

# Checklist: How to Select an Intent Data Provider

Investing in an intent data solution is one of the best decisions you can make for your go-to-market strategy. However, there are a lot of solutions out there, and you need to make sure you've chosen one that will give you a return on that investment.

## KEY THINGS TO LOOK FOR:

### **First, Second, and Third-party Data**

Having more data sources paints a much clearer picture of your audience and their true intent. It also prevents incorrect information from tainting the dataset.

### **Broad Range of Online Activity Data**

To get a better idea of intent, it is critical to monitor various online channels to identify prospects truly interested in your product or service.

### **Recent Data**

By tapping into fresh data, marketers can focus their attention on prospect behavior that reflects current market conditions and business needs.

### **Powerful Analytics Capabilities**

To get the greatest return on your investment, find a provider with the ability to analyze and weigh intent signals to find meaningful patterns.

### **Security and Privacy Compliance**

It is important for the solution to provide:

- Full transparency to customers as to what you plan to do with their data.
- A clear path to opt-out of communications and to control their data.
- Timely reporting for any security lapse so it can be remediated quickly.

### **Seamless Integrations**

An intent data tool should help all marketers do their jobs more efficiently through automated transfers of data with CRM, marketing automation, and data management platforms.

**To learn more, download our eBook,  
How to Select an Intent Data Provider.**