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## 10 Questions to ask Intent data providers

B2B Intent data is an important component for marketing and sales teams to identify accounts interested in their products or services. However, there are many different types of Intent data, and they are not equal in terms of data quality, ease of implementation, or privacy compliance.

As you evaluate Intent data providers, ask these ten questions to help you make the right investment for your business.

Provider name: \_\_\_\_\_

1. How is your Intent data collected?
2. Can you share some websites that you collect data from?
3. How do you identify which businesses or contacts are consuming content? *(Listen for cookies, IP to domain matching, and other databases with matching services.) Does your model still work when a large number of employees are working remotely?*
4. How do you measure the intensity of intent signals?
5. Is your data GDPR and CCPA compliant?
6. Is Intent data the primary focus of your business? What else am I paying for?
7. How can I integrate your data into my existing tech stack? Are there additional fees?
8. How quickly can we get started? How long does onboarding take?
9. Who else uses this data? (Who are their relevant current customers?)
10. Is there a way to test the data before I buy it?

To save you time, we've already answered these questions for Bombora here: [bit.ly/Bombora-Intent-data](https://bit.ly/Bombora-Intent-data).

For further assistance with your Intent data research, email [sales@bombora.com](mailto:sales@bombora.com).

