

Venture Intent Data

With TwoTensor One Pager

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Definition

Information that indicates prospects' level of interest in a particular product or service online.

First-party intent data

is gathered directly from your channels like website and email interactions, tracking users across your platforms.

Second-party intent data

Behavioural information from direct user interactions with software, aggregated and anonymized for privacy before sale.

Third-party intent data

is gathered indirectly through advertising networks, data sharing, and search history across numerous websites, categorized and anonymized.

Usage

Over **85%** of companies using intent data have achieved business benefits.

Over **70%** of companies using intent data are now leveraging multiple providers.

30% of companies investing in intent data plan to increase their spend.

10% of companies have plans to reduce their investment in intent data.

50% companies in our survey are leveraging their intent investment for pipeline acceleration

ABM's (Account Based Marketing) rise targets high-value accounts, using intent data for tailored strategies.

Inbound marketing grows by attracting customers with problem-solving content, guided by intent data.

Performance

Average conversion rate at the top of the marketing funnel is **6%** (2)

Organizations using intent data are two times more likely to have a 10% conversion rate (1)



Types of Signals

Behavioral Signals

Buyer readiness signals

Buyer psychographic signals

Implementations

7 **Research target audience** keywords for online content, Use Google AdWords for ads targeting these keywords, Employ Google Trends to track keyword search volume trends, Monitor SEO to ensure website visibility in search results.

7 **Monitor target audience** on social media for engagement opportunities, Segment email subscribers using engagement data for targeted content, Run targeted ads on social media for users who interacted with past content.

9 **Gather technographic data** via surveys and website scraping, Target marketing and sales to companies using similar software, Develop industry or size-specific content based on this data.

9 Using intent data, you identify multiple MQLs from a company, each from different team members. This prevents mistakenly discarding leads as duplicates, allowing your sales team to better understand the company's collective interest and decision-makers.

10 **Personalized Campaigns:** Use intent data for targeted marketing addressing customer pain points.

10 **Content Strategy:** Create content based on intent data insights.

10 **Sales prospecting:** Provide sales teams with intent data for impactful client interactions.

11 **Product Development:** Align products with audience demands revealed by intent data.

11 **Strategy Development:** Formulate strategies matching target audience intentions from intent data.

11 **Content Creation:** Use intent data to produce need-specific content.

11 **Sales Integration:** Arm sales team with intent insights for personalized approaches.

12 Personalize website content using tools like Google Optimize or Adobe Target, dynamically adjusting images, text, and navigation based on company interests.

User Mistakes

Differentiate between specific and vague intent data sources.

Verify personal privacy compliance, not just vendor's.

Recognize the importance of first-party intent data.

Be aware of the short lifespan of intent data.

Match signal types to appropriate buying cycle stages.

Integrate intent data in the qualification process.

Enhance intent data with additional insights for clarity.

Maximize the use of acquired intent data.

Source varied intent data for better predictions.

Facts

Form-fill conversion represents only **2% - 5%** of all website visits

First Party Intent Data

Behavioural data, actions, and interests shared across digital environments such as your business' website or app

Data collected in your CRM

Data from subscription campaigns

10 Information collected from social media efforts

Offline surveys, forms, and questionnaires

Partnerships: Websites and businesses can opt into co-ops to distribute their intent data to a wider audience.

Procedures

11 **Known First-Party:** Visitors provide information via forms on your website.

11 **Known Third-Party:** Information from forms on third-party sites, shared by data companies.

11 **Anonymous First-Party:** Visitors' IPs tracked to companies on your site, visible in Google Analytics.

11 **Anonymous Third-Party:** Visitors' IPs tracked to companies, by data firms.

2nd Party Intent Data Use Cases

Identify active buyers using second-party data from external sites.

Create personalized content based on buyer preferences.

8 Assign lead scores for efficient follow-ups using digital behavior analysis.

Tailor sales outreach to prospects' interests to speed up sales cycles.

Use customer review data for competitive analysis and strategic messaging.

Intent Data Use cases

How many companies are in the market for what we offer?

Where to focus your marketing spend?

Where should your sales and sales development teams invest their time?

Where in the buying cycle a lead is?

What's the size of the buying team?

Where is the buyer getting their information from?

What's the Financial condition of the buyer?

How's the buyers tech stack?

Type

1 **Search intent data** tracks keywords in search engines to tailor content to audience searches, like creating SEO guides for common queries.

2 **Engagement data** tracks user interactions (read, share, comment) with content on social media, email, and blogs, helping identify potential buyers.

7 **Firmographic data** details company characteristics, aiding targeted ABM efforts towards likely converters like small healthcare businesses.

8 **Technographic data** reveals a company's tech infrastructure, like software and hardware, aiding in understanding their needs.

Service Models

Traditional data providers offer third-party data, priced by volume.

ABM platforms include third-party data in their analytics and activation tools.

5 Campaign firms blend third- and second-party data into marketing services, with various pricing models.

Walled gardens gather industry-specific second-party data from their platforms, with pricing akin to traditional providers.

Readiness

Subheadings can come in here

Is the company profitable?

Is the company hiring or firing employees?

Has the company recently had a funding round?

Is the company growing or losing market share?

The technologies used by a company?

Whether the companies tech stack is compatible with yours?

New regulations or changes in law?

Government injected spending?

Challenges

7 Lack of reporting capabilities to track the impact of intent data investments.

4 Difficulty in identifying appropriate decision-makers.

Quality: Select providers with accurate, current, high-quality data.

Quantity: Ensure ample data for effective audience segmentation.

Relevance: Choose industry-specific data for better target audience reach.

Ease of Use: Opt for user-friendly platforms with good support.

Sources of Intent Data

1 **Ads/Bidstreams:** Target ads using user-searched keywords.

2 **Search Engines:** Optimize website for software search keywords.

7 **Marketing Content:** Segment buyers, tailor content for engagement and conversion.

Web Traffic: Ensure content relevance to software buyers.

Internet Scraping: Use bots to identify high-intent prospects.

7 Capterra

Blogs

9 Product review sites (G2, TrustRadius)

12 Event attendance and interaction

Industry publications

9 Social Networks

Anonymous web traffic

12 Wifi hotspots