

Quick start: Intent topic selection

Selecting the right Intent topics is the foundation to a strong Intent data strategy

With thousands of Intent topics, Bombora enables you to get a granular understanding of what content your target audience is interested in.

What is an Intent topic?

An Intent topic describes the nature of the online content. It is derived from deep learning and natural language processing (NLP) models that understand the content and assign the topic that's most relevant to what the content piece is about.

Is an Intent topic the same as a Keyword?

No. Keywords consider the presence of the word. Intent topics consider the context of the content - regardless of the presence of the word/phrase. To learn more view the [‘Intent topics vs. Keywords’](#) info sheet.

Strategy for selecting Intent topics

On the next page is a high-level framework to help choose the best Intent topics to get started.

You may need to modify this based on your business strategy, objectives and intended activities. Larger or more complex businesses with multiple product lines will likely need many more Intent topics than shown in the example.

Company Surge® Intent data identifies which businesses are signaling buying Intent. This insight is gleaned by monitoring when a business is consuming content on an Intent topic significantly more than usual, according to historic data consumption behavior and benchmarks.

Benefits:



Immediately identify highly interested accounts



Understand what Intent topics target accounts are researching



Have context for timely and effective marketing and sales activity



Identify opportunities for cross sell, upsell or risk of churn



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Mapping Intent topics to business strategy

Intent topic groups	What should this include?	# of Intent topics	Use case application	Example topics for Bombora
Brand/ Products (core)	Topics that are core to your business. Include your brand, products, services and any key functions your business performs.	10-12	All	Bombora Company Surge® Company Surge® for Salesforce Intent data Intent Marketing
Competitors / Partners	Names of your main partners and competitors. This could also include names of their specific products or services.	Dependent on your business strategy	Mid-to-bottom of funnel activity (e.g. Sales enablement, Events management, Lead generation)	LinkedIn Salesforce Outreach Terminus SalesIntel Hubspot Marketo
Industry/ Vertical	Your primary category/ categories of business. Include any strongly associated tandem categories. Also include any capabilities or use cases relevant to your products or services.	4 - 10	Top of funnel activity (e.g. Display advertising, Marketing automation, Sales prioritization)	Account Based Marketing (ABM) Sales Intelligence Predictive Analytics Demand Generation Marketing automation
Pain points/ challenges (grouped by persona)	List topics that are important to each of your key personas. This can include pain points, business issues or expected outcomes/ results. This selection should be a broad representation against a collective persona.	6 - 12	Top-to-mid funnel activity (e.g. Display advertising, Marketing automation, Sales prioritization)	Customer acquisition Customer attrition Effective Selling Profitability Analysis Operational Efficiency Lead Tracking

This framework is available [in this workbook](#) and includes a completed example to help you map your Intent topics.



Using Intent topic clusters

While it's interesting to monitor content consumption activity for one topic, building an Intent topic cluster helps identify broader interest on related topics, *which is more indicative of a trend.*

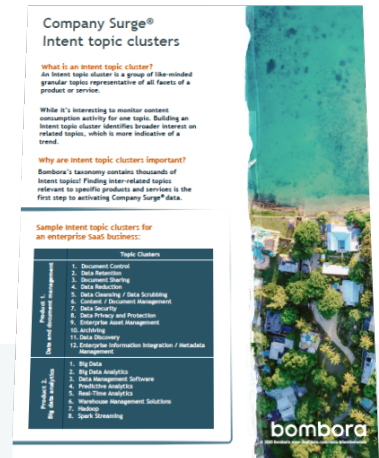
What are topic clusters?

An Intent topic cluster is a group of like-minded Intent topics representative of all facets of a product or service.

How to use Intent topic clusters:

- 1. Find the best accounts to call ASAP!**
Accounts showing interest across multiple topics in a cluster, rather than single or standalone topics, are *likely closer to making a purchase.*
- 2. Adjust content for the buyer journey.**
Serve higher-level or awareness-based content to those showing interest in one or two topics, and lower-funnel content to those showing interest on many topics.
- 3. Plan your campaign targeting.**
Group topics into clusters related to a specific product or persona. Use interest at the cluster-level to measure the intensity of Intent signals and plan your campaigns.

For more information please contact your Account Manager or [request a demo](#).



Find out more about Intent topic clusters and how to use them in this [information sheet](#) and [video](#).