

Increase and Accelerate Pipeline Generation

Target in-market buyers on LinkedIn with downstream intent data

Reaching in-market buyers is getting harder as more of them research anonymously. Downstream intent data helps you **increase demand** by reaching qualified buyers who are researching your products and your competitors'.



Build audience segments of companies showing purchase intent for your products and your competitors within your TrustRadius portal.



Sync segments in real time to LinkedIn Campaign Manager to target the most relevant accounts.

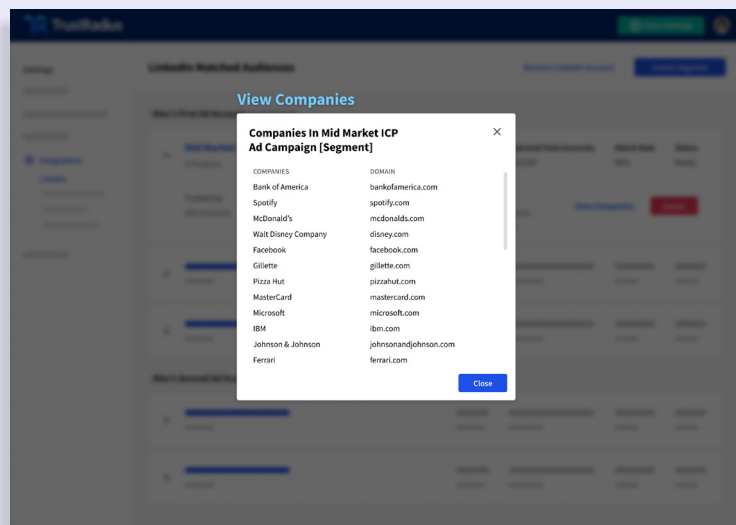
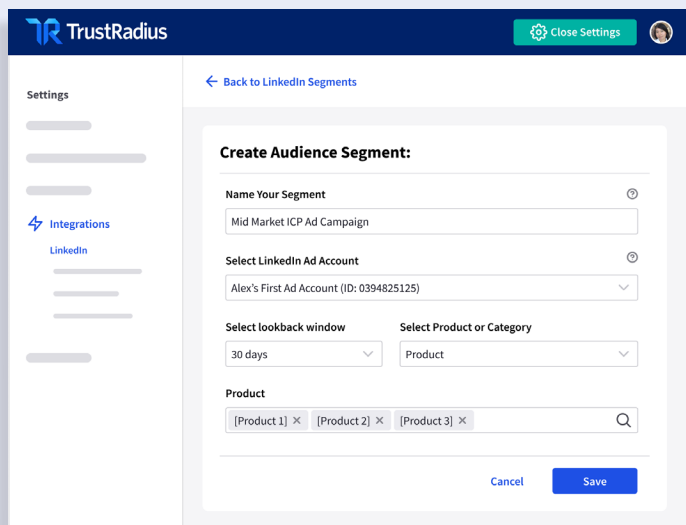


Boost ad performance targeting in-market buyers with the right context and timing.

LinkedIn is our strongest channel, and TrustRadius audiences are among the top-performing ones to reach buyers down the funnel.

 **LogicMonitor**

— SOCIAL MEDIA TEAM LEAD | LOGICMONITOR

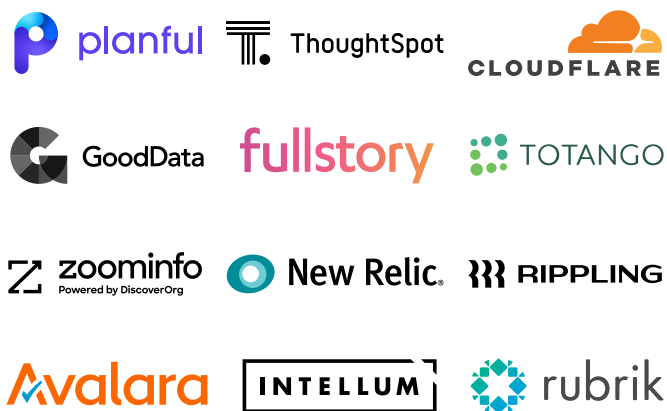


- **Pick** your mix of products and categories for a segment
- **Set** your desired segment time frame—up to 90 days
- **Preview** lists of companies included in the segment

Most comprehensive downstream intent data driving results for leading marketers:

10x increase in CTR

75% savings in CPC



Get in touch to learn how you can level up your ad performance and drive demand with downstream intent data from TrustRadius.