



# 6 Ways to Optimize your Sales and Marketing *with* Intent Scoring



# The Rise of Intent Data

Intent data is rapidly gaining popularity in the B2B Sales and Marketing space, and it's easy to see why.

Imagine knowing when prospects are in-market for a product like yours—and then snapping them up before your competitors get anywhere near!

But like any other data category, the greatest challenge of intent data is making sense of it all. There are literally thousands of intent topics to choose from, across an increasing number of intent vendors. How can you know which to focus on?

## UNFAMILIAR WITH INTENT DATA?

Check out **Considering Intent Data? 5 Things You Need to Know First**

[READ NOW](#)

# Intent Scoring Unlocks the True Power of Intent

Leadspace Intent Scoring lets you unlock the power of intent, using Artificial Intelligence (AI) to aggregate all the relevant intent signals for you, and combining them into a single Intent Score that shows when an account is demonstrating “Low”, “Medium” or “High” buying intent. You can even create multiple, custom scoring models—for example, to target different product lines or target markets.

You can also gain insights into what topics each prospect is showing interest in to understand why they are scored as they are.

**In this guide, we’ll cover 6 ways B2B companies are using intent scoring today to improve Sales and Marketing performance, and drive greater revenue.**



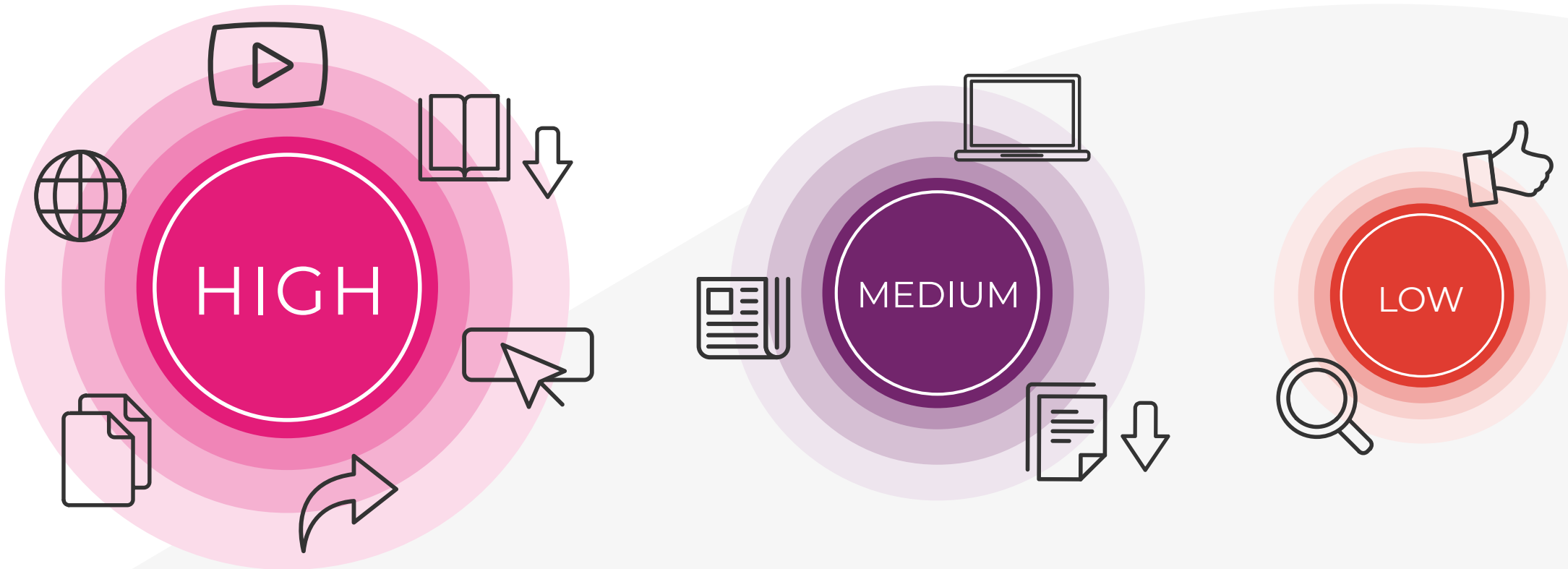
# 01

## Sales Prioritization

This is the most common use case of intent data.

Together with a robust ICP, adding intent scoring into the mix gives reps an extra layer of accuracy when prioritizing which accounts to go after.

So for example: “Low”-intent accounts can be ignored; “Medium”-intent accounts are showing enough interest to route into a marketing nurture stream; and “High”-intent accounts are ready for a Sales or SDR call right now!



## 02

# Marketing Personalization & Prioritization

Intent has many useful applications for Marketing as well.

Knowing when a particular lead belongs to a High/Medium/Low-intent account makes segmenting and personalizing campaigns a lot more accurate and efficient. (You will also need a strong lead-to-account matching solution to connect the dots effectively though, as B2B intent data is purely account-level.)

For example, if you create a different scoring model for each of your product lines, you can see not only who's showing buying intent—but *what* solution or solutions they are currently in-market for. That can help you more accurately segment and target your campaigns, and serve personalized content that speaks to each prospect's current needs and interests.

This isn't just a "nice to have". Customers today have come to expect high levels of personalization—and when they get it, they tend to spend more. Crucially, a study by Deloitte found that customers want that personalization to extend beyond personalized communications—i.e. they expect brands to offer products and services that are tailored to them.

**77%** of consumers have chosen, recommended, or paid more for a brand that provides a personalized service or experience.<sup>1</sup>

<sup>1</sup> Forrester

## 03

# Reach Your Buyers Precisely Where They Are in the Buyer Journey

Another, closely-related aspect of personalization is engaging each prospect in a way that's relevant to their particular stage in the buyer journey, and can effectively move them to the next stage.

Two accounts may be equally qualified for a particular solution and showing some intent to buy. But if one is scoring highly and the other is showing lower intent, you need to engage with them very differently. There's no point having an SDR cold call a low- or medium-intent account. Similarly, you wouldn't want to waste time sending a thought-leadership ebook to an account showing high-intent.



**LOW INTENT**



**MEDIUM INTENT**



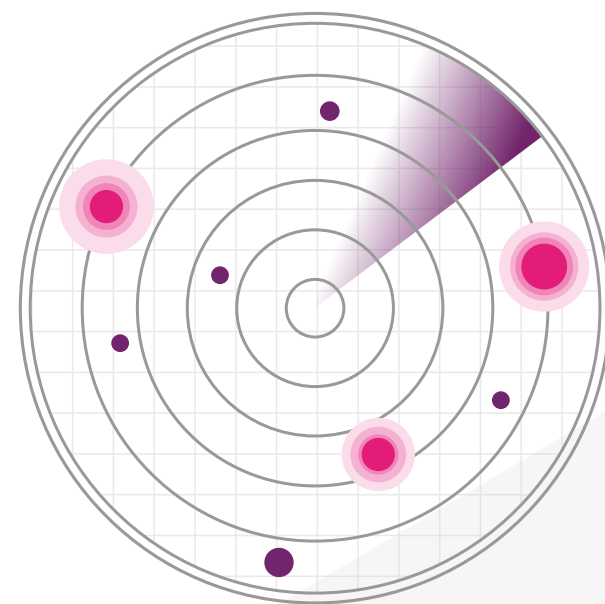
**HIGH INTENT**

## 04

# Finding New Accounts

Intent Scoring can support outbound marketing campaigns, by flagging new accounts who are showing significant intent to buy, and even helping you break into new markets you hadn't considered selling into previously.

For account-based marketing (ABM) in particular, intent scores can be a powerful tool when compiling and prioritizing target or "named" account lists. Combined with other account and lead scoring models like Predictive or Persona scores, Intent Scoring can inform which accounts should be on your list, how high a priority they should be, and for whom (Marketing/SDRs/Sales).



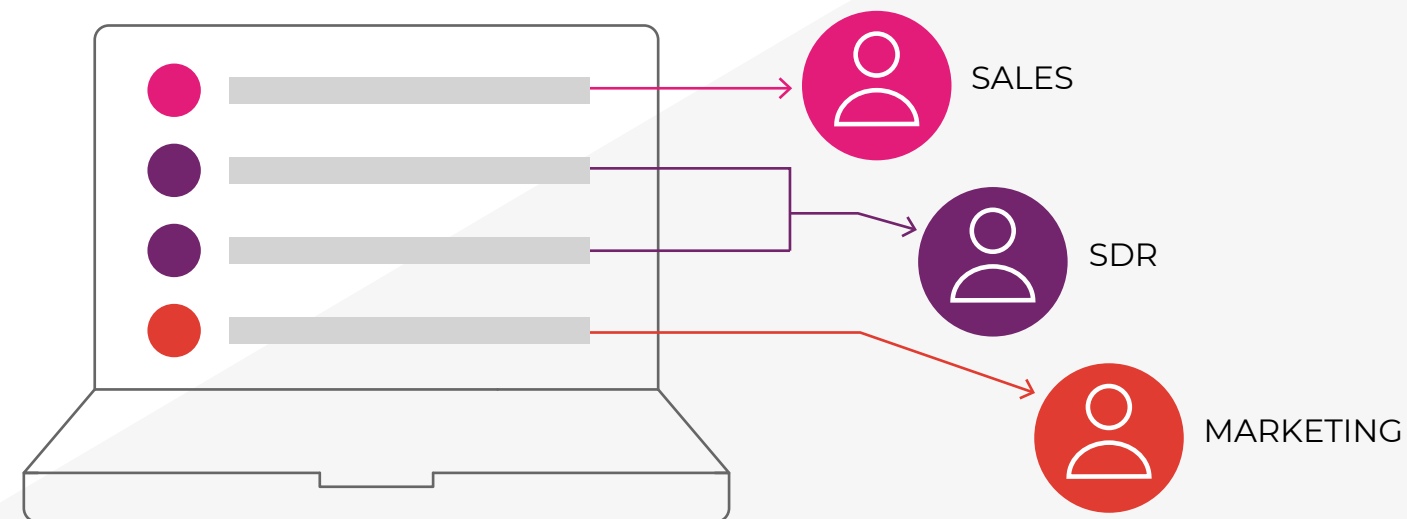
## 05

# Sales-Marketing Alignment

As with other scoring models, Intent Scores are a great way to help align Sales and Marketing, for all of the reasons detailed previously.

When all your teams are working from the same “source of truth”, and can monitor how much interest each prospect is showing and in what topics, that makes everything from prospecting to routing to messaging a whole lot easier, quicker, and more efficient.

For lead routing in particular, Marketing can save time and reduce friction with Sales by knowing whether a lead belongs to an account showing high enough intent to warrant passing to Sales or SDRs—or if they need more warming-up with a nurture campaign.





# 06

## Database Reactivation

Intent Scoring can also help you reactivate your database, by flagging known accounts that previously went “cold”, but have recently shown resurgent buying intent.

On the flip-side, a qualified prospect who’s not currently in-market can be pushed into a nurture stream, to try to ignite an interest.



Discover how you could be using  
Intent Scoring to drive better results.

[BOOK A DEMO](#)

