

State of Intent Data 2024:

4 KEY TAKEAWAYS

Jump ahead to key takeaways ▶

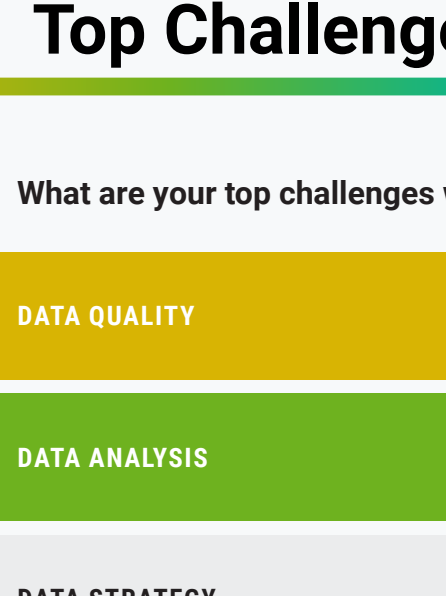
INDUSTRIES REPRESENTED

Biotech
Business Services
Computer Hardware
and Software

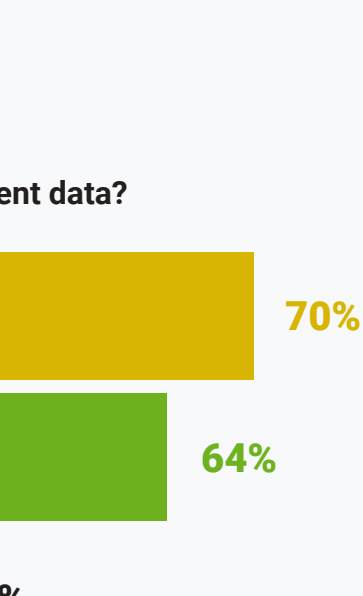
Financial Services
Healthcare
HR
IT

Insurance
Manufacturing
Telecoms
Other

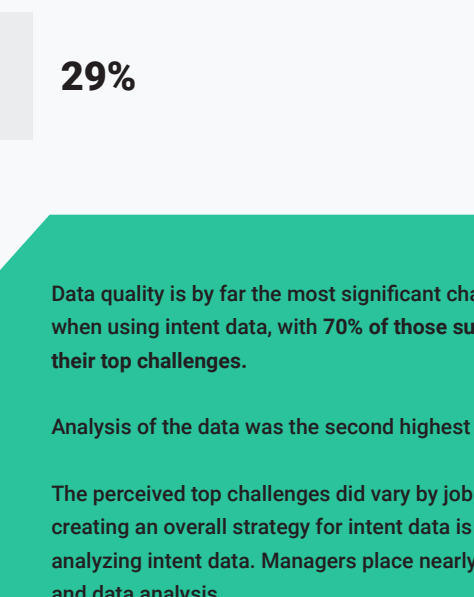
ROLES



MARKETING TEAM SIZE



MARKETING FUNCTIONS



Overall, intent data is working.

Nearly all organizations reported that their intent strategies are successful to some extent.

But we know that saying "intent works" isn't actionable. Building a successful marketing strategy that incorporates and triggers actions based on intent data and buying signals is **challenging**.

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Top Challenges

What are your top challenges when using intent data?



DATA STRATEGY

47%

DATA INTEGRATION

45%

DATA ACTIVATION

29%

Data quality is by far the most significant challenge organizations face when using intent data, with 70% of those surveyed selecting this among their top challenges.

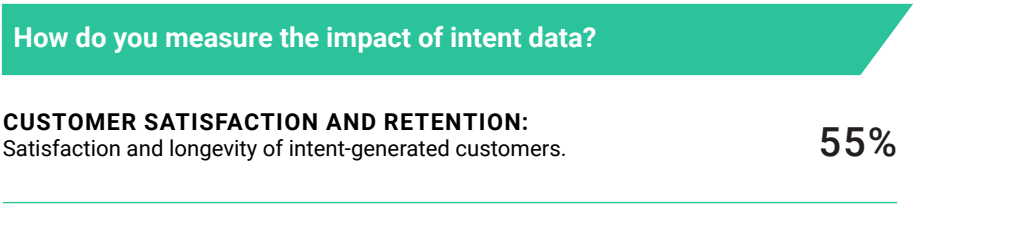
Analysis of the data was the second highest challenge for respondents.

The perceived top challenges did vary by job level. Executives said that creating an overall strategy for intent data is nearly as challenging as analyzing intent data. Managers place nearly equal weight on data quality and data analysis.

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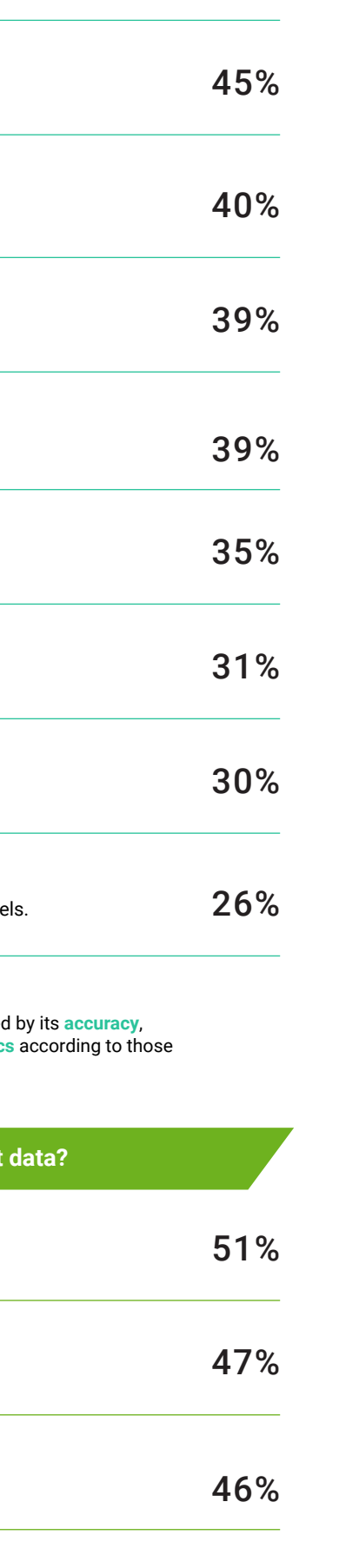
Use Cases

What are you currently using intent data for?



LEAD GENERATION

57%



Over two-thirds of intent data users surveyed are using it to increase the precision of their digital advertising programs. The second most common use case was market and competitive intelligence.

Respondents who self-reported "extremely successful" intent data programs are significantly more likely to be using intent data for account prioritization, message selection, and even event planning.

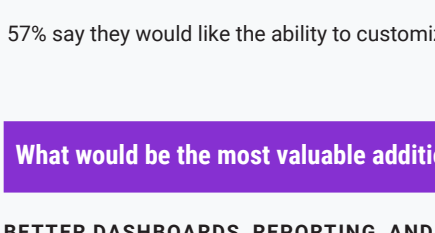
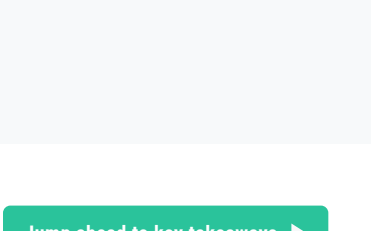
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Vendors

Number of data providers

Nearly half (45%) of those surveyed are using 2 data providers, 34% are using just 1 data provider, and 21% are using 3 data providers.

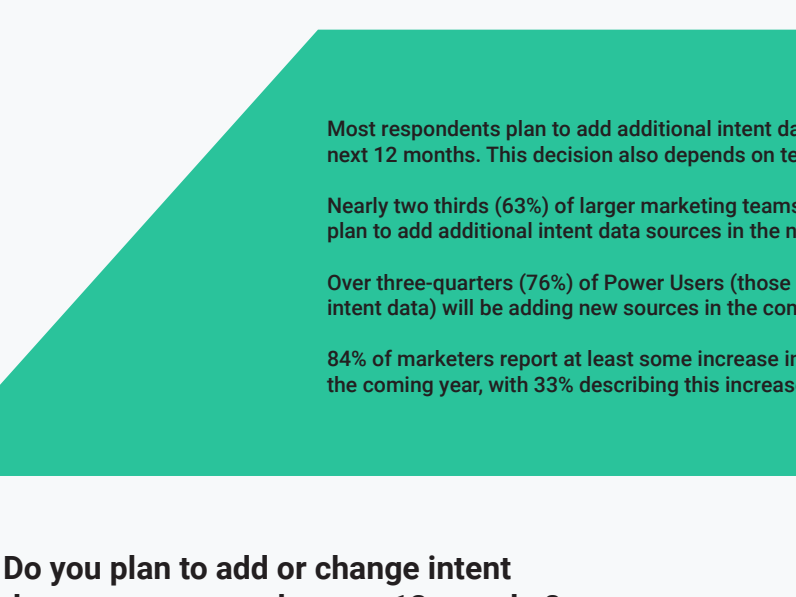
Respondents who reported the best ROI from their intent data investment are significantly more likely to use campaign execution providers (like Intentsify)



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Measuring Intent Performance

How would you rate the ROI/impact of your intent data investment?



See how Alvaria leveraged intent to scale lead generation and maximize ROI

Beyond ROI, what metrics are being tracked to measure intent performance?

Overall, 55% of those surveyed measure customer satisfaction and retention of intent-informed deals. About 52% used lead generation and conversion rates to determine the impact of intent data, and nearly half of those surveyed track the CLV and cost savings to determine impact.

How do you measure the impact of intent data?

CUSTOMER SATISFACTION AND RETENTION: Satisfaction and longevity of intent-generated customers.	55%
LEAD GENERATION AND CONVERSION RATES: Number and conversion of intent-generated leads.	52%
CUSTOMER LIFETIME VALUE (CLV): Total value/worth of intent-generated customers.	47%
COST SAVINGS: Cost of intent-generated leads/deals vs other channels.	45%
INCREMENTAL REVENUE: Additional profits gained as a result of intent data efforts.	40%
CONVERSION TIME: Time elapsed for intent-generated conversion.	39%
UPSELL AND CROSS-SELL OPPORTUNITIES: Potential for generating more value from existing intent-generated customers.	39%
SALES PIPELINE INFLUENCE: Intent-generated opportunities and deals.	35%
CLOSED-WON DEALS: Number/value of intent-generated deals.	31%
ATTRIBUTION MODELING: Contribution to conversions/revenue.	30%
CHURN RATE REDUCTION: Rate of loss of intent-generated customers vs other channels.	26%

Overall, the quality of intent data is most commonly evaluated by its **accuracy**, **cost-effectiveness**, **conversion rate**, and **engagement metrics** according to those surveyed.

How do you evaluate the quality of your intent data?

ACCURACY: Alignment with actual buyer behavior/intent	51%
COST-EFFECTIVENESS: Cost vs value of data.	47%
CONVERSION RATE: Intent-generated leads converting into customers/opportunities.	46%
ENGAGEMENT METRICS: Click-through/open/conversion rates from intent-generated leads.	41%
PREDICTIVE ACCURACY: Performance in predicting future buying behavior.	38%
DATA SOURCE DIVERSITY: Variety of intent data sources.	38%
COVERAGE RATE: % of target accounts/prospects covered	37%
INTENT TOPIC RELEVANCE: Alignment with your products/services.	34%
EXCLUSIVITY AND COMPETITION: Availability of data to competitors.	32%
SIGNAL STRENGTH: Intensity or strength of intent signal.	31%
DATA CLEANSING AND ENRICHMENT: Data hygiene/completeness/accuracy.	28%
RECENCY: Age of the intent signal when made available to you	18%

1 in 5 respondents said "accuracy" was the most valuable way to evaluate intent data.

13% said conversion rate was most valuable.

Perception of the value of different metrics varies greatly based on job function.

Digital and Performance Marketers consider accuracy to be the most valuable metric	Paid Media professionals are more likely to consider coverage rate the most valuable.	Brand and marketing/comms professionals place a higher value on conversion rate compared to other functions.	Demand Generation professionals felt that predictive accuracy is the most valuable way to measure intent data quality.
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Hear how different marketing functions use intent data in our eBook.

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Looking Forward

58% of those surveyed say that they would like **better dashboards, reporting, and integrations** into other systems to make their current intent solution more functional.

57% say they would like the ability to customize intent models based on their unique needs.

What would be the most valuable additions to your current intent data solution?

BETTER DASHBOARDS, REPORTING, AND INTEGRATIONS INTO OTHER SYSTEMS (E.G., CRM, MAP, OTHER INTENT VENDORS)	58%
ABILITY TO CUSTOMIZE INTENT MODELS BASED ON OUR UNIQUE NEEDS	57%
A CONVENIENT AND EASY WAY TO VIEW INTENT INTELLIGENCE	53%
THE ABILITY TO EASILY SHARE INTENT INSIGHTS ACROSS THE ORGANIZATION	50%
MEANINGFUL WEIGHTING OF INTENT KEYWORDS/TOPICS	38%

Smaller marketing teams (1 - 6 employees) feel strongly that the most valuable addition to their intent data solution would be having a convenient and easy way to view intent intelligence.

60% of marketing teams with 10+ employees want the ability to customize intent models based on their unique needs.

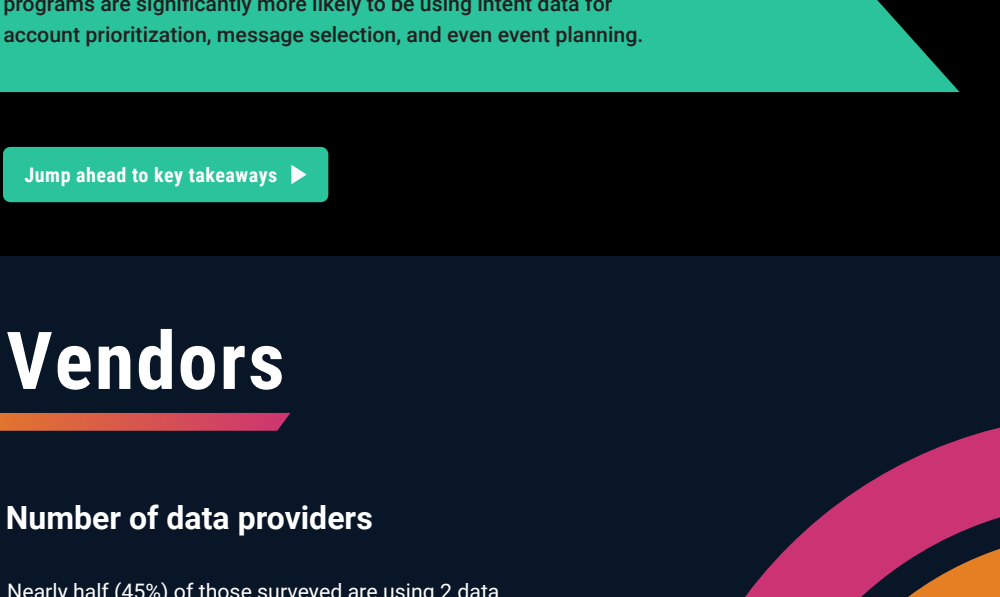
Most respondents plan to add additional intent data sources over the next 12 months. This decision also depends on team size.

Nearly two thirds (63%) of larger marketing teams with 10+ employees plan to add additional intent data sources in the next 12 months.

Over three-quarters (76%) of Power Users (those who rely heavily on intent data) will be adding new sources in the coming year.

84% of marketers report at least some increase in intent data budgets in the coming year, with 33% describing this increase as significant.

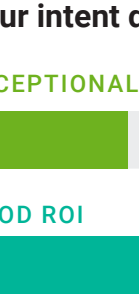
Do you plan to add or change intent data sources over the next 12 months?



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Key Takeaways

1. Invest in quality data



The top challenges marketers report with intent data are data quality and analysis. While there are various methods of assessing the success of intent-based marketing programs, it's also important for data providers to be transparent about the data itself (e.g. the exact source of third-party intent signals). For easier data analysis, AI-powered platforms like Intentsify do the heavy lifting with customized intent models and reporting dashboards.

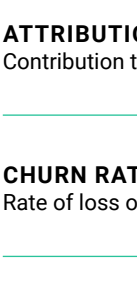
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2. Expand your use cases

According to our survey, respondents are leaving some use cases on the table. Perhaps that's because tracking buying signals and research patterns can be difficult to understand and even harder to action. Intentsify can solve that problem by giving go-to-market teams the playbook for turning buying signals into revenue.

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3. Create a signal-based marketing strategy



Respondents who reported the best ROI from their intent data are significantly more likely to use campaign execution providers. With a built-in managed service for content syndication and digital advertising programs, Intentsify customers can leverage buying signals across brand and demand programs to drive pipeline and accelerate revenue. That's how you turn intent data into impactful signal-based marketing.

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4. Go beyond intent

Marketing teams are planning to add data sources and budget to support intent-driven programs. With expanded intent signal coverage at the contact level, Intentsify customers are getting a better view of buying group activities, needs, and priorities. We're talking 1.1 trillion monthly intent signals plus contact data, firmographic data, digital data, and technographic data.

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Intentsify empowers B2B marketers to turn buying signals into pipeline by enhancing conversions among decision makers at priority accounts throughout their buying journey. Combining an unrivaled portfolio of data sources and an industry-leading media ecosystem, Intentsify enables integrated, signal-based marketing programs for revenue acceleration.

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