehensive customer profiles, including a wide range of data points such as demographics, social profiles, etc. These B2B data providers consider your inputs and provide meaningful intent data right from the top to the bottom of the marketing funnel.

THINGS TO KNOW WHEN SELECTING B2B INTENT DATA SOURCE

B2B intent data, irrespective of the source you acquire it from, will never follow the one-size-fits-all format. Depending upon the product or service you offer, there are certain vital things that you need to take into consideration when selecting your B2B intent data. Here are a few of the critical things that can help you choose the best-suited B2B intent data for your business:



Accuracy: As with any form of data, accuracy is essential when choosing intent data. It would help if you ensured that the source from acquiring your B2B data provides accurate, updated, and high-quality intent data. Stale or inaccurate data will do more harm than good to your sales and marketing campaigns. So, accuracy should always be atop your essential consideration list when procuring intent data.



Volume: While you shouldn't always go for vast volumes of data, it is equally essential to ensure that you have enough data to help segment your prospects and help you build valuable lists. If you segregate your options based on geographies, you would want to ensure that you have enough data for each geography you intend to target.



Relevance: Relevance is crucial in any data being meaningful or valuable. So always ensure that the information is relevant to your business offering when you buy B2B intent data or acquire it from any source. This will make it easier for you to target your prospects.



Freshness: Having outdated data will do no good to your purpose. Thus, you should always ensure that your intent data is fresh, updated, and clean.



Compatibility: Not all data sources will be compatible with your CRM or database. So, you must ensure that you are choosing a data provider that is compatible with your CRM/database and does not require much engineering from your side to onboard the data on your platform.



Cost: While it's good to have the most relevant and updated data to empower your sales and marketing outreach programs. It's never advised to break the bank in acquiring it. The cost of intent data is hugely important, as it will directly impact your other marketing activities. So, when obtaining a data source, you would want to find a source that meets your budget and can assure you a good return on investment (ROI) on your intent data.

BENEFITS OF B2B INTENT DATA

In its purest form, B2B intent data allows you to aggregate behavioral signals from your buyers to identify them during their buying cycle. However, modern sales and marketing leaders have found various use cases for intent data and have benefited from it too. Here, we have listed the top 3 key benefits of intent data for you to understand the significance of it.

How Intent data can make a difference in your marketing efforts

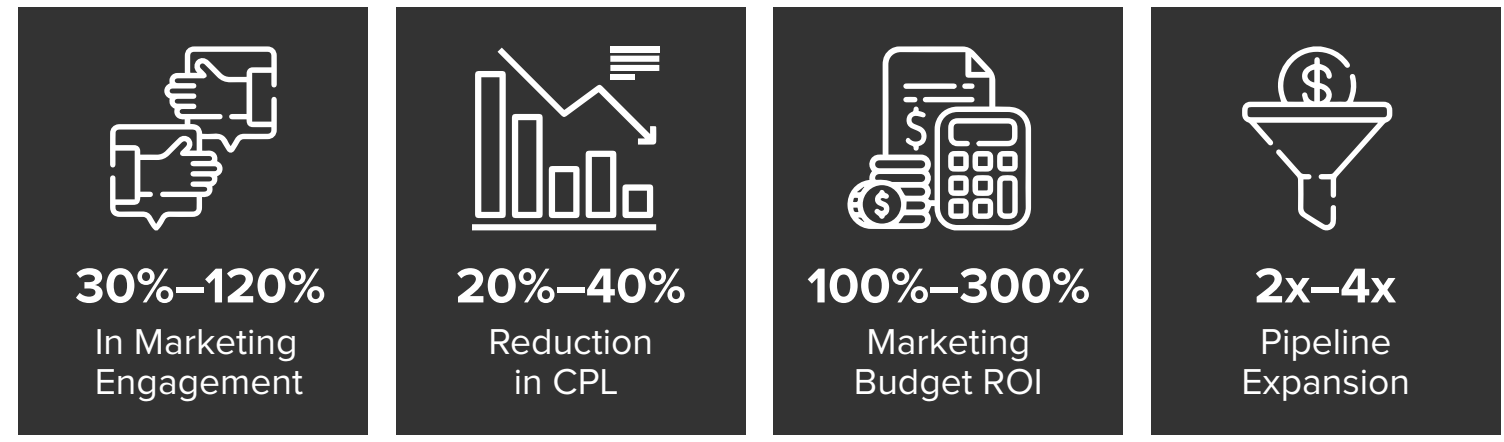
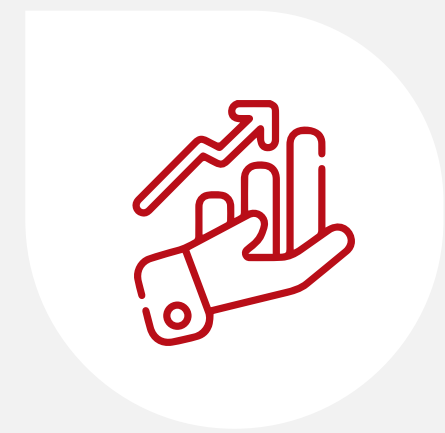


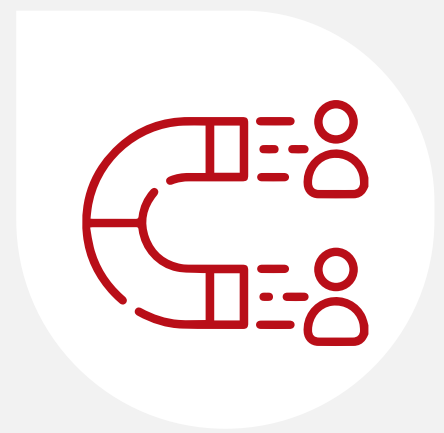
Figure 3: Benefits of Intent Data?



Efficient Prospecting: As a business, closing deals faster and efficiently will always remain your top priority. Intent data makes it possible for you. Using intent data, you can identify the prospects interested in your offering, making it easier for your sales team to approach them and close deals faster. The third-party data makes it easier for you to learn what your prospects are researching and tailor a solution and messaging to engage with them. The correct B2B intent data in your arsenal can supercharge your sales efforts in prospecting and closing deals.



Boost Outbound Sales Results: While outbound sales can help you reach your leads, there is no way possible for them to tell you if the leads are ready to make the purchase. This makes the sales cycle long and tiring. But with intent data, you can direct your sales team to qualified leads in the buying cycle. You can see what the prospects are researching and can reach them with the right solution. Thus, shortening the sales cycle and boosting your outbound sales results.



Advanced Lead Scoring: In every marketing funnel, specific points are associated with leads depending on their actions. Intent data advances this lead scoring by providing additional information regarding your leads, even when they are not on their website. This information allows the marketing team to give a precise lead score and predict their purchase intent based on their interest in your product or solution.

SUMMARY

To say that B2B intent data is the key to unlocking the full potential of your sales and marketing efforts would not be an exaggeration. Modern businesses are shaping their sales and marketing efforts around data they have on their customers; intent data elevates all those efforts to the next level. However, just as with any data, the source of your intent data is paramount here. You need to be compliant, vigilant, and very peculiar about the intent data you are procuring or harvesting. The easiest and most efficient way to get the most updated and compliant data set is through a third-party B2B data provider. Each data vendor has its specialty, expertise, and policies; you need to find the one that suits your business needs the most.

We will be happy to help you navigate your intent data procurement and marketing campaigns, should you need help getting started.

Just write to us at marketing@datamaticsbpm.com, and we will have one of our B2B demand gen experts reach out to you with the right solutions.



THANK YOU

About Datamatics Business Solutions

Datamatics Business Solutions is a technology-driven outsourcing partner for global enterprises. With our AI-based data solutions, we deliver 100% clean, structured, and customized B2B data solutions to global fortune 1000 companies, growing enterprises, and start-ups.

With our hybrid data delivery model employing human data expertise and the digital ecosystem we have been able to deliver B2B data solutions with utmost precision resulting in shorter sales cycles and growing revenues for our global clients.

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