



# Intent Data: **Unlocking Revenue Growth**

# Introduction

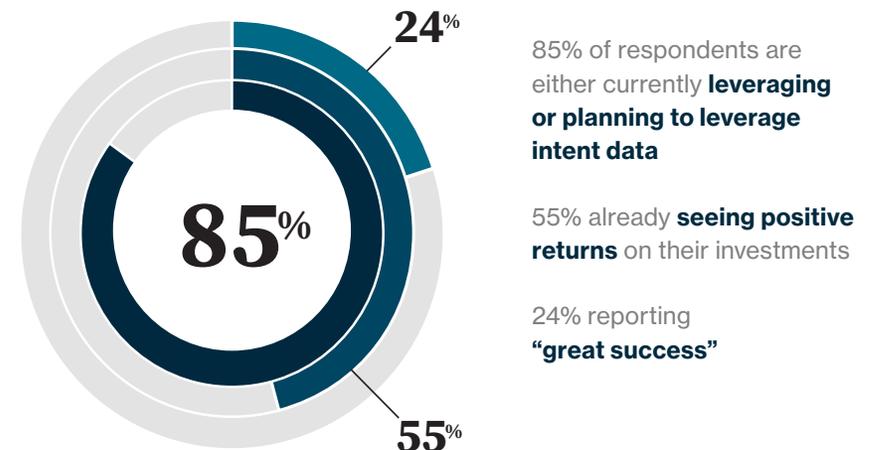
## B2B companies have been using intent data extensively for a diverse range of objectives.

What many haven't realized is that the use cases for intent data have rapidly expanded and that failing to select the right supplier and then integrate intent insights into their overall revenue strategy could cause them to lag behind their competitors.

Intent data has evolved from being merely a signal source to guide marketing investment into a legitimate pipeline accelerator and growth driver. It's now being broadly deployed by sales and marketing teams to support a wide range of go-to-market initiatives, specifically:

- Improving lead quality and conversion rates
- Prioritizing accounts and identifying in-market buying teams
- Personalizing marketing content and refining ad targeting
- Driving sales enablement effectiveness
- Fast-tracking sales revenue

A recent Research report titled "The Full Funnel Impact of Intent" conducted by *Demand Gen Report*, a B2B online publication, found that:



Meanwhile, **82% say** they'll increase investment in intent data, with **34% indicating** that the increase will be "significant."

In this e-book, we'll show you how high-growth sales and marketing teams are leveraging intent data in all stages of the buyer's journey to more productively achieve objectives like increasing conversions end-to-end across revenue-rich demand and ABM strategies.



## High-growth sales and marketing teams are leveraging intent data

Companies that categorize themselves as high-growth (vs. mature or moderate growth) are more likely to be utilizing intent data. They apply the data more aggressively across different departments and are seeing stronger results than less growth-oriented companies.

This orientation is highlighted by the fact that **88% of growth-oriented firms<sup>1</sup>** are raising their intent investments, with 54% of them planning to increase such investments significantly. The report further found that almost half of respondents use intent data to support a very broad range of use cases, from demand marketing, sales enablement and pipeline acceleration – well beyond basic applications in digital marketing and advertising initiatives.

<sup>1</sup> Secret Ingredient for Revenue Growth, <https://reg.techtarget.com/Secret-Ingredient-For-Revenue-Growth-On-Demand-Webinar-Web.html>

## Intent data helps achieve sales and marketing objectives

According to the research report:



84% of organizations that use intent data to inform various go-to-market initiatives have been seeing clear ROI, with **37% categorizing the results as “great success.”**

Intent data is commonly used by effective sales and marketing organizations to generate high-quality leads, enhance target account lists, build brand awareness, improve database quality, inform account prioritization and accelerate pipeline opportunity progress. The insights can also help drive attendance to in-person events, enable sales/channel partners and understand target accounts' technology infrastructure.

For example, intent data can be used to improve segmentation and then to optimize content marketing thereby better delivering the information that's most relevant to each prospect's needs and customer lifecycle stage. Among other uses, it can also directly improve sales productivity by ensuring that the sales team is spending their time on the accounts that are most likely to convert based on the current behaviors of key buying team members.

## Intent data can be applied to all stages of the sales funnel

As data-driven decision-making gains traction within organizations of all sizes, the use cases for intent data are expanding rapidly to increase productivity across many sales and marketing strategies.



Intent insights are applied throughout the revenue cycle to help deliver the right message to the right buying team members at the right time for maximum effect.

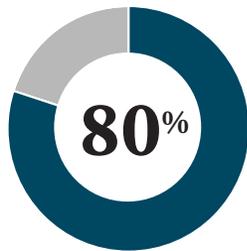
According to the research, respondents say that their use of intent data has the biggest impact on:

- **Capturing high-qualified leads**
- **Accelerating lead qualification**
- **Identifying key buying team members**
- **Populating opportunities with business intelligence**
- **Improving conversions to MQLs**
- **Fueling SDRs with insights to increase win rates**
- **Supporting cross-sell and upsell**

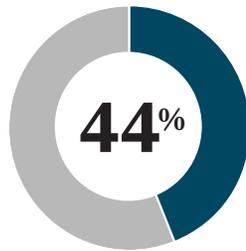
## Sales organizations are using intent insights to increase conversions

Applying intent data to prioritize accounts is one of the most common use cases in sales. Intent insights are used to rank accounts according to their buyer's journey stages and the relevancy of their activities. Further, sales organizations are using intent data to gauge prospects' interest in competitors, inform feature/function needs and prioritize accounts based on the status of the prospect's current tech stack.

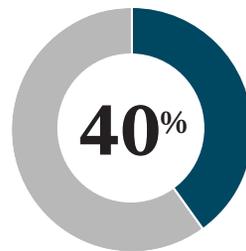
More and more organizations are using intent data specifically to support sales acceleration by increasing the velocity of opportunities. Insights are used to automate sales alerts, modify opportunity stages, adjust weekly activity plans and build specialized cadences. **In fact:**



80%+ of sales organizations are applying intent insights to **increase the velocity of opportunities**



44% use intent data to **automate sales alerts**



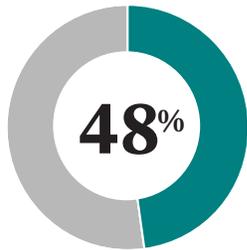
40% use the information to **modify opportunity stages**



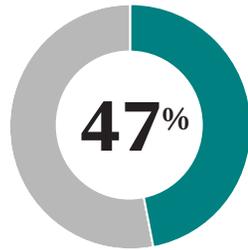
Download *The Full Funnel Impact of Intent survey from Demand Gen Report* to learn more about how the impact of intent extends across all funnel stages.

## Intent data is an integral part of a revenue-rich ABM strategy

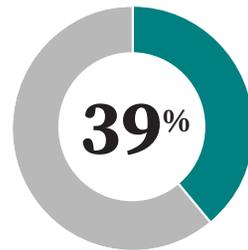
An increasing number of marketing and sales organizations are incorporating intent data to support their ABM strategies. **For example:**



48% of survey respondents are **leveraging intent to enhance target account lists**



47% are using the insights to **identify buying teams or demand units**



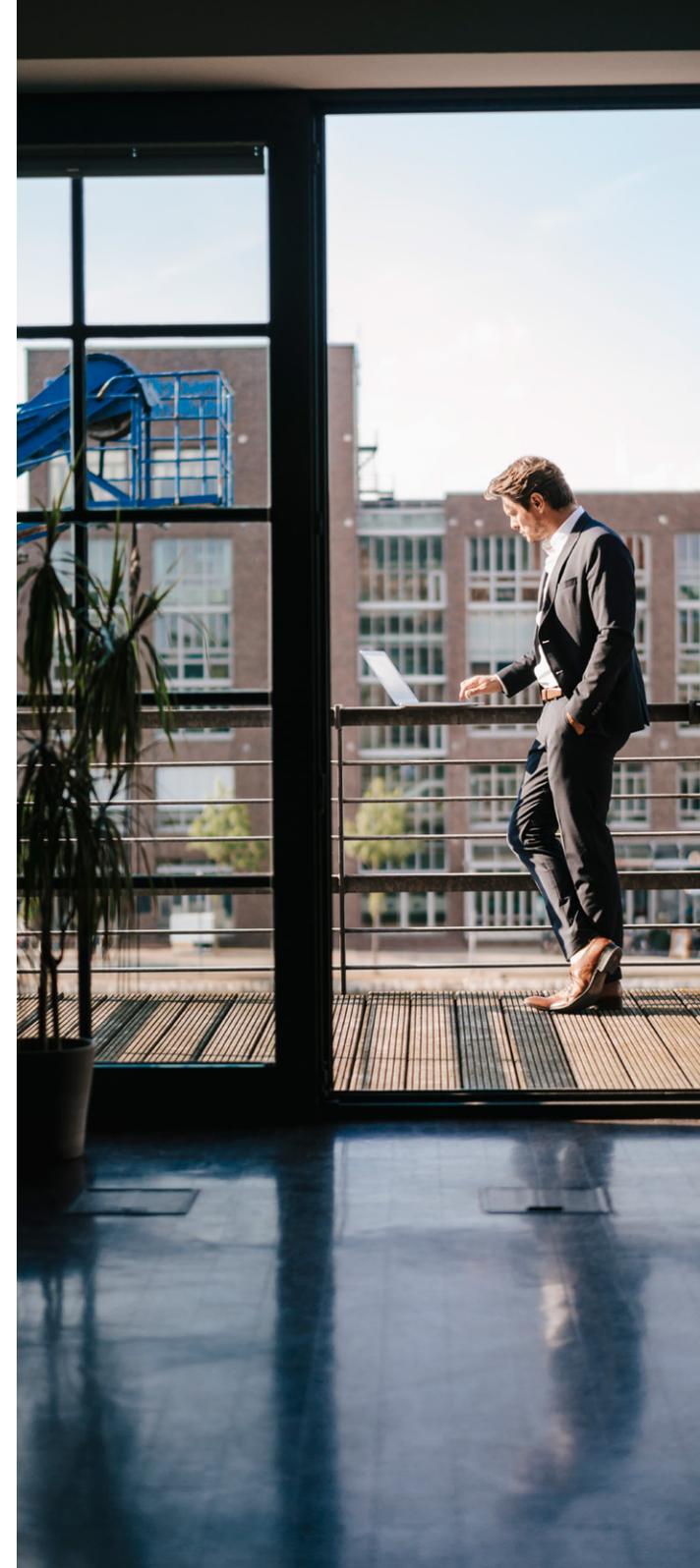
Meanwhile, 39% of them are applying intent data to **improve account prioritization**



26% use it to **gain insights** into key accounts' tech infrastructures

In addition, revenue teams are using intent data to support retention and expansion initiatives with current customers. For example, they're using intent insights to understand how customers use their products, uncover prospects' pain points, nurture relationships and build trust.

B2B marketers are also applying intent data to improve the effectiveness of their broader initiatives focused largely on better delivery of specific messages to specific audience segments. They use intent insights to identify highly relevant requirements and pain points, match content to the buyer's journey stages, optimize content delivery methods and identify the most effective communication channels.



Furthermore, intent data shared between sales and marketing teams is proving key to helping organizations achieve sales and marketing alignment for ABM success. When both teams use the same data inputs, their processes begin to connect together more

effectively. Intent has become an essential element in lead scoring, for better lead qualification and for more effective lead-to-opportunity conversion.

**Download *The Full Funnel Impact of Intent survey* from *Demand Gen Report* to see how you can leverage intent data as a key competitive differentiator.**

## **Invest in intent data to drive competitive advantage**

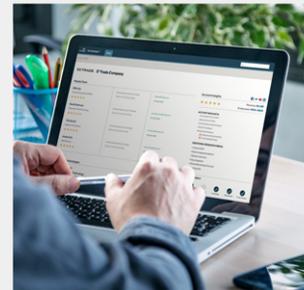
The research report captures the fact that in a few short years,

intent data has evolved from an influencer of marketing actions into a fully integrated component of a company's overall revenue strategy. The specific use cases highlighted in this report will give progressive sales and marketing organizations useful inputs for how they can leverage intent data in their organizations going forward.

## **Not all intent data is created equal**

While organizations are using intent data differently to prioritize specific use cases and drive their own particular versions of success, there's one critical constant anyone should keep in mind: To make the most accurate decisions possible, to focus on the highest impact changes you should pursue, you'll want to seek out the highest quality signals.

TechTarget's Priority Engine™ offers direct access to a massive audience of opt-in tech buyers with unparalleled signal strength and depth. This enables you to use the data more effectively and in more ways. For every use case, you're able to focus sales and marketing actions with utmost confidence—to identify and capture more real deals in less time.



**See how Priority Engine can help you maximize revenue by more effectively engaging real buyers [here](#).**

## About TechTarget

TechTarget (Nasdaq: TTGT) is the global leader in purchase intent-driven marketing and sales services that deliver business impact for enterprise technology companies. By creating abundant, high-quality editorial content across more than 140 highly targeted technology-specific websites, TechTarget attracts and nurtures communities of technology buyers researching their companies' information technology needs. By understanding these buyers' content consumption behaviors, TechTarget creates the purchase intent insights that fuel efficient and effective marketing and sales activities for clients around the world.

TechTarget has offices in Boston, London, Munich, Paris, San Francisco, Singapore and Sydney.

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