

WTF is Intent Data?

The Ultimate B2B Playbook



Table of Contents

Intent data basics	4	Intent data uses for advertising	15	Intent data uses for customer retention and expansion	23
What is B2B buyer intent data?	5	Find your target accounts	16	Identify churn	24
First-party	5	Improve the effectiveness of advertising targeting	16	Nurture existing customers and recognize cross-sell opportunities	24
Second-party	5	Meet customers where they are	16	Identify competitors	24
Third-party	5	Increase campaign potential with LinkedIn Matched Audiences	17	Integrate intent data with existing platforms	25
What's unique about downstream intent data?	6	Avoid hyper-targeting	18		
Intent data uses for demand gen and ABM	9	Intent data uses for marketing ops	19	Not all intent data is created equal	27
Personalize your ABM tactics	11	Personalize the customer journey	20	About TrustRadius	31
Let customers sell to potential customers	12	Prioritize highly valuable accounts	20		
Leverage insights against the competition	12	Enhance lead scoring	20		
Combine multiple intent data sources	13	Update your content strategy	21		
Personalize website experiences	14	Expedite pipeline growth	21		

Knowing how to leverage intent data is a critical skill for B2B marketers today. Many top brands already use intent data to identify and target prospective buyers more quickly and effectively. To keep up, marketers must understand what intent data is and how it can accelerate all stages of the buyer journey and drive revenue more efficiently.

70% of B2B marketers are using or plan to use intent data for prospecting, account-based marketing (ABM), or email marketing.

Nearly 70% of marketers say they're already “somewhat successful” with intent data.

As the industry moves toward a cookieless future, intent data adoption is growing—and it's not a fad. Research from Demand Gen Report highlights that intent data is already speeding up pipelines, especially for companies experiencing rapid growth.

Successful businesses use intent data to reach some of the highest-quality in-market buyers, while slower-moving companies will miss out on key revenue-driving opportunities.

But if you're behind the curve, it's not too late to catch up.

This playbook shares everything you need to know about using intent data to strengthen pipeline generation and increase revenue.





1

Intent data basics

What is B2B buyer intent data?

A set of behavioral data points based on actions, such as following a link or completing a download, indicating someone may be interested in buying your product.



First-party

First-party intent data comes from users interacting with content directly from your brand, such as your website, subscription activity, or a customer relationship management (CRM) platform.



Second-party

Second-party intent data is available from businesses that monetize their own first-party data. This type of intent data is relatively new and is currently available from a limited number of reliable sources, including TrustRadius.



Third-party

Third-party intent data comes from data conglomerates that purchase intent signals from various websites and model the data to monetize. Because of the broad nature of its sources, only a fraction of these signals are tied to users actively moving toward a purchase. It's also publicly available to anyone that purchases it, including your competitors.

What's unique about downstream intent data?

Second-party intent data was initially introduced as top-of-funnel data directly from publishers that showed buyers reading or searching on their site. This data was accurate but still topical and did not necessarily represent an interest in buying a new product.

Now, there's a new type of second-party data—downstream intent data—that surfaces buyers who are actively researching your product or a competitor's. This data can tell you which accounts are looking at your product's reviews, pricing, and details or if they are viewing your competitors.

Higher-quality intent data will contain detailed, actionable, lower-funnel signals from an audience of actual buyers. This highly valuable data from TrustRadius is referred to as **downstream intent data**, which focuses on actual in-market buyers and is often the next best thing, in terms of quality and impact, after a brand's own data.

Intent data can be useful at all stages of the buyer journey, and by incorporating insights from different types of intent data, you can drive revenue while taking a more targeted and stage-appropriate approach to in-market buyers.

TrustRadius Delivers Downstream Intent Data in 3 Flavors

Category intent*

“Show me all visitors who **researched my category** or explored specific **products in my category** on TrustRadius.”

Product intent

“Show me all visitors who **interacted with my products** on TrustRadius.”






Product comparison intent**

“Show me all visitors who **compared my products** to other specific products on TrustRadius.”

*Customers can purchase intent data for secondary categories or categories they are listed in. Category intent is available as part of the Ultimate+ package or if customers buy it as an add-on with the Customer Voice package or Ultimate package.

**Only available in 6sense and Demandbase as a freemium offer.

Comparing B2B Marketing Data Sources

	What Type of Intent Data	Best for	Limitations
	Second-party downstream intent data representative of in-market buyers actively researching you or your competitors.	Finding and converting in-market buyers ready to make a purchase.	Can have low volume.
	Third-party intent data source, that can be coupled with other sources of data.	ABM and sales uses cases.	May not be as plug-and-play as other alternatives.
	Steep learning curve to navigate interface and features. Can be challenging for those new to intent data or with fewer resources.	Offers prioritized call center services and advertising analytics.	May not be as plug-and-play as other alternatives.
	Data comes from a cooperative of B2B media companies and is modeled for marketing use cases.	Large volume of topical intent signals for top-of-funnel marketing campaigns.	These are third-party signals and note representative of in-market buyers.
	Helps identity anonymous web traffic to generate first-party intent signals.	Provides users with easily accessible first-party intent data.	May be better suited for larger organizations with high website traffic.

	What it does	Best for	Limitations
	Third-party intent data source, that can be coupled with other sources of data.	ABM and sales uses cases.	When using other data sourced outside of the platform, only known accounts to Demandbase will be surfaced and scored.
	Second-party intent data aggregated from blog traffic and product profile views.	Mid-funnel marketing campaigns.	Review vetting processes aren't as robust as alternatives, leading to possibly inaccurate data. Traffic is driven by blog content vs. review content, which tends to skew the efficacy of the resulting intent data.
	Helps identity anonymous web traffic to generate first-party intent signals.	Helps identity anonymous web traffic to generate first-party intent signals that easily integrates with activation platforms.	Accuracy and IP resolution rates can be low.
	Second-party intent data from individuals who have self-identified as being interested in meeting with vendors.	Identifying hand raisers.	Limiting for teams looking for more targeted contact list-building and more granular information.
	Turns anonymous users on owned websites into identifiable leads.	Very broad reach.	Low accuracy rates.



2

Intent data uses for
demand gen and ABM

Demand generation, or demand gen, and ABM have traditionally been thought as two distinct strategies—with broad vs. targeted growth strategies. Today, ABM can serve as a specific stage of an overall demand gen strategy, and brands aren’t forced to choose between the two. One of the key ABM trends brands are having success with is uniting the two practices.



Demand Gen vs. ABM



Demand Gen	ABM
Focus on high quantity of leads	Focus on targeted accounts
Input from multiple channels	High touch to multiple personas
Scored leads	“Land and expand” approach
Nurtures based on positioning throughout the buyer’s journey	Nurtures for long-term relationships
Transitions accounts from marketing to sales	Requires marketing-sales alignment

Personalize your ABM tactics

Adopt personalized ABM tactics to connect, inform, and convert those accounts more efficiently. Use downstream intent data to reveal which products or features buyers are comparing. Identify accounts showing the most valuable intent signals.

Then, begin targeted outreach through a personalized approach by applying insights from intent data, leading to improved closing rates and shortened sales cycles.

Power Your ABM Strategy with TrustRadius’ Downstream Intent Data

		
Unlock deal intelligence	Access complimentary product comparison intent data	Access complimentary product comparison intent data
Lead scoring	Integrates seamlessly	TrustRadius is the only fully integrated second-party intent data provider
Engagement metrics	Funnel stages are customizable	Data-scoring model identifies and automates funnel stages
Where TrustRadius’ downstream intent data surfaces	Account log view Sales dashboard (timeline) view	Timeline view at the account level Salesforce iFrame (with the 6sense sales intelligence tool)

Let customers sell to potential customers

Use customer reviews in a scalable, authentic fashion to offer more value for sales teams than case studies or anecdotal evidence. This approach lets prospects hear directly from real customers about their unique experiences and what sold them or didn't.

41%

of Generation Z buyers and

29%

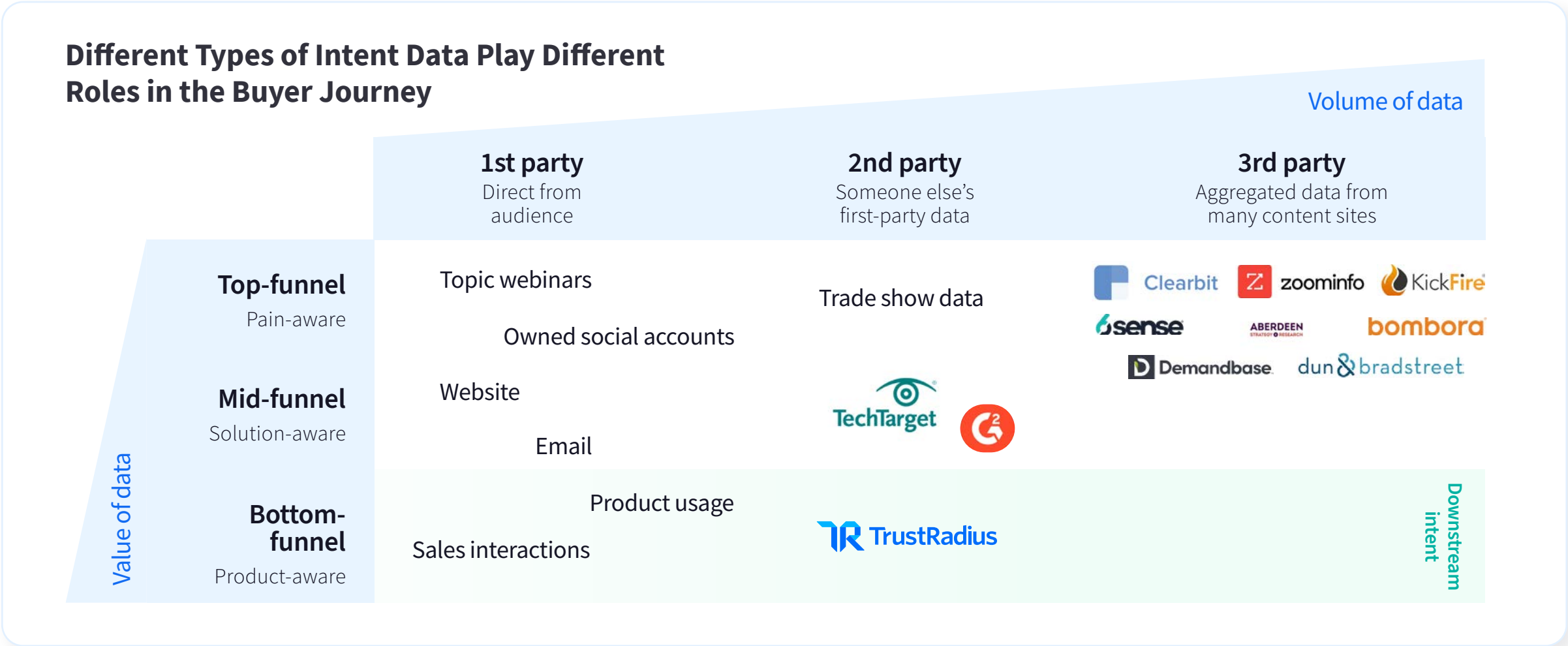
of millennials say “CHECK REVIEW SITES” is their first step in the buying journey.

Leverage insights against the competition

Downstream intent data can also provide a better understanding of how prospects engage with competitors and their offerings. Build proactive strategies for engaging with those users early in the buyer's journey, creating more time to inform, build relationships with, and influence those prospects.

Combine multiple intent data sources

Leveraging multiple intent data sources, like TrustRadius and 6sense, allows you to create more advanced segmentation and more relevant and engaging customer experiences. Valuable downstream intent signals can complement third-party intent data for topic-level research or be incorporated into advertising campaigns targeting in-market buyers and buyers considering competitors.





Personalize website experiences

Use insights such as the type of content consumed and the frequency of site visits to help draw conclusions about the level of consideration users are giving your brand, and tailor an experience based on those conclusions to target higher-quality leads and increase ROI.



3

Intent data uses for
advertising

Find your target accounts

Use insights from intent data to create or update your ICPs. Pairing intent data with other account data, such as demographic information, to create audience segments based on real-world customers and their behavior.

Improve the effectiveness of advertising targeting

Create upper-funnel campaigns for problem-aware audience segments, providing educational material and opportunities to learn more. Use intent data to optimize cost-per-click campaigns and leverage review platforms, such as TrustRadius, to offer additional content or social proof. As buyers progress further down the funnel, campaigns can push for conversion with special offers, discounts, and other incentives.

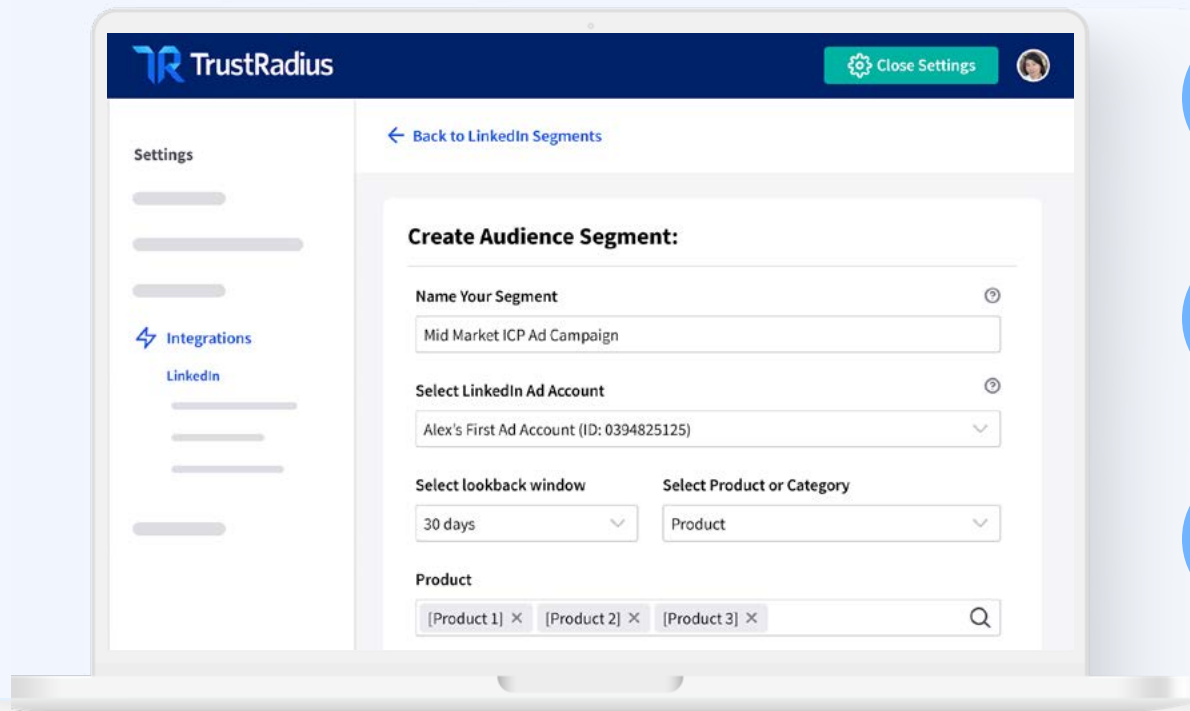
Meet customers where they are

It's important to recognize that each user is at a different stage in their unique buying journey. Just because potential audience members share characteristics with your brand's ICP doesn't mean they'll all follow the same path simultaneously. What may work for some campaigns isn't always repeatable at scale, and consumers need time to process their options before making a decision.

Increase campaign potential with LinkedIn Matched Audiences

Through our integration with LinkedIn Matched Audiences, TrustRadius offers high-quality downstream intent data representative of buyers actively researching your products and your competitors' on our platform. By combining the data from TrustRadius with the scope of LinkedIn's audience, you can reach qualified, in-market buyers and send them relevant messages when it matters most.

Seamlessly Target In-Market Buyers on LinkedIn



1

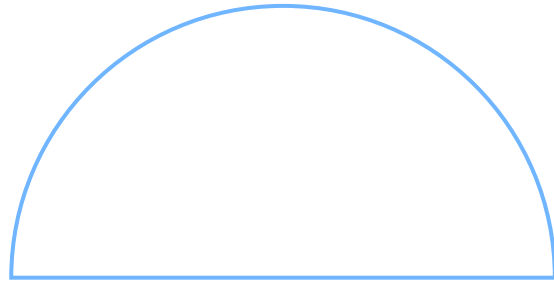
Build audience segments of companies showing purchase intent for your products and your categories in a few clicks.

2

Sync your segments to LinkedIn Campaign Manager to target the most relevant accounts—segments are refreshed daily!

3

Optimize your ad spend on in-market companies in your ICP. Ads using TrustRadius content typically perform better.



Avoid hyper-targeting

It can be tempting to narrow campaigns to the smallest, most targeted options available, but that's generally not recommended. People sometimes assume they're saving money by hyper-targeting, but they're losing out on potential ROI in the long run.

Instead, focus on the most critical aspects of the ideal audience and build broader campaigns with those as a framework for targeting. Analyze results after the campaign is live and optimize the audience based on those results. Then, let your sales team do the hyper-personalization when prospecting.



4

Intent data uses for marketing ops

As the digital ecosystem shifts away from third-party cookies, marketing ops leaders have a growing number of alternatives to consider and a tougher challenge in knowing which options are best for their needs. Many are finding intent data a capable replacement because of its many uses.



Personalize the customer journey

Use insights about customers' needs or desires to tailor messaging across multiple stages of the buyer journey—eliminating cold outreach. These personalized experiences using intent data aren't limited to winning over new buyers. Intent data can also power campaigns that target existing customers by promoting retention and offering additional products or services.



Enhance lead scoring

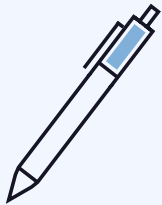
Intent data can also help influence engagement metrics. For example, 6sense uses a data-scoring model to identify and automate funnel stages, while Demandbase allows for customized funnel stages. TrustRadius' intent data can integrate seamlessly with Demandbase, and it is the only second-party intent data provider fully integrated into the 6sense platform.



Prioritize highly valuable accounts

Maintaining pipeline volume is critical, but it's also essential to prioritize high-value accounts so sales teams can manage their time effectively and close deals faster. Downstream intent data infuses valuable insights into lead-scoring models and can be a game-changing element that helps you determine where to focus.

While sales teams work to close lower-funnel accounts, marketing teams can continue building relationships with users earlier in their journey, guiding them closer to a conversion.



Update your content strategy

Use intent data to help shape content strategies that align with your brand's ICP. Share this data with the content team to better personalize content for all stages of the buyer's journey. Identify unanswered search questions or content gaps related to your products and competitors. From there, tailor content that answers those questions and move customers to the next stage.



Expedite pipeline growth

As you recognize when buyers are approaching the consideration and decision phases of their journey, develop appropriate messaging through personalized nurture campaigns and fill pipelines. Focus directly on in-market buyers closer to making a purchase decision to close sales faster and reduce wasted time and resources. Generate more qualified pipelines faster and approach good-fit prospects with better knowledge of their needs and intentions, all to accelerate the sales cycle and increase win rates.



Over 15% of our accounts increased buying stage using TrustRadius intent data in 6sense—it really helps move accounts down the ABM journey.

Emily Ross | Sr. Manager, Demand Generation | Planful



5 Tips for Building a Target Market Segment Using Intent Data

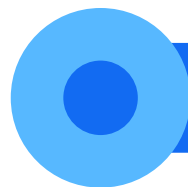
Self-reflect	Analyze your business from the perspective of a potential customer. What are clear signs of intent from your audience? Signals such as requesting a demo or extensive research are obvious points to begin collecting or analyzing intent data.
Define your ideal customer profile	Find common traits (including problems that require a solution) among existing customers. Create buyer personas for these segments.
Collect data	Regardless of whether your data is collected directly from the business or obtained through a partnership, the data will need to be collected and prepared for use.
Segment accounts based on intent	Begin analyzing data and segmenting prospects by level of intent. Multiple segments can be created based on the position of in-market buyers in the buyer’s funnel.
Target high-value accounts	Marketing and sales teams can begin using intent data to connect with high-value in-market customers, close more deals, and repeat the process.



5

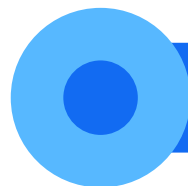
Intent data uses for
customer retention
and expansion

By aligning marketing, sales, and customer success teams with downstream intent data, you can create efficient customer retention strategies and develop more personal relationships with buyers.



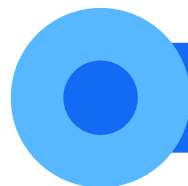
Identify churn

If an existing account appears to be researching alternatives, marketing ops can use this data to flag them as high risk and begin efforts to retain or win back the account. Proactively communicate with buyers who are considering alternatives to address objections and reestablish the value of your product or service.



Nurture existing customers and recognize cross-sell opportunities

Pair intent data with existing customer data to proactively identify cross-sell and upsell opportunities. Search for trends from existing customers to identify patterns of behavior that future customers will likely follow. Build campaigns based on that journey and offer products or services that proactively solve future needs.



Identify competitors

Intent data can be used to identify prospects who may be shopping for a category rather than a specific product. These categories can include your business and your competitors or a competitor's product or service. Use this opportunity to present additional solutions, make special offers, or create new strategies to win or retain these customers.



81%

**BOOST IN ABM
ACCOUNT ENGAGEMENT**



The TrustRadius intent audience shows a higher engagement rate than any other ABM segment—accelerating accounts through the buying journey. TrustRadius intent data and user reviews proved essential for our ABM efforts.

Zachary Perl | Growth Marketing Team Lead | LogicMonitor



Integrate intent data with existing platforms

Better recognize and understand buyer behavior throughout the stages of the buyer's journey by pairing downstream intent data with your CRM. Use downstream intent data to identify in-market buyers to target, which can improve lead management and customer segmentation.

TrustRadius intent data integrates with Salesforce, LinkedIn, and Demandbase, and it's the only second-party intent data source that integrates fully with 6sense.

Whether you're integrating with a CRM (Salesforce), paid media channel (LinkedIn), or an ABM platform (6sense, Demandbase), downstream intent data gives you deal intelligence to accelerate the cycle.

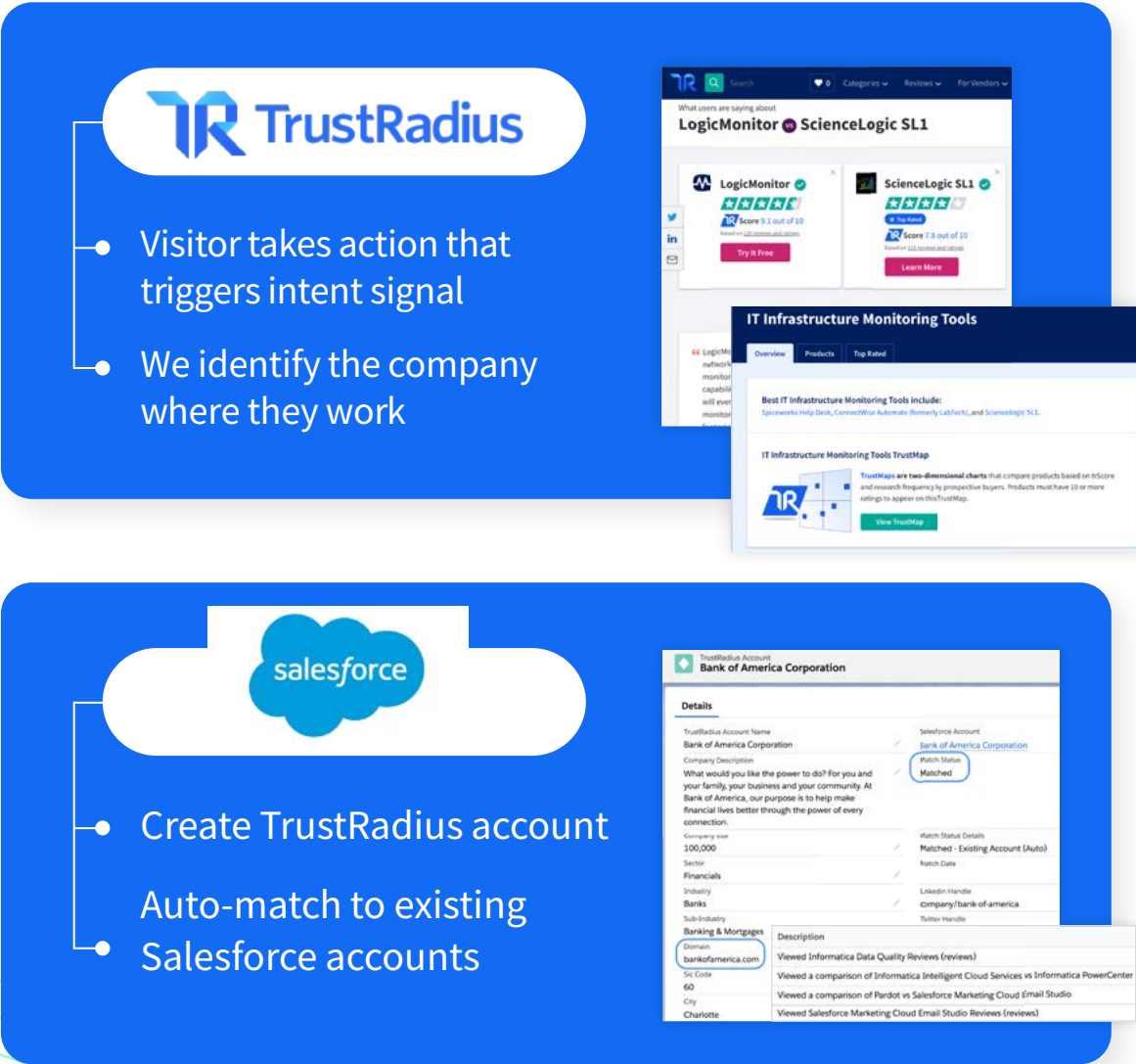
TrustRadius' Salesforce Connector app maps intent data directly to instances in Salesforce, automatically matching visitors on TrustRadius with opportunities in Salesforce at the account level.



Installing and configuring the Salesforce Connector was a breeze!
The documentation TrustRadius provides is super helpful to get everything set up in under an hour.

Jamie Gelep | Sr. Marketing Operations Manager | ScienceLogic

How Does it Work?

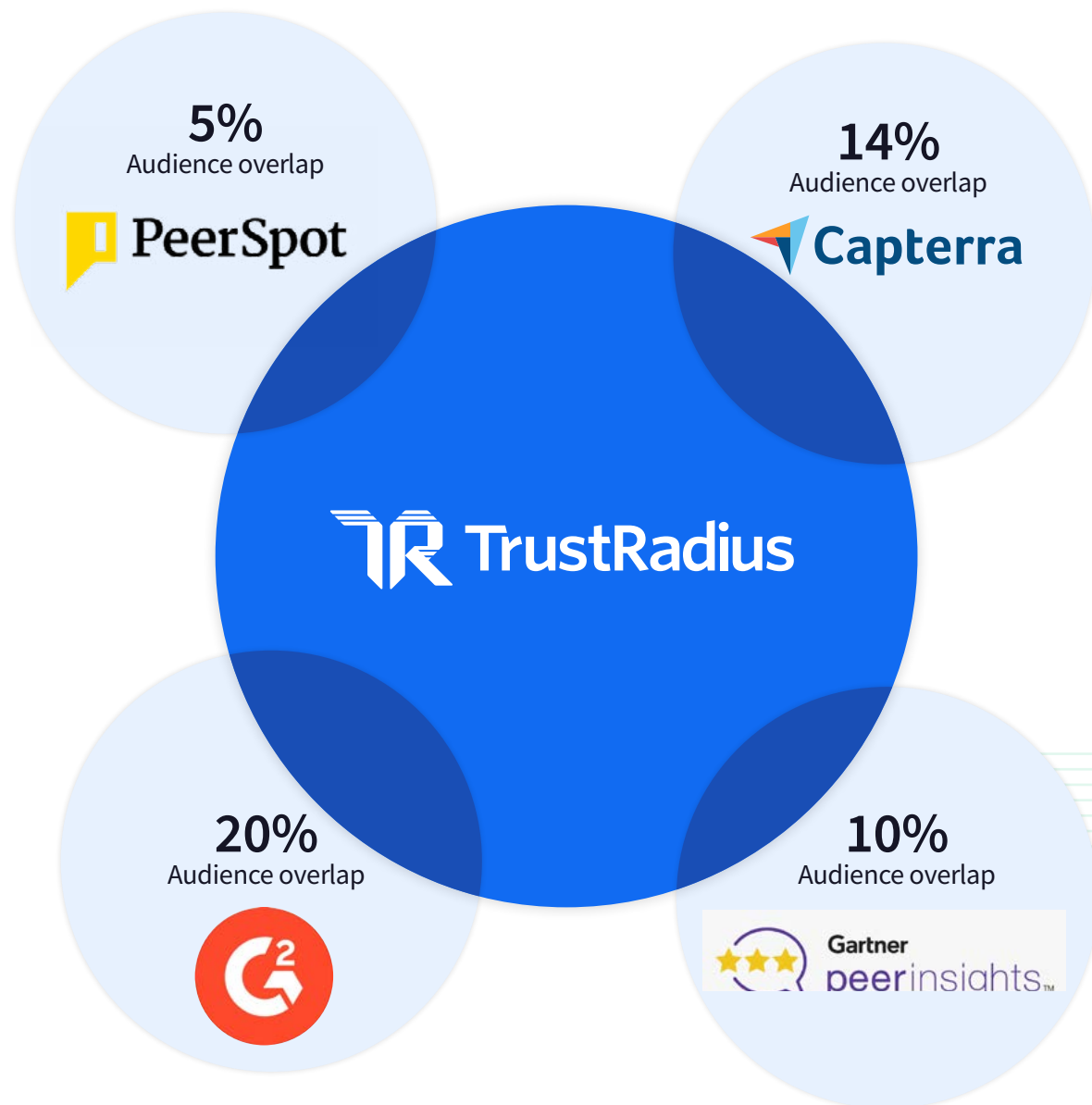




6

Not all intent data is
created equal

You Can't Reach Them Anywhere Else



Source: SEM Rush, November '21

When collected, analyzed, and applied effectively, intent data can help you understand a much larger portion of your customers' journeys and bridge gaps you didn't realize existed.

It's important to remember, however, that not all intent data is created equal. Each type of intent data has its own use, and signals can vary. Some users may appear interested in a product or service but are not in-market—at least not yet.

TrustRadius provides direct insights on whether buyers are researching your competitors and not you. Because TrustRadius has rich, vetted, unbiased content averaging 400 words per review, it attracts in-market buyers, thereby producing high-fidelity downstream intent signals.

These signals surface companies ready to make a purchase, and this data is not modeled with any other data set. Vendors can confidently target and engage in-market buyers using these downstream intent signals in their CRM, account-based marketing (ABM) platforms, or paid media channels.

Rich downstream intent signals from sources such as TrustRadius can help paint a more accurate picture for brands looking for the buyers closest to purchase.

In-Depth Content Leads to Downstream Intent Signals from Buyers

Our reviews are on average **408 words** and **4x longer** than reviews on other sites

Overall Satisfaction with Adobe Marketo Engage

Use Cases and Deployment Scope

We use [Marketo] to send our newsletters, product pushes, house our leads, make our landing pages and email alert triggers. We build all of our emails in [Marketo], upload our lists and data. Most importantly to me - [Marketo] is integrated with salesforce and it makes it so simple to build campaigns by selecting all leads.

Pros and Cons

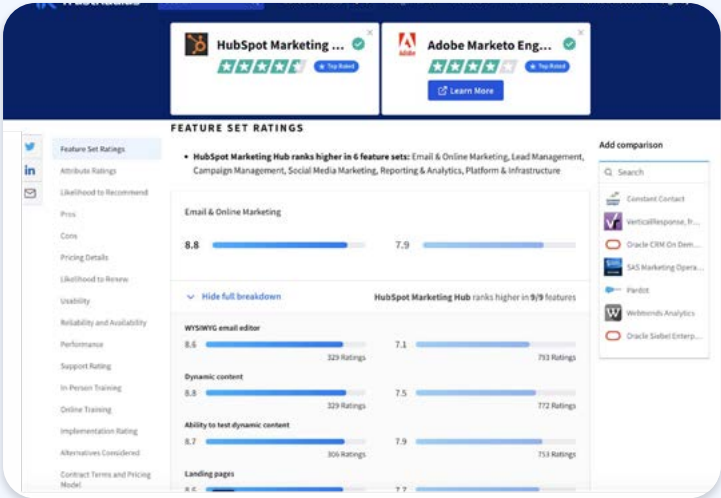
- Integrates with all of our other software [seamlessly].
- Very easy to build emails and landing pages with provided templates[.]
- Houses our data and leads[.]
- there are so many steps - [HubSpot] has way less steps and is a little easier to work[.]
- Organization on what you want to see and what you do not want to see could be different[.]

Using Marketo to Support Sales Goals

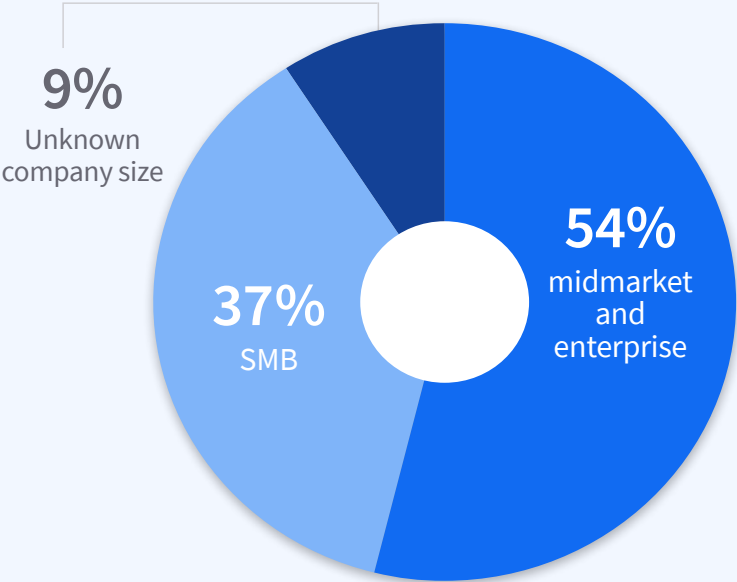
- Product Launches
- Cross-Sell
- Customer Service
- Lead Management
- Prospecting / New Business

We use it to nurture our current database and also use it to nurture and engage our new leads. We are

Buyers spend an **average of 11 minutes** on product comparison pages



We reach a **unique audience** that is **54%+ midmarket** and **enterprise** accounts



TrustRadius
downstream
intent data
customers see a

50%
—
100%

increase in ad
conversion and
ABM performance
on average

Prioritize outreach to
in-market accounts

Find new in-
market accounts

Get more yield out of
your ABM strategy

Don't miss out
on deals

Identify upsell, cross-
sell, and churn risk

Your buyers are actively researching you and your competitors on TrustRadius.

Reach and engage them to drive business growth faster.

Get started today!

About TrustRadius

TrustRadius is the most trusted research and review platform for business leaders to find and select the right software for their needs. Decision-makers across industries rely on verified, peer-based guidance and research from TrustRadius. Vendors engage and convert high-intent buyers by telling their unique stories through rich reviews. Over 12 million visitors a year create and engage with high-quality review content and data on TrustRadius.com. Headquartered in Austin, Texas, TrustRadius was founded by successful entrepreneurs and is backed by Mayfield Fund, LiveOak Venture Partners, and Next Coast Ventures.

Get in touch

hello@trustradius.com

