

An aerial photograph of a tropical coastline. The top half of the image is dominated by a dense, lush green forest of palm trees. A narrow strip of white sand beach runs horizontally across the middle. Below the beach, the water is a vibrant turquoise color, showing some darker patches that might be coral reefs or sandbars. A few small boats are visible in the water. The bottom half of the image transitions into a deeper blue, suggesting the open ocean. The overall scene is serene and idyllic.

Demystifying Intent data

bombora

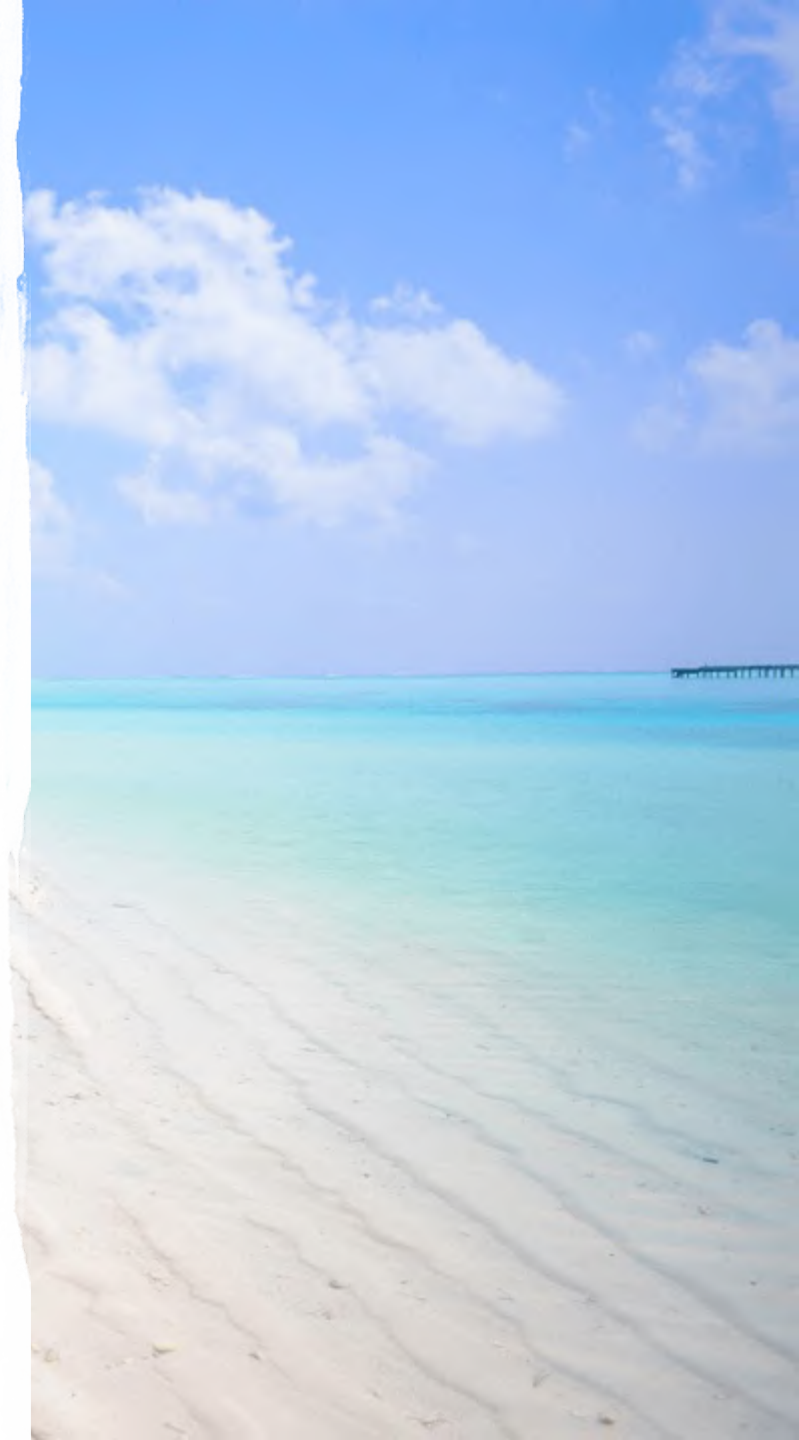
Let's change 'things that make you go hmmm' about Intent data, into things that make your marketing go 'boom'!

51% of B2B marketers are estimated to use Intent data to reach in-market prospects in 2020 according to *DemandGen Report**. It's a tool not to overlook.

Although, it still makes some B2B marketers say 'hmmm'. But it doesn't have to be that complicated.

In this e-book (adapted from a [webinar of the same name](#)) we broke down the myths and mysteries surrounding Intent data. To help your marketing 'Boom! Shake, shake, shake the room'!

*Reference: '2020 Demand Generation Benchmark Study' by DemandGen Report



Thing that make you go hmmm #1

**What is Intent
data and why
should you care?**





There are different forms of Intent data, this is Bombora's definition:

Intent data is information collected about web users' *content consumption* or '*observed behavior*' that can provide insight about their interests and from this indicate potential 'intent' to take an action.

Macro changes in B2B buying make Intent data an invaluable tool for marketing and sales

1

The average business buyer is nearly *60% through to making their purchase decision* before engaging sales rep.

Before a sales rep is even in the picture, the customer has already done a lot of research and narrowed down which vendors they want to work with. If you haven't proactively engaged with them, you may not be in the running.

2

Business buying is a group activity. *6.8 stakeholders involved in a purchase decision.*

A buying committee can range from 5 to 20 people during the research process. Knowing the interest of a business holistically is critical for understanding buying interest.

3

According to Forrester Research, *8 out of 15 content sources influencing B2B buyers are online.*

Influencing content sources include B2B websites, vendor sites, analyst firms, white papers, among many others. Measuring across these sources is paramount to capturing research activity.

References:

HBR, 2017 - <https://hbr.org/2017/03/the-new-sales-imperative>

CEB Global, YEAR - <https://www.cebglobal.com/marketing-communications/digital-evolution.html>

Source: Forrester Business Technographics Global Priorities & Journey Survey, 2016 (Base: 458 BDMs, 306 TDMs in NA Enterprises)

Thing that make you go hmmm #2

**Is all Intent data
created equal?**



There are many different sources of Intent data for different purposes

Type	Independent websites	Co-op	Bidstream
What is it?	<i>Independent websites that collect consumer information and deliver those insights to third parties.</i>	<i>Co-ops are a collection of websites which pool their data. This may include Martech vendors, events providers, analyst/research firms, etc. This allows for broader representation of a larger dataset across the online ecosystem.</i>	<i>Bidstream data is log-level data (e.g. URLs, ad positioning, IP address, etc.) generated by various tech vendors (DSPs, SSPs, ad servers) involved in the real-time bidding auction of digital ads.</i>
Pros	<ul style="list-style-type: none">• GDPR/CCPA compliant• High quality data because they have control over and understanding of all content	<ul style="list-style-type: none">• GDPR/CCPA Compliant• High volume of data because scale is representative across many sites	<ul style="list-style-type: none">• Real time data multi-language support• High volume of data
Cons	<ul style="list-style-type: none">• Low volume of data because it is limited to a single set of website assets and is not representative beyond this	<ul style="list-style-type: none">• English only	<ul style="list-style-type: none">• Compliance is unclear - users do not provide explicit consent for their data to be used and cannot opt out• Volatile/low quality data as it is only a snapshot Intent through biddable inventory

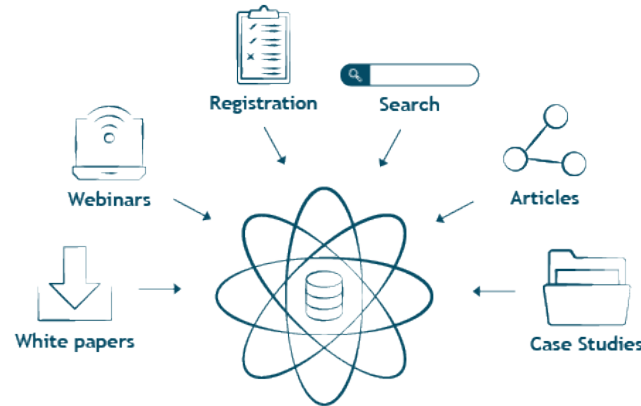
Bombora's Intent data is collected from its Data Co-op



Via a tag, Bombora's Data Co-op of ~4000 B2B websites captures content consumption activity or Intent data at an IP-level



Content consumption
29.07B events



Data science models classify Co-op member site content into Intent topics related to B2B products, services or industries.



Researching
6,700+ B2B Intent topics

Features used to identify spikes in content consumption over a 12-week baseline



of topic events -
interactions between a domain and a topic



of unique users



Topic relevancy weight
(i.e. is the topic the focus or simply mentioned)



Content engagement
(e.g. scroll velocity, dwell time, etc.)



Listening to
2.6M companies

**Figures for Q4 2019 (average of monthly figures from October to December)*



This is used to produce:

Company Surge[®] data,
which tells you which
businesses are *researching*
your products and services.

A school of silver fish, possibly pompanos, swimming in clear blue water. The fish are arranged in a loose formation, moving towards the left. The background is a deep blue, and the bottom of the frame shows a sandy or rocky seabed.

Thing that make you go hmmm #3

**Are Intent
topics the same
as keywords?**

Question: As a marketer, which of the following results from a Google News search for the *keyword* ‘Marketing Automation’ is relevant to you?

1

MarTech Series

DemandBridge Announces the Opening of a New Office in Hunt Valley, Maryland

Grand Opening to Be Held February 12, 2020. DemandBridge, LLC, a dominant Marketing Automation Platform provider to approximately 600 ...
8 hours ago



2

al.com

Techfirm Daxko acquires software company

Birmingham tech firm Daxko has acquired UpLaunch, an customer relation and marketing automation software firm. Terms of the deal were not ...
1 hour ago



3

MarTech Series

automotiveMastermind Makes Strategic Decision to Strengthen Product and Technology Divisions

automotiveMastermind, part of IHS Markit, and a leading provider of predictive analytics and marketing automation solutions for dealerships ...
13 hours ago



4

ClickZ

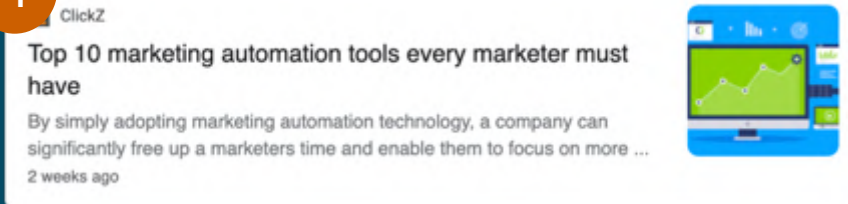
Top 10 marketing automation tools every marketer must have

By simply adopting marketing automation technology, a company can significantly free up a marketers time and enable them to focus on more ...
2 weeks ago



Intent topics describe the nature of the content

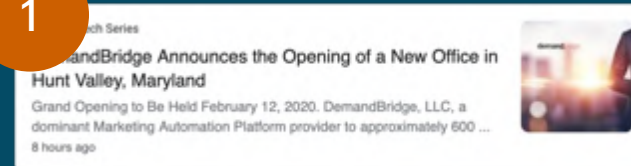
4



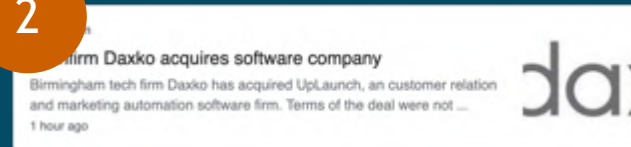
Derived using deep learning and natural language processing models to predict the topic of content. This requires an understanding of the context and content within a page.

Keywords are the words that appear on the page

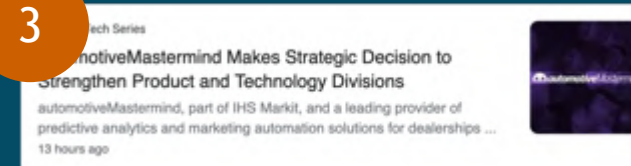
1



2



3



Keywords are scraped directly from web content.

Thing that make you go hmmm #4

**Is Intent data a
silver bullet that
works instantly?**



From Zero to ‘Extreme’...

Before launching its global customer data platform (powered by Company Surge[®] Intent data), Extreme Networks had multiple failed attempts at making the data work.

But it persisted to uncover three key lessons of how to be successful using Intent data.

Learning #1

Interest in one topic does not equal purchase intent

For example, if an account was interested in Bombora, we *cannot assume that they want to make a purchase from us*. They may be interested in the brand, culture, etc.

Expanding the selection of topics to include those related to our products, partners and industry-relevant terms paints a stronger picture around intent.



Topic clusters are a strong indicator of intent

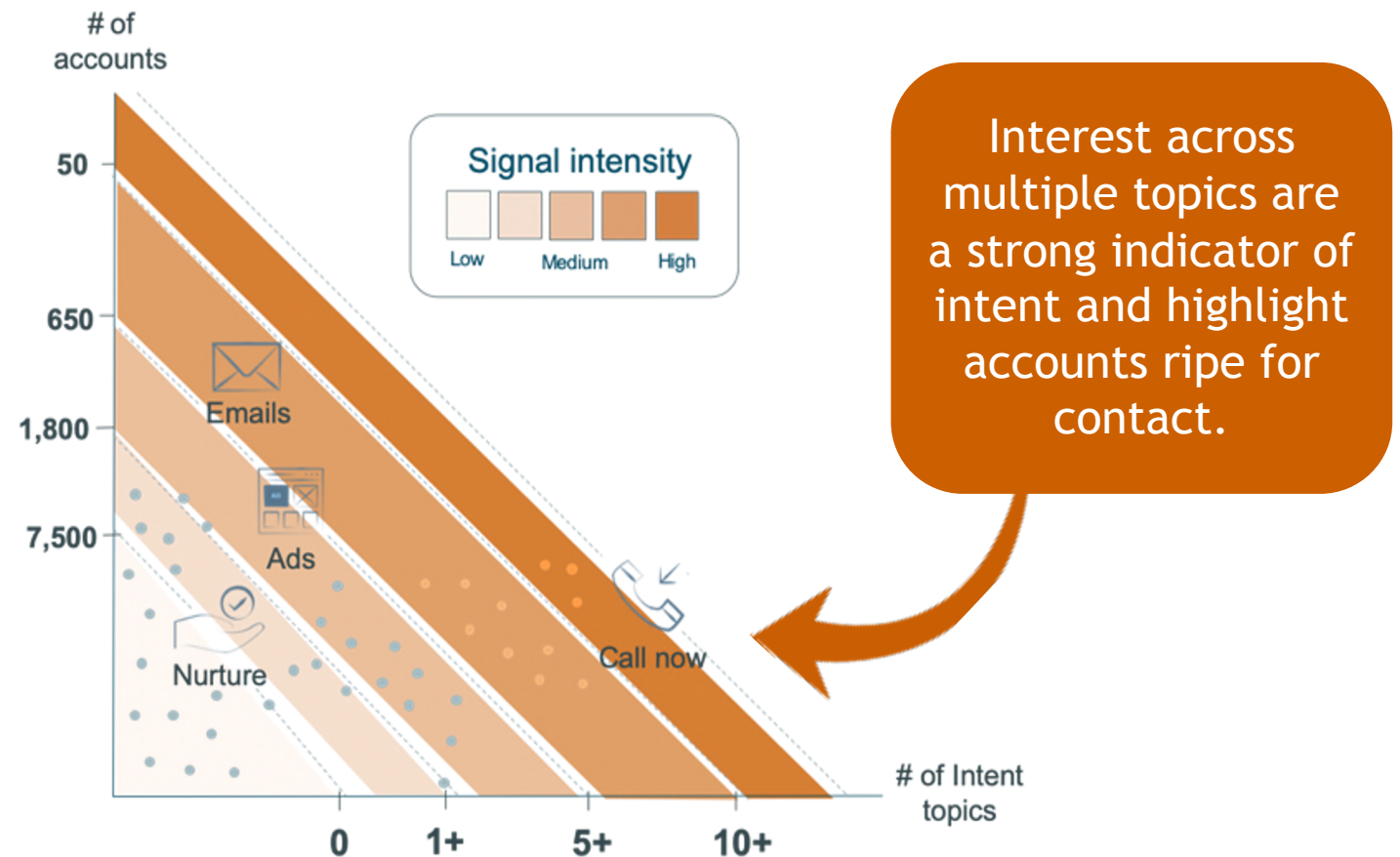
With 6,700+ Intent topics you can really drill down into what your customers are interested in.

Put in the time to map Intent topic clusters against your strategy, products and brand at a minimum.

This is one of the biggest success factors to making Intent data work for your business.

How to use Intent topic clusters

Depending on your marketing strategy and objectives, this chart gives an example of how you can use Intent topics clusters.



Learning #2

Activation in workflow is the key to success

To get the most value of Intent data it should be activated across workflows. Usually Intent data can be accessed through native platform integrations and channel partnerships. These are a selection of providers that offer Bombora's Intent data across multiple use cases, including marketing automation, CRM and Account-Based Marketing.

Solutions providers

Native platform integrations



Professional services



** Requires paid integration with Salesforce

*** Additional fees required by provider

Learning #3

Cross-functional alignment is key to success

Sales and marketing not working together is like the sound of one hand clapping - silence!

Failure to align cross-functionally with the sales team can make or break marketing success normally. With Intent data this collaboration becomes ever more important. With all those hot leads lined up, they need to be followed up and closed.

This is something that Paul Green, Director of Marketing Technologies from Extreme Networks recognized. He partnered up with his Director of Inside Sales, Jake Radzevich, to use Intent data to help prioritize account lists and work collaboratively on go-to-market programs.

"If you're an SDR and you sit down in the morning and you just see hundreds and thousands of more accounts and contacts you need to reach out to. How do you focus? How do you prioritize? And this is really our ask and how we partner together to make sure that our teams are working efficiently and as effectively as possible."

Jake Radzevich, Director of Americas Inside Sales



"At one point sales asked marketing, 'What can you do for us?' And ultimately, it was 'Help us prioritize'."

Paul Green, Director Marketing Technologies



Sales and marketing partnered to prioritize accounts for efficiency and engagement. This alignment was critical in making Intent data work for them.

73%

of opportunities
are new logos

\$1.03M

in new opportunities
across government,
education and e-
commerce

2.5X

lift in conversions
for EX Games, a
channel partner

Thing that make you go hmmm #5

**But can't you
have quick wins
with Intent data?!**





A/B test with sales for quick wins

The best way to *test and learn* with Intent data is to focus on *account prioritization or sales enablement*. This can be as simple as:

1. Getting a list of your target accounts with Company Surge®
2. Giving it to your Inside Sales teams to call on these accounts
3. Compare the results to a control group of accounts

There are a number of ways to get value and drive 'quick wins' across sales and marketing



Marketing automation -
Better segment your email marketing



Content marketing



Events management
Gauge geographic interest to plan field events and drive attendance



Sales enablement



Digital advertising
Focus ad spend on an interested audience and reach them with relevant messaging



Lead generation
Focus effort activity on accounts interested in your content



Customer success
Anticipate customer churn and reduce it through proactive outreach



Data science



Measurement



Channel enablement

A large whale is breaching the surface of the ocean, creating a massive splash of white water. The whale's dark, curved back and tail are visible above the water. The ocean is a deep blue with some whitecaps. The scene is captured from a low angle, emphasizing the scale of the whale.

Thing that make you go hmmm #6

**Is my business
too small to use
Intent data?**



“Bombora’s Company Surge® data coupled with LinkedIn sponsored content has increased our ability *to reach and convert a highly engaged audience that’s in-market now* for what we’re selling”

James Kessinger, CMO

Hushly, a California-based conversion optimization software platform with <50 employees

Resulting in budget efficiency, performance optimization and tangible ROI

Company Surge® Intent data + LinkedIn targeting:

↑ 498% Jump in
Click-Through-Rates

↑ 414% Improvement in
lead-conversion rate

↑ 7X Improvement in
website engagement

No matter the business size,
it's about taking a test and learn
approach with Intent data.





‘What you need’ to know!

WYNTK #1

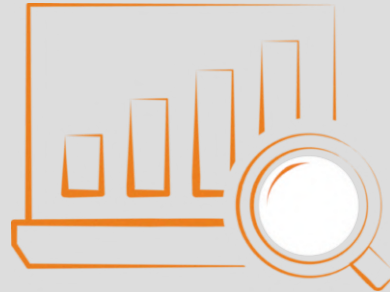
How do I measure the results from Intent data?

Test



A/B test your results
against a control group

Measure



Compare results to
normal benchmarks

Learn



Fail fast and move on or
keep doing what's working!

WYNTK #2

Use more Intent data to do less sales and marketing

Intent data helps you focus on accounts interested in your products and services... Meaning less sales and marketing to generate more opportunities.

Fortinet found that using this strategy reduced the number of marketing qualified leads (MQLs) and marketing accepted leads (MALs).

While this sounds like a failure by the standards of traditional marketing metrics, by focusing strategy and effort return on investment, Fortinet's opportunities were up 200%.

"Our inquiries are ludicrously low. They're down like 600%. Our MQLs are down several hundred percent. Our MALs are down several hundred percent. If you looked at that funnel, you'd fire all of us, except the opportunities are up 200%. So it worked, thankfully."

Tim Freestone, former VP of Corporate Marketing



WYNTK #3

Get started and innovation will follow

Oracle started with sales enablement and sale prioritization. It advanced into using Intent data for integrated marketing.

More recently it started using Intent data with Conversica to automate engagements - yielding significant results.



WYNTK #3

Get started and innovation will follow

Juniper Networks also started with sales prioritization, pulling for its sales team across its global enterprise. Following on from success with this, Juniper Networks pulled Intent data into its data lake and applied it across integrated activities.

More recently Juniper Networks has developed a marketing bot, which puts relevant data and content into the pockets of their salespeople. This includes Intent data insights, which is one of the most popular datapoints within the app.



Surf's up. Let's take-off.

Learn more about how you can use Intent data to make your marketing go boom and book a demo with our sales team.

Try Company Surge®
Intent data for free.

Get your top 10
prospects delivered to
your inbox every week!

bombora

bombora.com | @bomboradata