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The Deprecation of Third-Party Intent.

Unpacking the nuances of intent data, from false positives to bidstream blues, and the importance of diversifying beyond third-party sources.

Table of Contents

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Introduction

In the dynamic realm of B2B marketing, intent data has emerged as a transformative tool, empowering businesses to pinpoint and engage high-potential prospects with unprecedented precision. However, the path to leveraging intent data effectively is not without its challenges and intricacies.

This eBook delves deep into the nuances of intent data, specifically focusing on down-funnel intent, while also shedding light on the limitations of third-party sources. Moreover, it champions the imperative of adopting next-generation solutions to overcome existing industry hurdles and achieve strategic marketing goals.

Meanwhile, we must recognize that companies don't make purchase decisions, so they can't have a swell of intent. Over recent years, we've all studied changes in buyer decisions and the expansion of participants into defined groups responsible for specific decisions. In this reality, how can it make sense that a company can have a swell of intent signal when the decisions are decentralized and regionally based?

Finally, how would your marketing decisions change if you realized that your intent buying signals don't indicate purchase intent or propensity? Interest for sure, but that interest can reflect a myriad of things other than a purchase: employees researching the approach of a competitor, interns studying for an exam, a sales team researching a mid-stage prospect, and more. The interest options, outside of purchase, are pretty limitless.

Decoding Down-Funnel Intent

Most intent vendors are using the same two or three sources of data. Notice how when you are reaching out to your "intent" companies, your closest competitors usually are too? That's because the same "base" data is being used by dozens of vendors in the space. Sure, some of them may add their own bells and whistles, but almost all of the intent data is coming from either Bidstream extraction or data cooperatives. Both of which are readily available to build and or purchase from numerous places. When everyone has the same "intent" are you really gaining any competitive advantage?

One of the biggest challenges of working with intent data is finding the signal in the noise. There are billions of online interactions happening every day, but not all of them indicate a genuine intent to purchase. Some of them may be casual browsing, competitor research, or educational content consumption. How do you distinguish between the prospects who are ready to buy and those who are not?

The answer is to look for multiple down-funnel intent sources that confirm the intent to purchase. While traditional indicators like website visits and email engagements remain vital, engaging with peer review sites, confirmed project intel, and case studies unveils additional layers of intent, providing a holistic view of prospect readiness to make informed purchasing decisions.

Indicators of Down-Funnel Intent:

Delving into High-Stakes Content:
Prospects engaging deeply with product demos, case studies, pricing breakdowns, and comparisons signal serious interest and consideration. These actions demonstrate a shift from exploratory research to active evaluation, indicating a high level of intent.

Engaging with Sales and Support Teams:
Direct dialogues with sales representatives or support agents signify active evaluation and consideration. These interactions are clear indicators of a prospect's readiness to engage in deeper discussions and explore potential solutions.

Signals from Marketing Automation:
Website visits, email opens, and content downloads paint a vivid picture of intent, revealing genuine interest and exploration. These digital footprints provide actionable insights that inform targeted follow-ups and engagement strategies.

Requesting Proposals or Quotes:
Formal requests for detailed proposals or pricing demonstrate intent to progress towards a purchase. These explicit signals of interest indicate a prospect's readiness to move forward in the buying journey.

Trial Runs and Product Deep-Dives:
Signing up for trials or attending product demos demonstrate intent to explore offerings in detail. These hands-on experiences signal a prospect's desire to understand the product's features and benefits, indicating a strong intent to purchase.

Strategic Ramifications of Down-Funnel Intent:

Sniper-Like Targeting and Hyper-Personalization:

Tailoring messages and content based on intent signals ensures precise targeting and boosts relevance and engagement. By aligning messaging with specific intent signals, businesses can deliver personalized experiences that resonate with prospects, driving higher conversion rates and engagement levels.

Sales-Marketing Synergy:

Aligning sales and marketing efforts turbocharges lead transition and conversion, thereby reducing sales cycles. When sales and marketing teams collaborate closely and leverage down-funnel intent insights, they can optimize the lead-to-customer journey, accelerating deal closures and improving overall conversion rates.

Laser-Sharp Lead Scoring:

Prioritizing leads based on intent indicators streamlines lead management, enhancing efficiency and effectiveness. By leveraging down-funnel intent data for lead scoring, businesses can focus their resources on high-potential prospects, optimizing sales and marketing efforts for maximum impact.

Elevating Customer Experience:

Anticipating needs based on intent fosters trust and loyalty, paving the way for enduring customer relationships. By delivering personalized experiences tailored to prospect intent, businesses can enhance customer satisfaction and retention, fostering long-term partnerships and advocacy.

The strategic implications of down-funnel intent extend beyond mere lead generation. When businesses harness these insights effectively, they gain a competitive edge by engaging with prospects precisely at the right moment with the most relevant messaging. This targeted approach not only increases conversion rates but also enhances customer satisfaction and retention, fostering long-term relationships built on mutual understanding and value.

Unmasking the Dark Side of Third-Party Intent Sources:

While third-party intent data adds diversity to the data mix, it's essential to recognize that it's not always reliable. Relying solely on third-party sources can lead to misguided strategies and wasted resources.

Peering into Purchase Intent—Or Not: Third-party intent often reflects general interest rather than hardcore purchase intent, resulting in misguided strategies and squandered resources. The lack of context and specificity in third-party intent data can lead businesses astray, resulting in ineffective targeting and suboptimal outcomes.

Competitive research, academic studies, and casual browsing activities can dilute intent data, reducing its predictive power and practicality. Third-party intent data may be influenced by non-purchasing behaviors, creating noise and inaccuracies that hinder effective decision-making.

The Bidstream Blues:

Bidstream data lacks accuracy and context, making precise targeting and personalized marketing a challenge. The inherent limitations of bidstream data, including data freshness and quality issues, undermine its utility for intent-driven strategies.

Privacy concerns and regulatory issues associated with bidstream data can jeopardize data access and utilization. The use of bidstream data raises ethical and legal considerations, requiring businesses to navigate complex regulatory landscapes to ensure compliance and data integrity.

The opaque nature of bidstream sources further undermines trust in intent-driven strategies. The lack of transparency in bidstream data sources erodes confidence in the reliability and accuracy of intent insights, hindering their adoption and effectiveness.
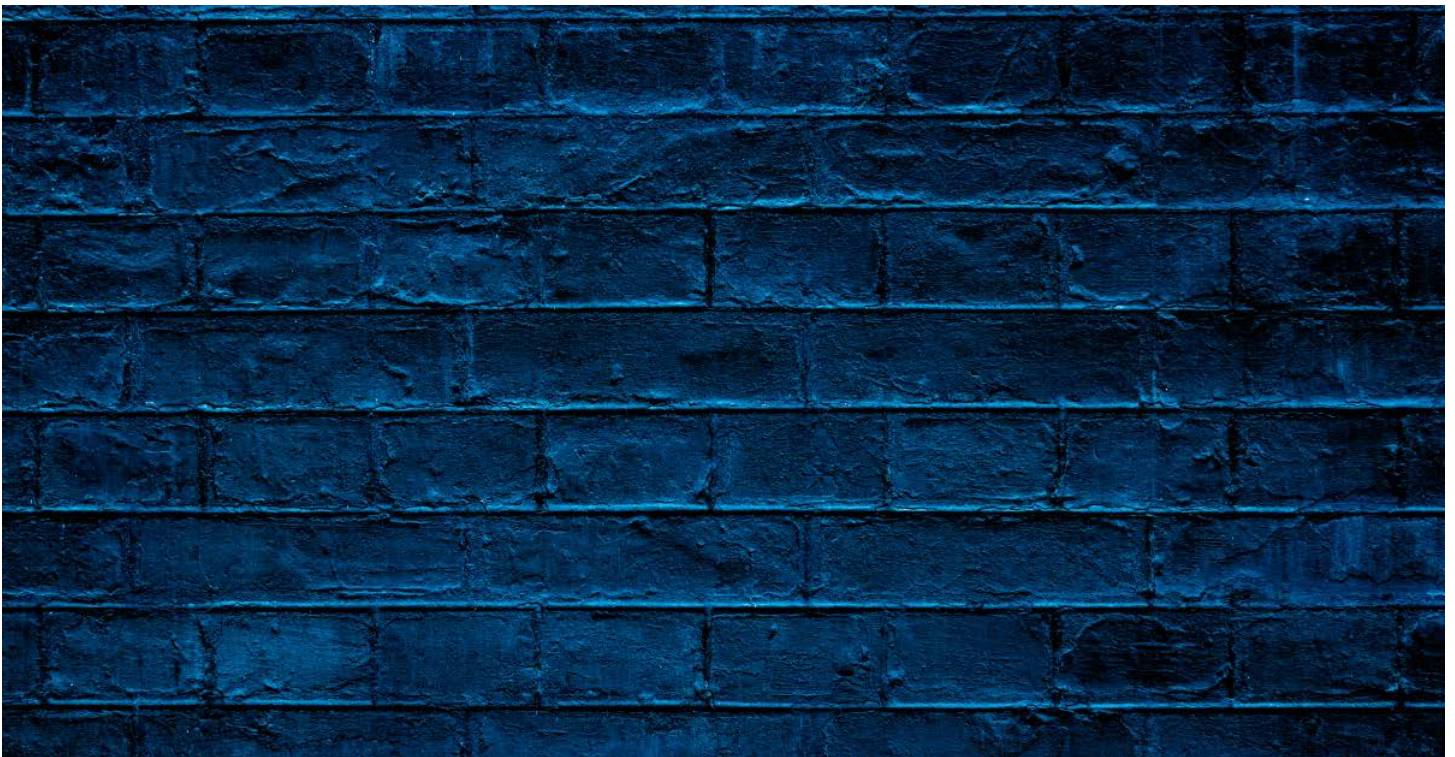
Embracing Intent-to-Purchase

To navigate the intent data maze effectively, true intent-to-purchase signals come to the rescue with cutting-edge technology and savvy strategies:

AI-Powered Insights and Real-Time Monitoring:

Leveraging AI and machine learning to crunch intent signals and uncover deeper insights into prospect behaviors and preferences. By harnessing AI-powered analytics, businesses can derive actionable insights from intent data in real-time, enabling agile decision-making and targeted engagement strategies.

Always-On Intent Monitoring:

Real-time monitoring of intent signals enables proactive engagement and timely interventions. By continuously monitoring intent signals, businesses can stay ahead of the competition and capitalize on emerging opportunities, optimizing their marketing efforts for maximum impact.

Dynamic Segmentation and Personalized Experiences:

Integrating intent data with CRM systems enables dynamic segmentation and hyper-personalized messaging. By integrating intent data with CRM platforms, businesses can create tailored customer segments based on intent signals, delivering personalized experiences that resonate with prospects.

Predictive Wizardry and Futuristic Forecasting:

Harnessing predictive analytics to forecast purchase behaviors and optimize marketing strategies based on evolving intent signals. By leveraging predictive analytics, businesses can anticipate future trends and behaviors, enabling proactive decision-making and strategic planning.

The advent of down-funnel intent signals revolutionizes how businesses leverage intent data. By leveraging AI and machine learning algorithms, organizations can extract actionable insights from vast datasets in real-time, enabling agile decision-making and strategic targeting. These advanced technologies empower marketers to anticipate customer needs, personalize interactions, and optimize resource allocation, driving significant improvements in ROI and overall marketing effectiveness.

**Executing Intent Data Strategies
Like a Boss**
Successful intent data strategies demand a strategic approach and unwavering alignment with organizational goals:

Data Strategy Domination:
Integrating intent data with CDPs and marketing automation to create a unified customer view and turbocharge targeting. By integrating intent data with customer data platforms (CDPs) and marketing automation tools, businesses can leverage comprehensive customer profiles to enhance targeting and engagement.

Fortifying Data Governance: Establishing robust data governance policies to ensure ethical and responsible intent data usage. By implementing robust data governance practices, businesses can safeguard data integrity and compliance, fostering trust and transparency in intent-driven strategies.

Team Synergy:
Fostering collaboration between sales and marketing to fi fine-tune lead management processes and prioritize high-intent prospects. By fostering cross-functional collaboration, businesses can optimize lead management workflows and improve conversion rates, driving revenue growth and customer satisfaction.

Continuous Optimization and Iteration: Monitoring campaign performance to refine intent-based strategies, optimizing targeting and messaging for maximum impact. By continuously optimizing intent-based strategies, businesses can adapt to changing market dynamics and customer preferences, maximizing the effectiveness of their marketing efforts.

Leveraging Diverse Down-Funnel Intent Sources

In the high-stakes arena of B2B marketing, down-funnel intent is the Holy Grail—the phase where prospects transition from tire-kicking to serious consideration. It's all about tangible actions and behaviors that signify true intent-to-purchase and readiness to seal the deal.

Peer Review Site Engagements: Prospects navigating peer review platforms and forums, actively seeking feedback and recommendations, indicate a high level of interest and consideration. Interactions on these platforms reveal authentic insights into specific pain points, preferences, and product expectations, guiding tailored engagement strategies.

Confirmed Project Intel:
Engaging with prospects confirmed to be embarking on new projects or initiatives represents a significant signal of down-funnel intent. Organizations actively seeking solutions aligned with their project scopes are primed for personalized engagement and solution offerings.

Case Study Engagement:
Prospects delving into case studies showcasing successful implementations or outcomes signal a deep-seated interest in understanding real-world applications and benefits. Engagement with case studies signifies readiness to explore offerings and evaluate potential partnerships.
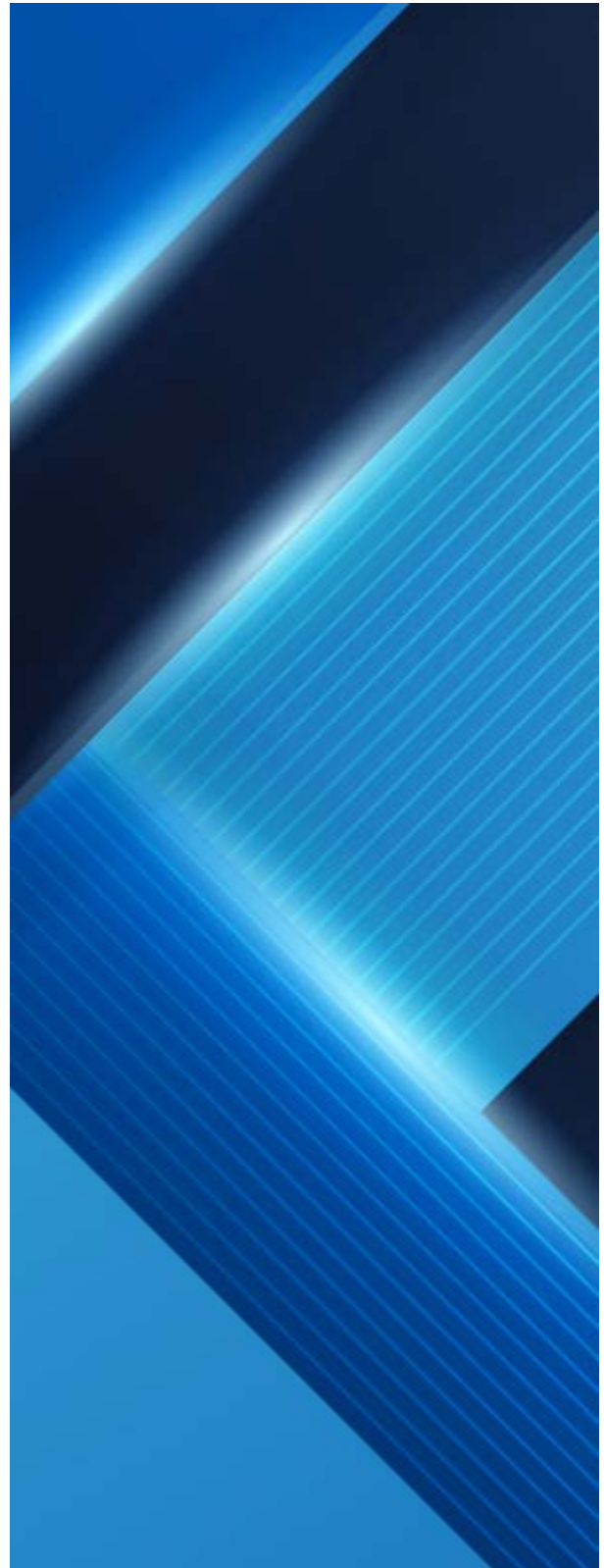
Conclusion:

In conclusion, intent data is the secret sauce of modern B2B marketing, empowering businesses to crack the code of customer engagement and drive conversions. By mastering down-funnel intent, acknowledging the pitfalls of third-party sources, and embracing next-gen intent solutions, organizations can unleash the full potential of intent data to fuel growth and outshine competitors in today's cutthroat marketplace.

By expanding on these concepts and diving deeper into the practical applications and strategic implications of intent data, businesses can leverage this invaluable resource to achieve remarkable results in B2B marketing. Understanding the nuances of down-funnel intent, navigating the complexities of intent data sources, and adopting advanced technologies to harness the power of intent insights will pave the way for sustainable growth and success in the ever-evolving landscape of B2B marketing.
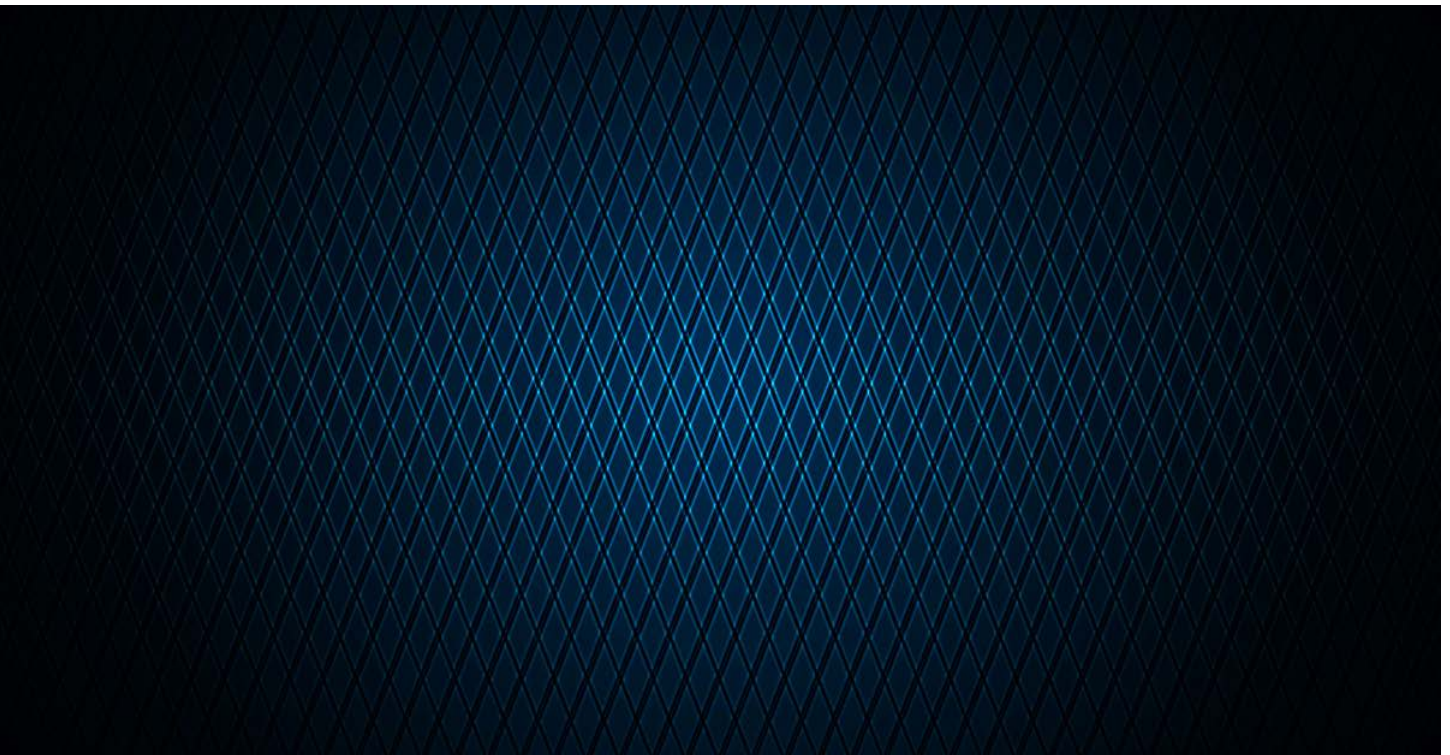
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pharosIQ, a global leader in "intent-to-purchase" lead generation, provides insights and demand for B2B sales and marketing success. Leveraging over 40 years of expertise, pharosIQ turns intelligence into impactful engagements for efficient global revenue growth. Powered by first-party data, it connects vendors with buyers, transforming strategies worldwide