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WAYS TO DRIVE REVENUE USING INTENT DATA



When you walk into a clothing store and pick up a shirt, there's a good chance a sales associate will approach you. That's because everything that you're doing suggests that you're likely to make a purchase (or, at the very least, try something on). You're a walking intent score.

In B2B, intent scores function much the same way. A company that searches for your competitor or reads reviews related to your industry is, essentially, picking up a shirt in a store; they're broadcasting intent. And if you're able to monitor and score that intent faster and more accurately than your competition, you have a strong advantage. Here's why:

#1: YOU CAN PERSONALIZE YOUR MESSAGE.

Using basic demographic data to address a prospect by name is low-hanging fruit these days. Everyone's doing it, which makes it boring. It won't help you get heard above the noise.

Intent data changes that. Instead of saying, "Hey, we know your name! Buy from us!", good intent data provides the context you need to say, "Hey, we noticed you're trying to solve a problem, and we have your solution." The target account is much more likely to engage with that message; it's relevant, empathetic and personalized in a way that's truly meaningful.

#2: YOU CAN PRIORITIZE EXISTING LEADS.

Without intent data, the best you can do with target accounts—even accounts that are a good fit for your product—is run a high-volume campaign and hope on your lucky horseshoe that someone is actively interested in making a purchase.

Intent data will put your lucky horseshoe out of work. It tells you which high-fit accounts are actively in-market *right now*. It's like hearing the starting pistol in a footrace a split-second before everyone else; you can take action where it's likeliest to pay off, long before anyone else has even heard the signal. And you're no longer wasting time on dead ends.

#3: YOU CAN OPTIMIZE DIGITAL ADVERTISING.

Good intent data reveals insights not only about who is researching in your milieu, but also *what* they're researching. It's a window into your target account's world, giving you valuable information about the challenges they're facing and the solutions they're looking for.

That information will help you *calibrate your call to action in digital ads*. If a prospect demonstrates that they're already aware of the problem, you don't need to educate them with top-of-funnel content; instead, meet them where they're at with a more direct call to action ("Book a demo"). This will help your message resonate in front of the right prospect, at the right time, using the right language.

#4: YOUR SALES AND MARKETING TEAMS CAN ALIGN THEIR EFFORTS.

We've been talking about how intent data can improve your revenue via outbound marketing, but there's another advantage that's more subtle but no less impactful on your bottom line: it can help your sales and marketing teams harmonize their efforts.

Sales and marketing alignment is a hot topic these days, and for good reason. According to Marketo, when these teams are in sync, companies are 67% better at closing deals. It all comes down to *better* customer insights, which give both teams a shared understanding of their target market. And where do those *better* insights come from? Better data, starting with a clear understanding of intent.

For more ideas on how intent data can help your team increase customer acquisition and drive revenue, **download our FIRE eBook today.**