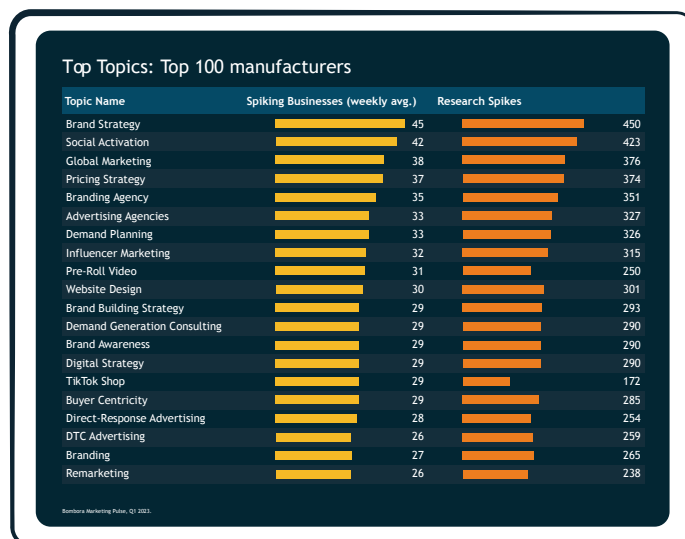


# Unlocking growth opportunities for manufacturing enterprises with B2B Intent data

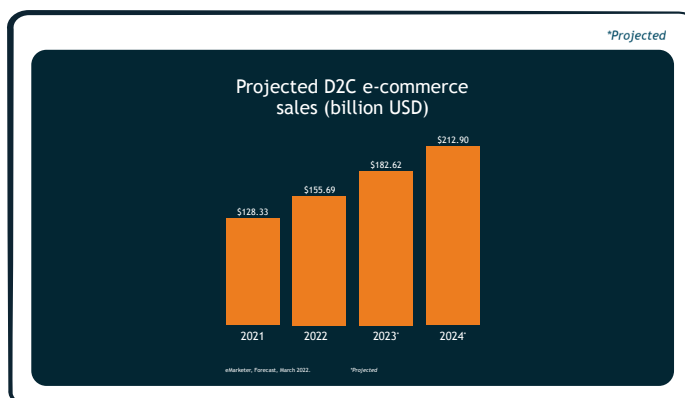
## The shift to direct-to-consumer (D2C) and the need for Intent data

The manufacturing industry is poised for growth in 2023 despite challenges like supply chain disruptions, labor shortages, and economic uncertainty. To adapt and maximize their returns, marketers at the top 100 manufacturing businesses are researching ways to reach customers directly, emphasizing the D2C trend. Bombora's Intent data provides valuable insights to help marketers capitalize on this transition, build relationships, and focus on data-driven performance.



## Embracing the D2C model

The shift to the D2C model is not new, but with pandemic-related disruptions, manufacturers are doubling down on selling directly to consumers. D2C e-commerce sales are projected to increase to \$182.62 billion in 2023, up 17.3% year-over-year. As manufacturers become consumer-facing brands, Bombora's Intent data reveals a spike in research on topics like 'brand strategy,' 'branding agency,' 'brand awareness,' and 'branding in Q1.'



## Leveraging social media for D2C sales growth

Marketers at the top 100 manufacturing businesses are investing in social media to build relationships and accelerate D2C sales. Bombora's Intent data shows that nearly half of the top manufacturers are actively researching 'social activation,' reflecting an 83% increase in the weekly average compared to 2022. Research on terms like 'hashtag' and 'influencer marketing' has also significantly increased, suggesting that marketers are exploring new ways to engage on social media.

## Harnessing Intent data for data-driven performance

In addition to top-of-the-funnel activities, marketers at the top 100 manufacturers are focused on data-driven performance. Intent data reveals that a third of these manufacturers are actively researching 'ROI analysis' and 'demand planning in Q1 2023,' representing increases of 62% and 83% compared to 2022's weekly averages, respectively. Performance-based terms like 'mobile app conversion' have also spiked, showing a 147% increase in the weekly average of spiking businesses in Q1 compared to 2022.

## Empower your manufacturing enterprise with B2B Intent data

B2B Intent data is a powerful tool for manufacturing enterprises seeking to tap into the growing D2C market, engage customers through social media, and optimize their marketing performance.

By leveraging Bombora's Intent data, your manufacturing enterprise can better understand your target audience, tailor your marketing strategies, and ultimately, drive growth and success in 2023 and beyond.

*Keen to learn more about how Bombora's Intent data can accelerate the growth of your account-based marketing programs?*

[Sample B2B Intent data with Company Surge® Alerts](#)

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