The B2B perspective on

Using Intent Data

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Research Conducted in Partnership with Ascend2
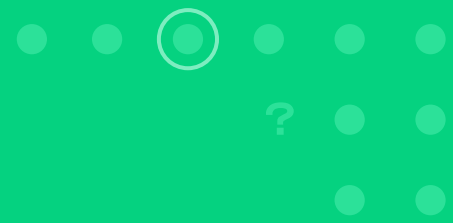
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The B2B Perspective on Using Intent Data.
Conducted by Ascend2 and RollWorks, Published February 2021.

Methodology

Ascend2 benchmarks the performance of marketing strategies, tactics and the technology that drives them with a standardized online questionnaire and a proprietary 3-Minute Survey format.

This survey was fielded to a panel of marketing influencers and marketing research subscribers.

Survey Respondents

Role in the Company

Owner / Partner / C-Level	35%
VP / Director / Manager	53%
Non-Management Professional	12%

Company Size

More than 500	31%
50 to 500	45%
Fewer than 50	24%

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Intent Data. It's not just another piece of jargon to add to your B2B dictionary. **In fact, according to the research that follows, 97% of B2B marketers believe that intent data will give brands a competitive advantage in the year ahead.** Intent data is dynamic, account-level data that signals interest in a business category or specific products and services.

Intent data is based on content consumption of users across the web (also known as 3rd-party intent) or it can be based on direct interaction with company properties such as a website (also known as 1st party intent data or engagement data). It can be used to identify interested prospects and reach them with contextually relevant and personalized messaging. Intent data can also be used to better understand your open opportunities or existing customers and move them through the conversion, retention, and expansion funnel.

B2B Marketers have more information at their fingertips than ever before, **but how are they using intent data now to position their brand ahead of the competition?**

To help answer this question, RollWorks and Bombora, in partnership with Ascend2, fielded the Using Intent Data Survey.
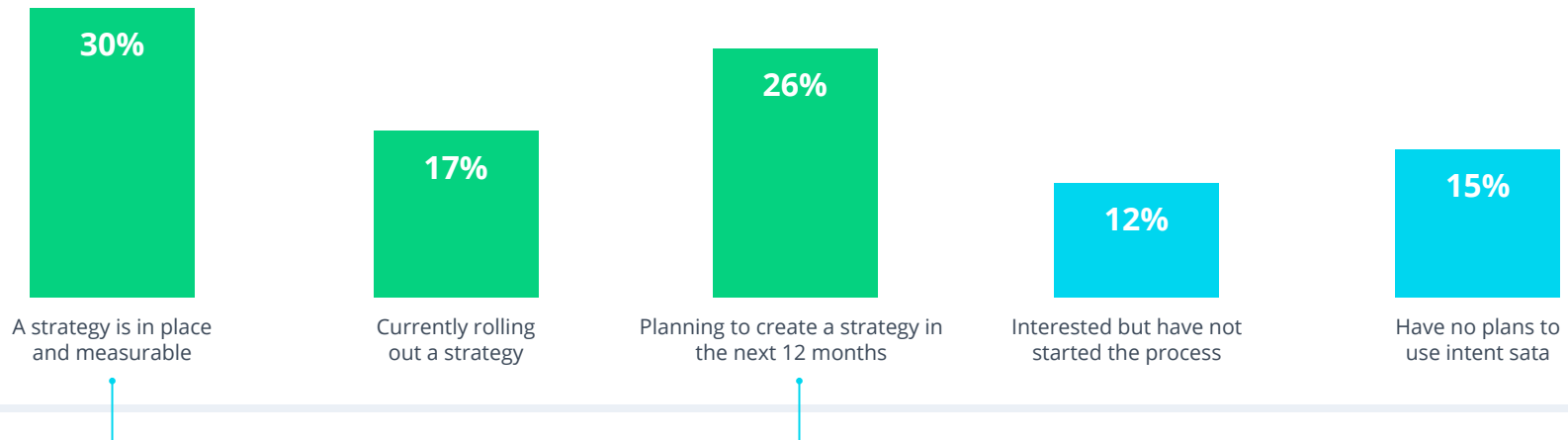
Our report, *The B2B Perspective on Using Intent Data*, exclusively represents the opinions of marketers responding to the survey whose businesses operate in the B2B marketing and sales space.

This research has been produced for you to put it to work in your own marketing strategy.
Clip the charts and write about them in your blog or post them on social media. Please share
this research credited as published.

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The B2B Perspective on Using Intent Data.
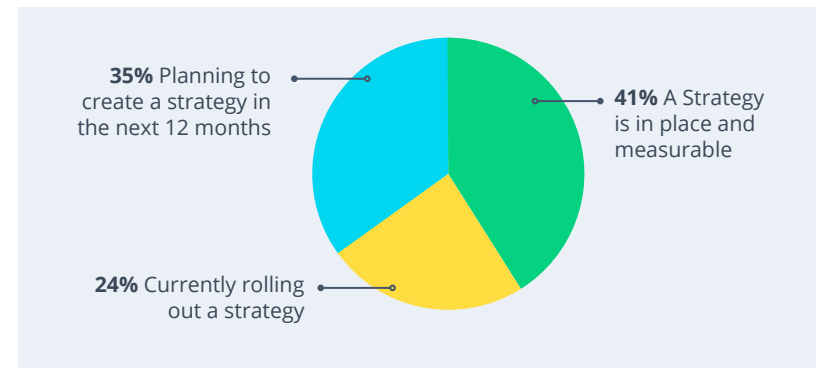*Conducted by Ascend2 and RollWorks. Published February 2021.*

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Current Situation

The use of intent data in the B2B community is taking off, according to our research. Intent data provides valuable insights into early-stage buying cycles, giving B2B marketing and sales teams the ability to prioritize prospects and target these accounts with more personalized messaging.

Which best describes your CURRENT SITUATION as it applies to using intent data?

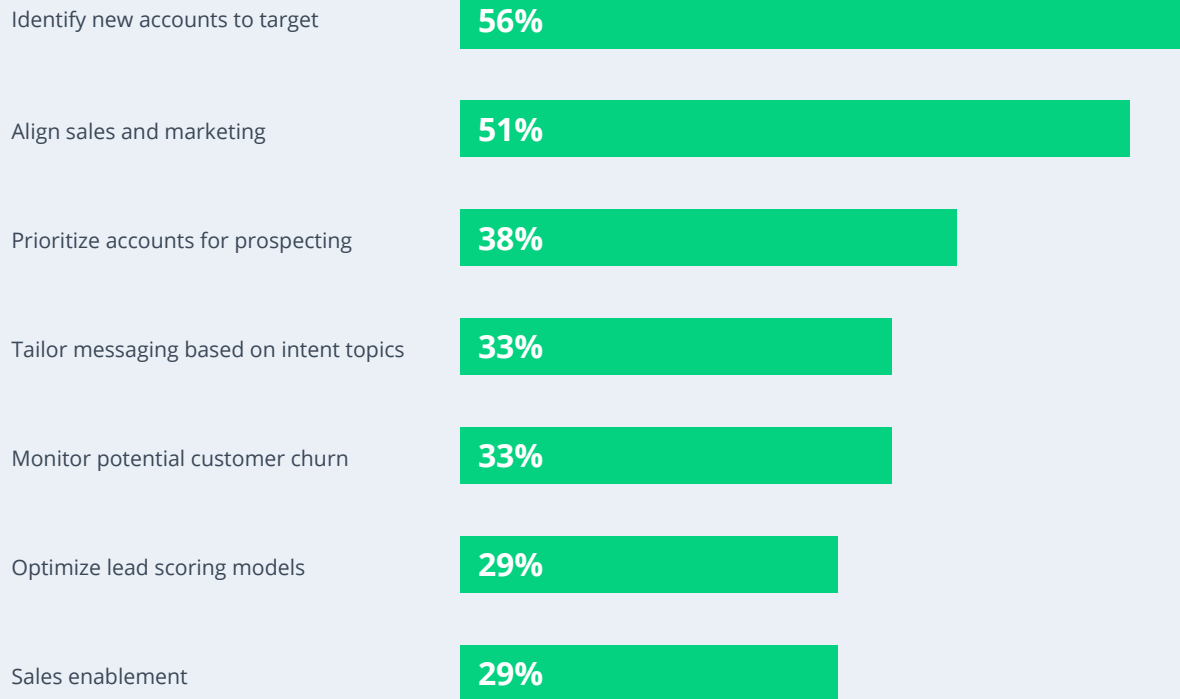| 30%	17%	26%	12%	15%
A strategy is in place and measurable	Currently rolling out a strategy	Planning to create a strategy in the next 12 months	Interested but have not started the process	Have no plans to use intent sata

Insights from intent data are fast becoming an essential part of a data-driven strategy, with nearly three-quarters (73%) of B2B marketers reporting that they are already using, rolling out, or planning to use intent data in the year ahead. The data in the remainder of this report represents the opinions collected from this group of users and adopters.

35% Planning to create a strategy in the next 12 months

41% A Strategy is in place and measurable

24% Currently rolling out a strategy

Primary Goals

B2B marketers are adopting the use of intent data with prospecting efforts in mind. Identifying new accounts to target, aligning their sales and marketing efforts, and prioritizing accounts for prospecting are at the top of the list of primary objectives according to 56%, 51%, and 38% of B2B marketers, respectively.

What are your PRIMARY GOALS for using intent data?

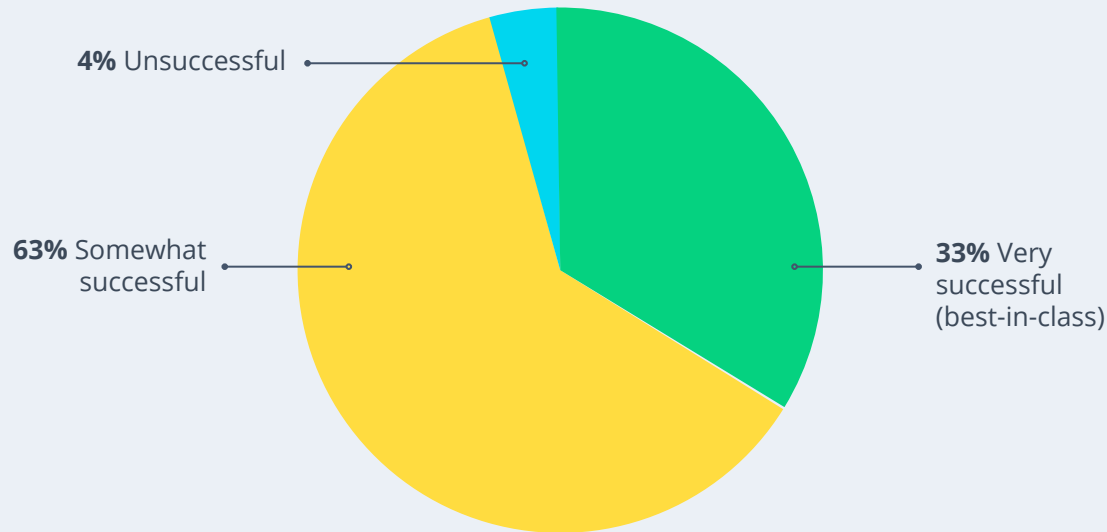| Goal	Percentage
Identify new accounts to target	56%
Align sales and marketing	51%
Prioritize accounts for prospecting	38%
Tailor messaging based on intent topics	33%
Monitor potential customer churn	33%
Optimize lead scoring models	29%
Sales enablement	29%

⚡ KEY TAKEAWAY

Applying intent data can help marketers achieve a wide range of objectives, from early-stage prospecting to identifying at-risk customers and reducing churn. Establishing a clear and deliberate set of goals around using intent data is critical to the overall success of your strategy.

As you prioritize your goals, review the Do's and Don'ts of intent data and a few case studies on how companies are meeting their goals for new accounts, prioritizing accounts, and more.

Strategic Success

The ways in which brands are utilizing intent data are rapidly evolving, so it is crucial for marketers to constantly be evaluating their goals to gauge success. Nearly all B2B marketing professionals surveyed report experiencing at least some success at achieving the goals associated with the use of intent data. One-third (33%) of B2B's would define the success of their intent data strategy as "best-in-class" compared to the competition.

Which best describes the overall SUCCESS of your (or your typical client's) use of intent data at achieving associated goals?

4% Unsuccessful

63% Somewhat successful
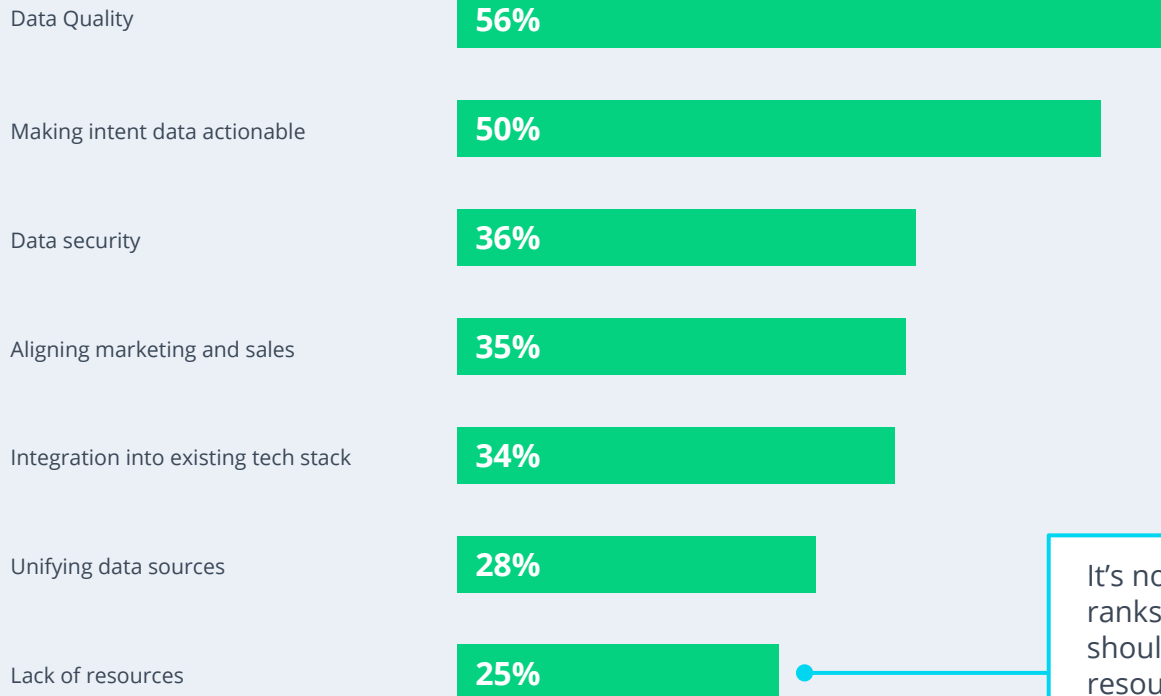
33% Very successful (best-in-class)

⚡ **TIP**

Maximize the efficiency and effectiveness of intent data by choosing intent topics most relevant to your business to identify accounts in early buying cycles and run targeted digital advertising campaigns against them.

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Top Challenges

For 56% of B2B marketers, data quality is a major challenge when using intent signals and half of those surveyed report having trouble making intent data actionable. Having a strategy in place to capitalize on intent data allows marketers to more successfully run targeted content and ad campaigns, better enable the sales team, and drive more revenue.

What are the TOP CHALLENGES faced when using intent data?

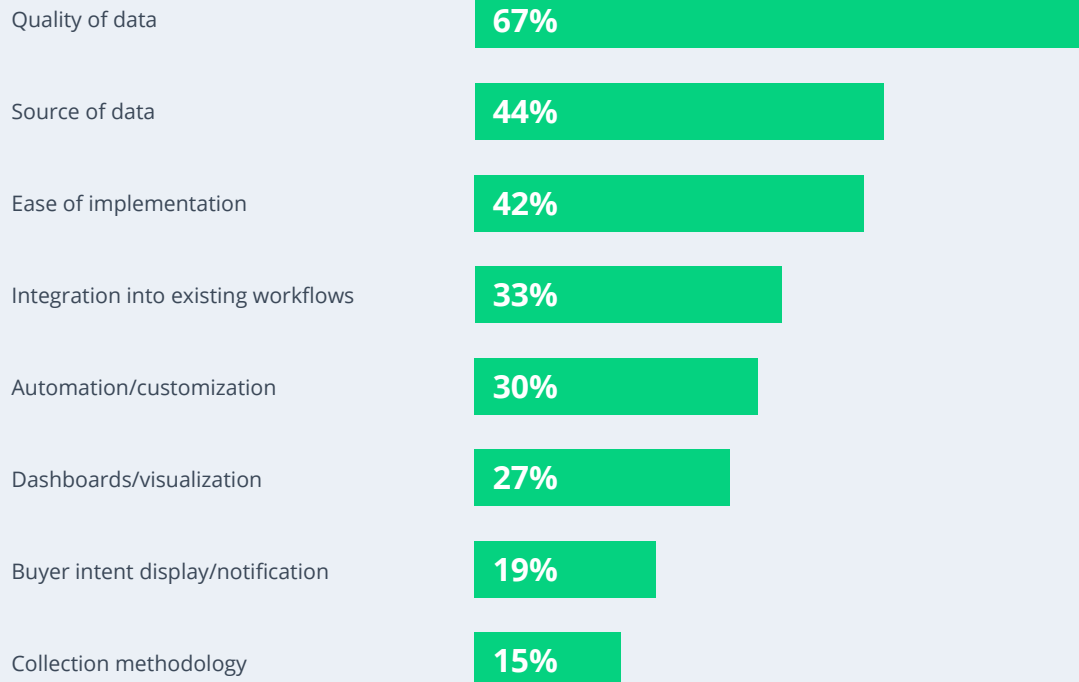| Challenge	Percentage
Data Quality	56%
Making intent data actionable	50%
Data security	36%
Aligning marketing and sales	35%
Integration into existing tech stack	34%
Unifying data sources	28%
Lack of resources	25%

⚡ **TIP**

Intent data can be seamlessly integrated into platforms like RollWorks, allowing for effortless implementation. This enables marketers to quickly take action on insights and drive account growth at scale. Learn more.

It's no surprise that a lack of resources ranks so low on this list. Intent data should give insight into where to focus resources, allowing you to drive marketing and sales efforts more strategically.

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Attributes of a Solution

When adding an intent solution to a technology stack, it is crucial for marketers to first evaluate goals to better define exactly what they need. This prevents bloating a tech stack and paying for unnecessary tools. Over two-thirds (67%) of marketers are most concerned with the quality of data being delivered from an intent data solution while 44% report that the source of data is of utmost importance.

What are the most IMPORTANT ATTRIBUTES of an intent data solution or vendor?

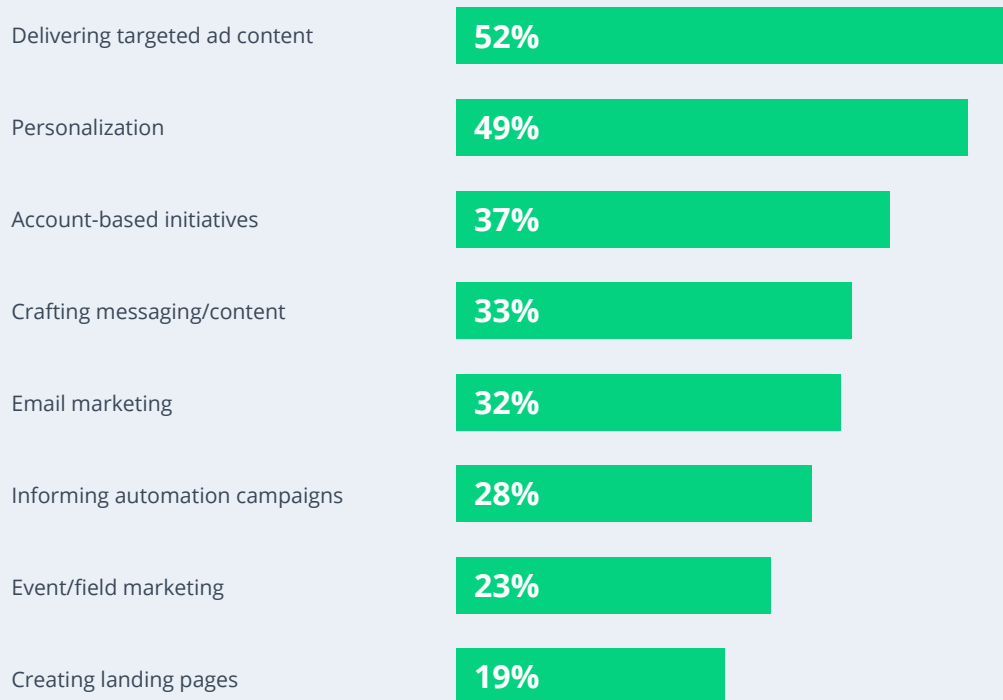| Attribute	Percentage
Quality of data	67%
Source of data	44%
Ease of implementation	42%
Integration into existing workflows	33%
Automation/customization	30%
Dashboards/visualization	27%
Buyer intent display/notification	19%
Collection methodology	15%

⚡ DID YOU KNOW?

Intent data is being incorporated into a variety of platform types such as MAP, ABM, and CRM. This means that it is not always necessary to go with a standalone intent vendor.

Actionable Uses

Intent data gives marketers the ability to leverage personalization across various channels. About half of B2B marketers report that delivering targeted ad content (52%) and personalization efforts (49%) are the most actionable ways to use intent data. From ad copy to landing pages, to the subject line in sales outreach, intent data can fuel many areas of sales and marketing.

What are the most ACTIONABLE WAYS to use intent data?

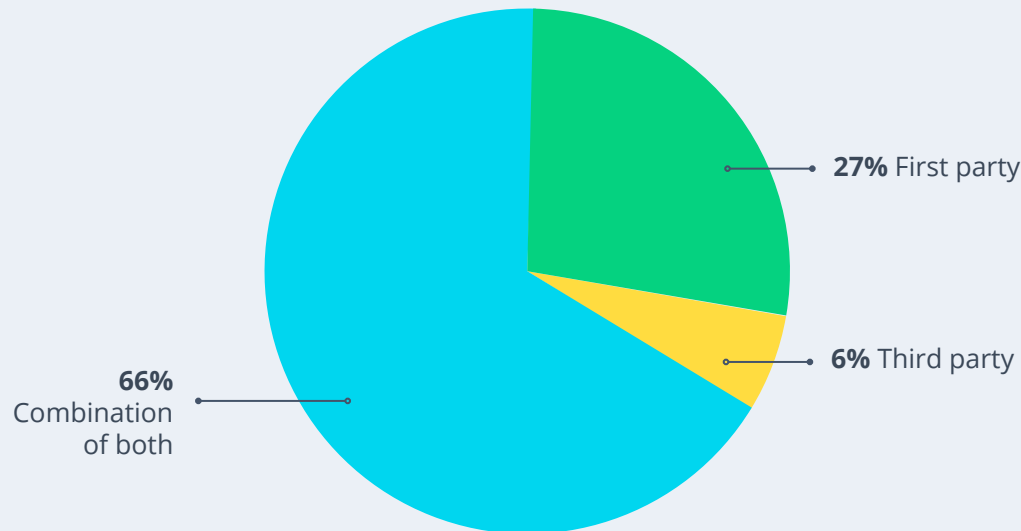|	
Delivering targeted ad content	**52%**
Personalization	**49%**
Account-based initiatives	**37%**
Crafting messaging/content	**33%**
Email marketing	**32%**
Informing automation campaigns	**28%**
Event/field marketing	**23%**
Creating landing pages	**19%**

⚡ KEY TAKEAWAY

The more you know about what your accounts are looking for, the easier it is to reach them with the right offer. That's where intent data can help inform digital advertising personalization for key accounts based on topics they're surging on.

You can also segment these accounts into subset audiences to reach them with personalized ads catered to their surging topics. Not only are you able to find accounts with intent, but you can now speak to them just right.

Types of Data Used

Two-thirds of B2B's report using a combination of both first-party and third-party data. Layering first-party data (or engagement data from your own digital assets) with data from other providers (data depicting behaviors and signals outside of your owned properties) can create a comprehensive picture of a buyer's needs. First party is often down-funnel engagement on websites/owned properties when a lot of the buyer research is completed. Third party helps you examine behaviors before they get to your website, making it possible to get a foot in the door earlier and therefore raising the potential for you to help the buying group throughout their vetting and research process.

Which type of intent data is used most often?

27% First party
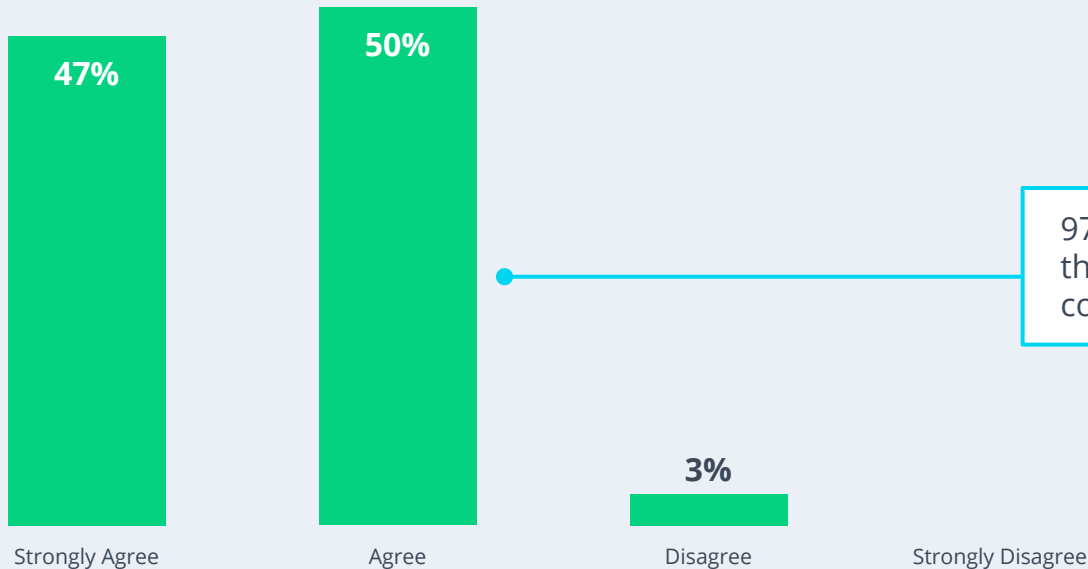
6% Third party

66% Combination of both

⚡ TAKE ACTION

If you're not using 3rd party intent data yet, your competitors probably are. This means they could get in front of those accounts before you do. Start looking into 3rd party intent data now so you don't fall behind.

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Competitive Advantage

Both marketing and sales teams can utilize intent insights to prioritize their efforts toward 'ready-to-buy' prospects. Having this insight into buyer behavior before they have directly interacted with your brand allows you to act fast and beat competitors to the deal. A true competitive advantage. Also selecting competitor topics (such as a competitor's name) can help you ID when either a customer is at risk of churn, or when a prospect is evaluating a competitor, allowing you to call out differentiators in your messaging.

Do you believe that using intent data will give marketing and sales teams a competitive advantage in the year ahead?

47%	Strongly Agree
50%	Agree
3%	Disagree
	Strongly Disagree

97% of B2B marketers believe that using intent data will be a competitive advantage this year.

⚡ TIP

Make sure sellers act as fast as possible before your target account chooses a competitor or moves onto other priorities. OneLogin doubled email reply rates and drove a10% increase in sales pipeline. Learn how in this case study.

About The Research Partners

RollWorks

RollWorks, a division of NextRoll, offers ambitious B2B companies an account-based platform to align their marketing and sales teams and confidently grow revenue. Powered by proprietary data and machine learning, RollWorks' solutions address the needs of organizations large and small—from those with best-in-class ABM programs to those just beginning their exploration.

While we at RollWorks are focused on the success of B2B marketers, NextRoll (formerly AdRoll Group) is a marketing and data technology company with a mission to accelerate growth for companies, big and small. NextRoll empowers growth for over 37,000 customers through three business units: AdRoll, RollWorks, and NextRoll Platform Services.

Learn more at *RollWorks.com*

bombora

Bombora is the leading provider in B2B intent data. No matter your company size, industry, or data needs, Bombora has a solution to help you drive sales and marketing success, powered by the industry standard for B2B data.

Learn more at *bombora.com*

Ascend2
RESEARCH-BASED MARKETING

Marketing technology companies and digital marketing agencies partner with Ascend2 to supplement their marketing content, generate leads and engage prospects to drive demand through the middle of the funnel.

Learn more at *Ascend2.com*