Anteriad

# 10 Ways to Put Intent Data to Work

Intent-Based Marketing Series: Part 3

In our previous eBooks in this series (Part 1: Quick Start Guide and Part 2: Using Intent at Every Stage of Your Funnel), we established that intent data is a multi-functional solution that can improve results at every phase of your sales and marketing process. Here are the 10 ways B2B marketing teams are leveraging the power of intent to fill their pipelines, engage targets, and guide prospects all the way to a sale.

## 1. Outsourced Lead Generation

Maybe your organization wants to leverage intent data but is not able to allocate the necessary budget or the manpower to build an in-house solution. A more workable alternative might be to import ready-to-work leads generated by an intent monitoring platform. When reviewing possible lead generation partners — like content syndicators and tele-prospecting sources — be sure to ask vendors whether they use intent data in generating the leads they send you, and listen carefully to their responses. The growing popularity of intent data is no secret, and many marketers have begun working the word "intent" into their marketing — including those who incorporate intent data only in the very loosest sense.

**Benefits**

- Higher lead quality than traditional methods can deliver
- Higher conversion rates
- Improved ROI from your lead-generation budget
- Near-immediate availability of sales-ready leads

**How to get started**

1. Choose a provider with a proven track record of success. Questions to ask include:
   - What is their quality control process?
   - Do they offer first, second and third-party data?
   - What are their analytics capabilities?
   - Do they monitor a broad range of online activities?
   - How do they validate lead contact information?
   - What is their lead replacement policy?
   - Are their programs exclusive, or will your content appear with other brands or competitors?
   - How do they use intent to narrow a campaign's target audience?
   - Does their data integrate into your existing tools?
   - What are their security and privacy standards?
   - Is their data recent and up-to-date?
2. Specify the types of leads you're looking for and include firmographic and technographic information. Note that campaigns from providers who cannot target by firmographic and technographic data may result in fewer marketing or sales qualified leads.
3. Be collaborative in developing the keywords and topics used for their intent data research.
4. Set up your lead feed to integrate directly with your CRM and/or marketing automation platform.
5. Add leads to a relevant nurture program to engage them as soon as they are received, and trigger a sales alert email to notify the appropriate salesperson of their new, high-priority, sales-ready lead.

## 2. Prospecting

A good intent monitoring platform will deliver a steady stream of quality prospects week after week, month after month. Unlike other lead-generating approaches based solely on firmographics (company size, industry, geography, etc.), intent data alerts you to organizations who have shown interest in keywords indicating a potential buying cycle for your products – before they ever reach your website or opt-in to your marketing programs. That means your team wastes less time on leads who aren't even close to being in market for your product, and they can focus on those who have, by their online activity, given you a head start on the qualification process.

**25% MQL**
**30% SQL**

**For OpenText, incorporating intent into their prospecting lead to a 25% increase in inquiry to Marketing Qualified Lead (MQL) and 30% increase in MQL to Sales Qualified Lead (SQL) conversion**

**Benefits**

- Less time wasted on prospecting and working low-quality leads
- Intel on what targets are doing today, rather than relying on historical data
- Opportunity to engage prospects during the buying decision phase that would otherwise be missed by other programs

**How to get started**

1. Create a dedicated campaign for each of your products and services. This will allow you to more accurately nurture each prospect, as well as notify the appropriate sales representative. Depending on your marketing stack, sales territories, and variance in sales role best practices, you may even want to create dedicated campaigns not just by product, but by sales team/role as well.
2. Define your target prospects by selecting the appropriate firmographic filters of industry, company size, revenue, and location. If your sales territories are geographically based, consider dedicated campaigns for each sales territory, which will allow you to send alerts to the right sales development representatives.
3. Beyond firmographics, consider adding a filter for technographic requirements that might help you identify more actionable prospects. This is especially relevant for B2B software-as-a-service (SaaS) organizations who offer subscription models to small, mid-sized and enterprise customers. Remember, technographic requirements may be different for each product or service campaign, and the more targeted your campaigns are, the more effectively you'll be able to engage and nurture leads once they are identified.
4. Since prospecting is all about finding net-new accounts for sales development, be sure to suppress any current customer and prospect domains by uploading a suppression list. (We'll explore campaigns appropriate for customers and engaged prospects later.)
5. Set contact parameters to define the decision maker or influencer you are trying to reach.
6. Identify the narrowest keyword and topic category available in your intent data monitoring system that most closely describes your product or the problem your services solve.
7. Set up an alert to come from your MAP, from your CRM or straight from the intent monitoring platform to notify the appropriate sales development representative of new companies spiking on your topics. If your sales teams are responsible for multiple product lines, make the alert as specific as possible, including campaign descriptions to make it easy for reps to quickly engage the prospect on the right product or topic. Including potential prospect contact information will help save your reps valuable research and discovery time as well.

Advanced step:

8. For businesses with multiple products or solutions: Create a campaign reflecting your ideal target profile and include topics for complementary product lines to identify the best prospects for package deals. (See more under Topics for Content Marketing below.)

Your sales team can focus their efforts on leads who have, by their online activity, given you a head start on the qualification process.

## 3. Account Prioritization

When B2B sales teams decide which accounts to focus on, the approach can vary from day to day and from rep to rep. Intent monitoring lets you determine a baseline level of online activity around your selected topics and alerts you to "spikes" that indicate a buying decision could be forthcoming. When those spikes occur, there's no need to wait for lead scoring or other qualifying thresholds — your sales team has all the incentive they need to jump in and capitalize on those opportunities ahead of your competitors.

**Benefits**

- Less guesswork in determining which accounts to focus on
- Improved productivity for your sales reps
- Fewer missed opportunities
- How to get started

Here you'll use a similar strategy to the one you used for prospecting, but instead of selecting companies to include in your campaign by firmographic criteria, you'll narrow the scope to include only the accounts in your target account list. This is particularly useful for organizations employing an ABM approach to sales.

1. Set up individual campaigns that align with each of your account team assignments.
2. Upload the appropriately named account domain list to each campaign. Depending on the size of your sales territories, you may want to do this by regional territory or by account representative.
3. Using the keyword and topic best practices noted earlier, create intent data campaigns focused on each of your products and/or account teams. Just as in prospecting, you'll want these topics to be as narrowly focused on your product as possible.
4. Set up automatic alerts for spiking activity on those categories.
5. Focus sales follow-up on any accounts with spiking activity.
6. Consider triggering appropriate mid-funnel content campaigns to contacts at spiking accounts.
7. Lastly, decide how spiking intent should impact any lead scoring or activity/moment tracking you have in place. Some organizations find it useful to track spiking interest in specific topics as interesting moments; for others, inclusion in a specific campaign is sufficient

## 4. Topics for content marketing

The problem with most marketing automation platforms is that they rely on user-defined lead scoring for engagement with existing content and assets, which does nothing to help you understand which other topics your targets might be focused on. Furthermore, beyond dynamic customization based on demographic and firmographic segmentation, most content nurturing programs still apply a "one asset fits most" nurturing model. But what happens when that asset isn't really of interest to your target? Intent data helps you fill this gap by showing you which topics your targets are researching, particularly the long-tail search terms that are vital to your SEO, content marketing, and lead generation success.

**Benefits**

- Ability to identify new topics to expand your content marketing library
- Alignment of content topics with account and/or target interests
- Improved SEO from leveraging long-tail search terms in your content
- Increased media spend ROI

**How to get started**

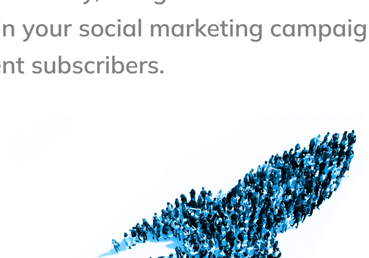
1. Determine whether you want to explore topics for a known account list or to discover topics by segmentation. To ensure relevance, define campaigns based on the narrowest segmentation parameters possible.
   a. Account-based exploration: If you are exploring topic interest for known accounts, consider a campaign including all your accounts, then create additional campaigns based on account groupings such as business problem, size, industry, technology maturation, etc. Your strategy will also vary based on the number of topics you are exploring. The wider the list of topics, the narrower your segmentation should be.
   b. Segmentation-based exploration: As in account-based exploration, you might want to have one general campaign and several more targeted, firmographic-based campaigns to discover differences in topic interests based on industry, company size or technology usage. For example, for a marketing software company, interests are likely to vary dramatically based on whether companies are using Mailchimp or Oracle Marketing Cloud.
   c. General topic exploration: This approach can give you a sense of other topics you may have yet to think of that are broadly trending and worth capitalizing on. Here, instead of exploring narrow topic relevance to accounts or limiting topic discovery by segmentation, you create a broader campaign audience to discover how your topics might rank relative to other industry trends. This approach can also help you identify which of your topics might be better at attracting non-endemic prospects to your marketing programs.
2. For each scenario, start by defining your audience. For account-based topic exploration, upload a list of your target accounts; for all others, define targets by firmographic and technographics.
3. When selecting keywords, expansiveness will serve you well. Add all the keywords related to your products and services, as well as keywords representing the problem you solve or related pain points. Use the search function or consult the keyword list provided to identify as many relevant keyword topics as possible. Just as you would in SEO exploration, include any similar keywords available to discover all the ways your potential target might be looking for you.
4. For topic campaigns, choose a 30-day report parameter. Any less than that and you'll miss important trends. Any more and the results become less relevant.
5. Once your campaign is set up, generate a keyword summary report showing increased activity.
   a. Account-based exploration: This will show you the topics in which each of your current accounts or prospects has exhibited an increased interest. Develop content on these topics, then target each of the spiking accounts with related digital ads and micro-targeted email campaigns.
   b. Firmographic-based exploration: This will show you topics related to the segments you defined. Topic interest can range dramatically by industry and company size, so be sure to experiment to discover differences that can dramatically improve content engagement. This approach is best used to identify topics with the widest appeal that are best suited to demand-generation content — like white papers and eBooks — designed to bolster your inbound leads.
   c. General topic exploration: In this case, you'll explore the keyword potential report. Here you'll see a list of the top 100 keywords for each campaign audience, ranked by number of companies with spiking interest. Think of this as a "wild card" search. Your most compelling results will occur when you have a narrowly defined audience, but even broad audience campaigns can yield keyword topics you might not otherwise have considered. This is a great way to discover non-product related topical content that can add personality and interest to your blog and newsletter strategy.
6. Be sure to revisit your topics quarterly and optimize your content calendar accordingly.

## 5. Improved Digital Campaign ROI

You can leverage intent data to improve the performance of your ABM campaigns by watching for spikes in current prospects' activity and using this intelligence as the basis for retargeting. For example, if your company sells data security software and you notice a spike in a prospect's activity related to data breaches, this could indicate that they've had a breach or that they've identified holes in their current security system. You can launch a campaign to retarget the organization through display ads, programmatic marketing, social media ads, and other approaches offering whitepapers and other educational content on data security best practices. Alternatively, using contact lists generated by intent monitoring campaigns as the target audience in your social marketing campaigns can be a great way to generate new leads and gain opted-in content subscribers.

**Benefits**

- More strategic use of budgetary dollars
- Improved campaign ROI
- Increased, higher-value marketing-qualified leads



**How to get started**

1. Use what you learned in Topics for Content Marketing (see #4 above) to identify and develop your ABM and demand generation content strategies.
2. For ABM digital campaigns, set up intent monitoring limited to your named account list that corresponds to your content marketing and product topics. Have topic-specific retargeting campaigns ready to launch. Generate a weekly domain list reflecting spiking accounts and use it to update your digital campaign target audience.
3. For demand generation, use similarly designed intent monitoring campaigns to identify companies with increased interest. Generate and download contact lists for each prospect company, then use these lists as your target audience for campaigns on social media platforms like Facebook, LinkedIn, and Twitter.
4. In each instance, set your intent data platform to send weekly alerts reminding you of which accounts and prospects are spiking on specific topics.

## 6. Advanced Nurture Streams ROI

Many B2B marketing teams take a "one size fits all" approach to lead nurturing, only segmenting after a lead has taken a specific action to engage with the brand. With intent data, you can create a more customized approach to nurturing based on what your data tells you about the target. For example, you can segment targets who have demonstrated an interest in your company from those who are researching a product. Those who have researched your company may receive a stream of messages focused on customer testimonials, your brand attributes, and your key differentiators. Targets who are searching for products require a more general approach, focused on determining their needs and prioritizing the product features that are most important in achieving their goals. For example, you can target new leads from organizations already exhibiting intent in your category with more middle-of-the-funnel content than you might deliver to a new lead at an unknown company with no exhibited intent.

Or, if your organization has multiple product lines, you can use intent to personalize a visitor's website experience and to immediately drop them into the appropriate product-specific nurture stream — without ever needing them to select product interest on a form. End result? Leads that move through your funnel faster, and better campaign ROI.

**Benefits**

- Ability to tailor nurture campaigns to targets' actual interests
- Increased engagement
- Faster funnel conversions

**How to get started**

1. Create separate intent monitoring campaigns focused on groups of categories (for example, one group for topics related to your company, another for topics related to your products).
2. Define and, where necessary, build the advanced nurture streams you want triggered for each intent monitoring campaign.
3. Synchronize domains and/or contacts with spiking intent for each of your intent campaigns to the corresponding nurture stream, campaign, list, or workflow in your marketing automation or CRM platform.
4. For website personalization, make sure you have a designated data field that drives account segmentation based on intent data and develop a workflow that updates that field accordingly. This will allow your marketing automation system to automatically personalize the landing page experience based on the intent profile you've created for that domain.

## 7. Renewals and Competitive Threats

Intent data isn't just about leads and prospects. You can also monitor your customers' activity and set up alerts for specific behaviors. For example, you can create campaigns limited to your customer account list focused on your category name or on your competitors' names, products, or solutions. If you see spiking activity from one of your customers in one or more of these categories, it could indicate a threat to renewal. An alert could be sent to the account manager, who can call the customer to find out what the cause may be and to offer a solution that keeps the customer in your fold.

**Benefits**

- Improve customer retention

**How to get started**

1. Build intent monitoring campaigns focused on keywords and topics that describe your category and that of your competitors. This will be similar to the process followed in Account Prioritization (see #3 above), except instead of uploading a list of prospect accounts, you'll upload the list of current customer domains.
2. Set up automatic weekly email notifications for each account owner informing them of spiking activity on their accounts.
3. Define and implement a process for customer engagement. This may be a timely occasion to schedule an account review or additional training that can remind your customers of the benefits of using your product or alert them to services and features they may not be using.
4. Consider using this spiking behavior to trigger delivery of a case study, market research, advanced tips, or reengagement nurture series to reinforce the customer's initial purchasing decision.

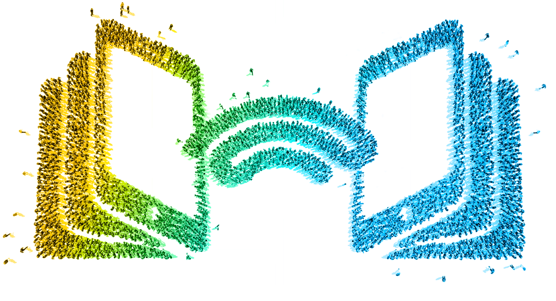
! Alerts for spiking activity among current customers could indicate a threat to contract renewal.

## 8. Sales Intelligence & Cross – Selling

If your company offers multiple product or service lines, you can monitor current customers' activity for spikes in product and service categories related to the ones they're already using. These pikes could indicate an opportunity to engage the customer with an offer of add-on solutions, creating increased up-sell or cross-sell opportunities. Intent intelligence about your accounts can also help your sales directors identify new potential opportunities and prepare for key pitch meetings. You can determine whether an account might have budget available by setting up campaigns on other solution categories a prospect may be researching that could indicate they have budget to spend. And understanding an account's topics of interest before your meeting can make the difference b tween a pitch that's well received and one that falls flat

**Benefits**

- Increased deal size and revenue
- More entrenched customers



**How to get started**

1. Segment your existing customer accounts based on where they are in their customer journey for each of your products: Enablement, Adoption/Retention, Growth, or Advocacy. You'll have the most success if you focus your attention on those late in Adoption/Retention or in the Growth stage.
2. Set up intent monitoring campaigns limited to Retention and Growth customers under each product or service line. Focus the campaign on keyword topics that describe companion products, services, or challenges.
3. Use the keyword summary report to see which customers are spiking in one or more companion topic categories. This will help you discover customers who may be ready to explore other areas of your offering.
4. Companion products often require selling to departments beyond your current sphere of influence. Use referrals and the contact list to explore decision-making contacts in other departments beyond those that may already exist in your database.
5. Consider personalized sales development outreach in which you offer a high-value content asset to newly discovered decision makers, followed by a middle-of-the-funnel nurture campaign.
6. For sales intelligence, use the company insights feature to explore the company keyword report prior to account meetings to discover topics that may impact your sales team's dialogue.

✓ Don't limit yourself to narrow, product-specific keywords. Look for spiking activity around any keywords that indicate your target buyers have budget.

## 9. Market Exploration

Another area where intent data can enhance your marketing strategy is target market identification and sizing. Before launching marketing campaigns to new industries or segments, a little investigative intent monitoring up front can save you wasted dollars and sales rep frustration in the long run. Using the same concepts and campaigns you created in Prospecting (see #2 above), you can quickly be on your way to discovering untapped markets ready for development.

**Benefits**

- Improved marketing efficiency
- More strategic budget allocation
- Increased revenue and market share

**How to get started**

1. Identify the keyword category that most closely aligns with your product or service.
2. Using the global insights feature, explore the keyword, industry and domain insights reports. These reports will give you a broad view of which industries — and how many companies in each — have recently exhibited interest in your keyword category.
3. Using these insights, you can now build industry-specific campaigns that deliver more detailed insights on exactly which keywords are of interest to which industry sub-groupings. Then you can develop market size estimates based on company size, revenue, geographic location, and even technology usage.
4. If your solution requires specific companion technologies, try creating a campaign using the broadest firmographic filters you are comfortable with. Then add the technographic filter to discover the total possible universe of companies exhibiting intent that would be relevant to you.

## 10. Competitive Intelligence

In the same way you can use intent data to discover when prospects are ready to buy, you can also use intent data to monitor your competitors' online behaviors. Using campaigns to track competitors' exploration of specific companies, technologies, or topic areas can indicate an acquisition, infrastructure improvement, or category expansion may be in the works.

**Benefits**

- Competitive intelligence based on actual online activity
- Ability to respond to competitors' moves before they're even made public

**How to get started**

1. Define a combination of campaigns and reports for the best insights into possible competitive threats.
2. Define a general intent monitoring campaign focusing only on your competitors' domains. Keyword topics should focus on your category, high-profile accounts, and possible infrastructure investments to start.
3. Explore your competitor intent campaign's keyword potential report regularly to discover possible category topic trends. Remember, your competitors research topics for content marketing assets the same way you do.
4. Explore the keyword summary report for insights into your competitors' behavior relative to each other on each keyword defined. This can give you insights into possible positioning or content under development.
5. Using the company insights feature, create and save company keyword reports for each of your competitor's domains. Here you can filter by activity level and specific locations for more targeted insights. For example, if you know a company's R&D department is in Raleigh, North Carolina, you may want to view that location's intent topics separate from those of their corporate headquarters or reginal sales office.
6. Monitor company keyword reports weekly for insights into possible accounts being targeted and be sure to share this intelligence with sales leadership.
7. Don't forget to add product marketing, business intelligence, and other strategic team members to your intent monitoring account. As with any other marketing and business intelligence tool, once team members have been trained on the basics, they are likely to come up with a litany of additional use cases to support their decision making.

## Take the next step!

Now you understand where and how you can leverage intent data. With this eBook in mind you can take the next step and begin using (or expand your use of) intent.

**Learn more about how your organization can use intent data with our audience identification and activation solution and contact us.**

**Let's talk**

Corporate HQ: 2 International Drive | Rye Brook, New York 10573
914-368-1000 | Anteriad.com

Anteriad