

Downstream Intent Data for ABM and Deal Intelligence

Get the most comprehensive intent data for your ABM campaigns and deal intelligence with TrustRadius and Demandbase.

Reaching in-market buyers is getting harder as more of them research and self-educate without engaging with you. Downstream intent data helps you find and win qualified, in-market buyers who are researching your products and your competitors' on TrustRadius.



With downstream intent data, marketers can:

- Reach and engage buyers researching your products and competitors in your category on TrustRadius
- Create dynamic segments of active audiences to target within Demandbase
- Add downstream intent data into your engagement models to prioritize outreach to the most qualified accounts ready to make a purchase
- Incorporate in-market buyers' activity on TrustRadius into your Demandbase timeline

The TrustRadius audience shows a higher engagement rate than any other ABM segment—accelerating accounts through the buying journey.

 **LogicMonitor**

— GROWTH MARKETING TEAM LEAD
LOGICMONITOR

Database / Activities / Activity Filters / TrustRadius Intent

TrustRadius Intent

List Selector Detail

Name (10)	Type	Details	Engagement Minutes	Activity Date
ACME Corporation	Intent Surge	Licensed Product: Business Intelligence: Viewed the Intelscape product listing	10	Feb 12, 2022
ACME Corporation	Intent Surge	Category: Business Intelligence: CRM: Viewed a Comparison of Intelscape vs. SalesSpace	12	Feb 12, 2022
Initech	Intent Surge	Licensed Product: Business Intelligence: Viewed a review for Intelscape Legacy	10	Feb 12, 2022
Initech	Intent Surge	Category: Business Intelligence: Viewed the Business Intelligence category	8	Feb 10, 2022
Initech	Intent Surge	Competitor: Business Intelligence: Viewed the ZoomInfo product details	10	Feb 10, 2022
Dunder Mifflin Inc.	Intent Surge	Licensed Product: Business Intelligence: Viewed the Intelscape Legacy product scorecard	10	Feb 9, 2022
Dunder Mifflin Inc.	Intent Surge	Licensed Product: Business Intelligence: Viewed pricing for Intelscape	10	Feb 9, 2022
Stark Industries	Intent Surge	Category: Business Intelligence: Viewed the Business Intelligence category	8	Feb 9, 2022
Wayne Enterprises	Intent Surge	Category: Business Intelligence: Viewed a Comparison of Intelscape vs. Intel Works	12	Feb 9, 2022
Wayne Enterprises	Intent Surge	Licensed Product: Business Intelligence: Viewed the Intelscape product listing	10	Feb 9, 2022

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Database / Activities / Activity Filters / TrustRadius Intent

TR Intent ACME

List Selector Detail

Basic **Advanced**

1 Accounts with At least Any Activity

Logic: A and B

A Intent Surge

- Activity Date In The Past 6 Months
- Source = TrustRadius
- Intent Topic Contains Comparison

B Revenue = 10,000,000

Engagement Minutes

Choose Category: Intent Activities

Demandbase Intent Activities

Demandbase Keyword Intent

Keyword Set or Keywords	Intent Strength	Minutes

Trending Intent

Keyword Set or Keywords	Minutes

3rd Party Intent

3rd Party Intent Surge	Operator	Category	Minutes
Intent Surge	Any Value	Category	8
Intent Surge	Contains	Licensed Product	10
Add Trigger...	Any Value	Comparison	12



Build audience segments of companies showing purchase intent for your products and your competitors'



View deal intelligence based on the actions a buyer takes on TrustRadius to inform your sales team



Add downstream intent signals to your engagement model to accurately prioritize accounts for your ABM and sales efforts

Most comprehensive downstream intent data driving results for leading marketers:

- 2x increase in ad performance
- Increased engagement and down-funnel growth



Get in touch to learn how you can uplevel your ABM efforts and demand with downstream intent data from TrustRadius.