

The Essential Intent Data Guide

Understand how Intent data
strengthens the foundation of your
marketing and sales strategy.

bombora

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Introduction

What is Intent data?

Intent data observes web users' behavior and can indicate what products and services they are interested in. Take online content consumption for example: when users engage with content and research online, it represents their interest in the topic that those materials are about.

This information is valuable to marketing and sales leaders because it allows them to more effectively target the best prospects and avoid wasting time and money on those who are not ready to buy.

What are the types of Intent data I need to know about?

When we describe behavioral data monitoring across the web, most marketers correlate it to third-party data. On the contrary, any form of behavioral data can be used to derive Intent signals, which includes first-party sources. The difference between the two types of data, however, is the ability to achieve scale.

First-Party Intent data

- Behavioral data, actions, and interests shared across digital environments such as your brand's website or app
- Data collected in your CRM
- Data from subscription campaigns
- Information collected from social media
- Offline surveys, forms, and questionnaires

Third-Party Intent data

- Whereas first-party tracks your own business' website user activity, third-party data collects information across a myriad of websites within a specific category
- Large aggregated datasets sold by vendors who are not the original collectors of the information
- Covers a broader spectrum of activity at scale
- Trust of third-party data is challenged when the supply chain is not transparent about the first originating source
- Is most readily available at the account level

"If we didn't have Bombora and Intent data right now, it would make it really, really hard to know that we're targeting the right people. It gives us a layer of confidence that we haven't had before."

— Jeff Marcoux, VP of Marketing TTEC

What's special about Bombora's Intent data?

Intent data from Bombora is unique to any other existing third-party Intent data provider. Bombora's Intent data comes from a privacy-compliant Data Co-op (not the 'bidstream') that consists of millions of websites. Our unique, proprietary technology analyzes the content consumption of entire businesses, and notifies you when a business is actively researching your products and solutions. Customers can confidently make use of this data to understand what their buyers are researching beyond their own website.

First-Party Intent data



Behavioral data shared across your brand's website or app



Data collected in your CRM



Data gathered from subscription campaigns



Information collected from social media



Offline surveys, forms, and questionnaires

Third-Party Intent data



Information collected across a myriad of websites within a specific category



Large aggregated datasets sold by third-party vendors



Covers a broader spectrum of activity at scale



Trust is challenged when the supply chain is not transparent about the data's origin



Is most readily available at the account level

Making Intent data work for your B2B pipeline

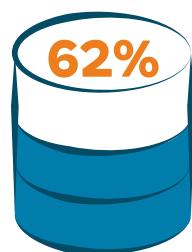
The short story.

Intent data is like your beacon of hope in a sea of unqualified leads. It allows you to navigate towards 'warmer' prospects and use your resources on the most convertible accounts to: minimize campaign waste, build a qualified B2B pipeline faster, and prioritize accounts efficiently so sales and marketing can personalize their content marketing at scale.

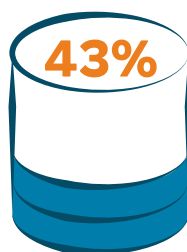
The longer version in numbers.



By the end of 2022, more than **70%** of B2B marketers will use third-party Intent data to target prospects and engage with groups of buyers in selected accounts ([Gartner Inc.](#))



62% of B2B businesses are using one or more Intent data solutions, says TOPO, now Gartner



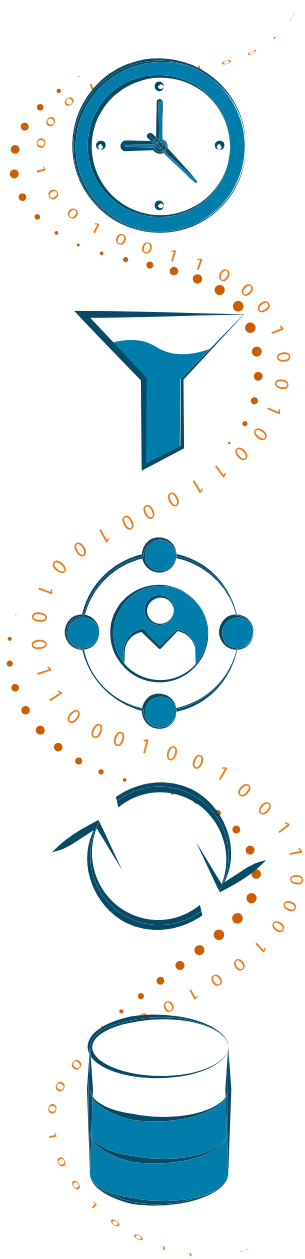
43% of current Intent data users plan to increase their spend and **58%** of those not currently using it are planning to purchase (TOPO, now Gartner)



Check out everything else that leading research firms TOPO has to say in its latest [Intent Data Market Guide](#).

5 ways to accelerate B2B growth with Intent data

So what do all these data points add up to? How does Intent data drive marketing and sales effectiveness? Here are five ways it drives performance across the funnel, allowing you to market and manage outreach with precision.



Identifying potential buyers sooner - Intent data can help you identify accounts that are researching your business, but aren't yet on your target account list.

Increasing conversion rates - Intent data can be used to segment leads and personalize messaging based on what they are researching.

Achieving faster deal cycles - Intent data can be leveraged in your lead and account scoring models to prioritize sales efforts.

Gaining more renewals and up-sells - Intent data can identify customers that are seeking new solutions, or possibly researching your competitors.

Driving better ROI in your CRM - Intent data focuses time and money on the prospects that are ready to hear from you, which increases the effectiveness of your marketing and sales tactics.

Ready to drive ROI with Bombora's Intent data?

1.

Bombora's unique, proprietary technology analyzes the content consumption of entire businesses and notifies you when a business is actively researching your products and solutions. [Sign up for your FREE custom report to see how.](#)

2.

Bombora's Intent data comes from a privacy-compliant Data Co-op consisting of thousands of websites. This data source helps customers confidently understand what buyers are researching beyond their own website. [Learn more about our data collection process here.](#)

3.

Whether you're using Salesforce or HubSpot, Marketo or Outreach, Bombora's Intent data can be leveraged with other datasets to bring you the highest quality insights available. [Check out our partner ecosystem.](#)

[**Schedule a demo today**](#)

Bombora tells businesses which accounts are researching their products and services. With this understanding, sales and marketing teams can be more relevant and consistent and improve performance across all activities. This intent-driven approach revolutionizes the way businesses market and sell to other businesses through transparent data built on an ecosystem of quality, collaboration and innovation. With direct integrations with dozens of leading data and media-buying platforms, Bombora is building a world in which business buyers value sales and marketing for its relevance, timeliness, and accuracy. To learn more, visit bombora.com.

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