

Anatomy of Real Purchase Intent Signals

Purchase intent data is a powerful tool to help you reach active buyers researching solutions. **But all intent is not created equal.** Intent data is only as good as its source and the quality of signals that inform it. Read on to learn what attributes make up a strong intent signal, so you can confidently identify real purchase intent.



5 Key Elements of Real Purchase Intent

1. Owned by the company directly or from a trusted second party
2. Knows the identity of the individual through a verified opt-in process
3. Observes a specific behavior or action
4. Knows content or source that spurred behavior
5. Creates signals through an ongoing exchange of content

What Makes a Strong Intent Signal?

To determine the quality of intent data, you must know the strength of the signals present.



Weak Signal

May lack any element of real purchase intent data. Lacks known individual behavior at the company level.

Pro tip:

If you find yourself working with weak signals, **you may want to defer to standardized personas to inform and develop buyer messaging and communication channels.** This won't be the most targeted outreach, or result in strong engagement, but is the best option available.



Moderate Signal

Has 3-4 elements of real purchase intent data. Shows the content viewed, when, by whom and their organization.

Pro tip:

Pair this insight with other data, including first-party data, to build a robust, personalized outreach program, including:

- **Identifying new buyers** interested in your services.
- **Customizing sales communications** to the individual's business interests.
- **Creating targeted content** based on buyers' needs.
- **Synchronizing outreach** to where buyers are in their journey.



Strong Signal

Has all 5 elements of real purchase intent data. The buyer behavior shows what content was viewed, the level of frequency and the progression of a buyer's actions. Also indicates other members of the same organization who have similar content viewing patterns and are likely part of the same buying team.

Pro tip:

Use these insights to monitor accounts, topics and individual behavior and identify active prospects within a buying team. Create highly personalized campaigns that will best engage with your target buyers, including:

- **Diversifying content** to engage a range of roles within the buying group.
- **Creating messaging** that speaks to the unique challenges of an account.
- **Enhancing ABM campaigns** to better engage buyers.

With the industry's only opt-in Prospect-Level Intent™ data, TechTarget gives you access to active buying teams informed by strong signals.

To learn more about purchase intent data, download the e-book ***Making Sense of B2B Purchase Intent Data and Putting It to Use*** by Patricia Anton, thought leader in Customer Relationship Management and founding principal of Anton Consulting, Inc. [Download Now](#)

