B2B marketing and sales rely heavily on data. But what happens when you have too much data? Ciphering through it all can take countless man-hours and leave a ton of room for human error (aka chasing down the wrong accounts).

Enter AI-powered customer data platforms, and you have a solution to navigating through the noise to find your golden nuggets.

With intent signals, you can score your accounts to see who’s ready to buy right now (and who still needs a bit of nurturing). Let’s take a look at how it all works.

What Is Intent Data?

Intent data consists of behavioral data collected from around the web. It showcases the products/topics a given account is researching and interested in based on the content they’re consuming. If the intensity of that interest gets to a certain level, then intent signals go off.

So in a nutshell, intent data uses two insights to score an account:

- An account’s interest in a topic related to your industry (behavioral data)
- The why behind the search (context)
How Is Intent Data Used in B2B Marketing & Sales?

There are six ways B2B marketing and sales teams use intent data and signals:

1. **Automated Outreach**: Create rules to add leads within accounts showing high intent on given topics to automated programs (nurture emails or sales cadences).
2. **Sales Prioritization**: Empower your salespeople with intent signals, so they only reach out to accounts who are ready to buy.
3. **Personalized Marketing Campaigns**: Go beyond first names; deliver content (emails, ads, blogs) that are tailored to the account based on the products they’re interested in and where they are in the buyer’s journey.
4. **Account-Based Marketing**: Build accurate target account lists for your ABM strategies.
5. **Ad-Targeting Campaigns**: Take your ads to the next level with high-accuracy targeting, which can help boost conversions.
6. **Predictive Scoring**: Know the likelihood of an account converting before engaging with them, and know which accounts to re-engage based on intent signals.
3 Tips to Keep in Mind

As you begin incorporate intent data into your marketing and sales initiatives you’ll want to keep the following in mind:

1. **Be very specific:** Being picky will help you gather accounts who are indeed interested in buying your product/service. Narrow the search terms/topics to ensure this. For example, “sales enablement” is good, but adding related topics “sales effectiveness” or “CRM software” into the mix will fine-tune your results.

2. **Remember that context is everything:** Without context, you’ll end up targeting accounts that aren’t in-market for your product but are merely researching the industry for other purposes. Make sure to use ICP data to ensure they’re an ideal match.

3. **Combine predictive, persona, and intent scoring:** Intent data will only be useful if you combine it with actionable intelligence. Use predictive and persona modeling to eliminate misleading intent signals. If the “who” doesn’t match your ICP for a particular product or service, then you can avoid targeting the account.

**Intent Data Is a Part of the Solution (Not a Silver Bullet)**

As we’ll always say, intent signals aren’t the be-all-and-end-all of B2B marketing and sales. You’ll need to implement intent scoring into your overall marketing intelligence strategy. The more data and analytics you have, the more value you’ll find behind the intent signals.

If you’d like to learn more about intent data and marketing strategy, watch our webinar entitled **Leverage Account Intelligence and Intent Data to Win.**

WATCH WEBINAR