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FOR IMMEDIATE RELEASE

INTENTDATA.IO ANNOUNCES THE LAUNCH OF CONTACT LEVEL™ INTENT DATA TO DRIVE B2B REVENUE GROWTH

The Boston Area Marketing Technology Company Helps B2B Marketing & Sales Teams Identify Active and Interested Prospects, Improve Results and Deliver Better Buyer Experiences

BOSTON, MA, June 20, 2019 – IntentData.io, Inc. today announces the official launch of its company and access to its advanced Contact Level™ Intent Data. B2B marketing and sales teams are facing skeptical, overwhelmed buyers. Returns are falling. Investments in marketing technology often underdeliver. The market needs a solution, not a fix. IntentData.io is a solution.

IntentData.io helps marketing and sales teams identify the key B2B managers and decision makers who are currently researching a given product or service. The data is entirely publicly sourced and complies with high profile data privacy guidelines like General Data Protection Regulation (GDPR). Each lead includes full contact details for the active buyer. The data is used by marketers searching for new prospects, account-based marketing teams seeking additional targets, event marketers and sales teams seeking deal intelligence and working to reduce churn.

Because the active contacts are identified, IntentData.io information helps companies achieve outcomes including an 82% reduction in the length of sales cycle and a 50% close rate. It's a compelling alternative to data sources which provide static verified information and 3rd party intent data based on anonymous account level observations.

"Great data is table stakes today," said Yvonne Haendel, IntentData.io President and CCO (Chief Customer Officer). "Customer outcomes also depend on proper activation of the data. We're focused on providing the best data, and the most complete onboarding and orchestration options to help companies fully leverage the power of true Contact Level Data. Providing additional resources from business development representatives to managed paid social nurturing and ABM planning, we're determined to help clients drive revenue growth from our data."

"Intent Data has been a black-box mystery for too long," said Ed Marsh, IntentData.io CRO (Chief Revenue Officer). "Not only do we believe that knowing WHO is active is more important than what companies, we also are focused on providing granular context and control to maximize value across use cases, and data that doesn't potentially conflict with terms of service at the source."

Subscriptions to IntentData.io data are quarterly and provide more flexibility than the longer one-year contracts common among data providers. For less than the cost of an additional sales person, revenue growth teams receive information which supports various marketing and sales use cases including:

- Demand Generation
- Account-Based Marketing and Target Account Sales
- Event Marketing
- Complex/Strategic Sales
- Loyalty & Churn
- Competitor Tracking
- Custom Audience Nurturing
- Deal Intelligence
- Conversational Marketing

The data is available in tailored streams which can be delivered directly into common marketing automation and CRM platforms. It's also available in Excel formats for detailed analysis and review.

The company is a sponsor of the Competitive Marketing Summit, October 7 - 9, 2019 in Denver, Colorado.

About IntentData.io
IntentData.io, Inc. is a woman-owned marketing technology firm that provides third-party intent data to enhance clients' demand generation and support account-based marketing (ABM). Through a suite of intent data and activation services, IntentData.io closely aligns companies' sales and marketing departments, by offering tailored intelligence pertinent to both. Specifically, IntentData.io provides individual level contact details and granular context, based on competitor and industry engagement.

Visit us at IntentData.io. and connect with us on twitter.com/IntentData_io, linkedin.com/company/intentdataio, facebook.com/IntentData.io and instagram.com/intentdata.io/

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