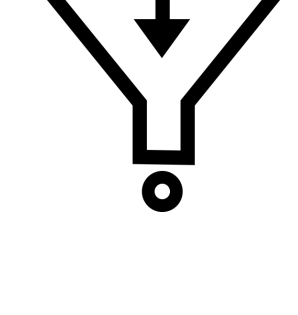


Intent at Every Stage of Your Funnel

Intent-Based Marketing Series: Part 2



In the first part of our intent data eBook series, Quick Start Guide to Intent-based Marketing, we provided some background on intent data and how to start using it. In this eBook, we'll discuss how to boost your strategy by leveraging intent data throughout your marketing and sales funnel.

When marketers first learn about intent data, their thoughts immediately turn to generating quality lead lists — and rightly so — but that's just the beginning of what intent data can do. If you're using it just to bring new leads into your system, you're missing out on opportunities to gain deep strategic intelligence about your current targets, customers, and even competitors.



If you're just using intent data for generating new leads, you're missing out on opportunities to gain deep strategic intelligence about your current targets, customers and even competitors.

Intent data offers the insights you need to ramp up results at each level of your marketing and sales funnel. On the marketing side, it can help you create relevant content, determine the right accounts to target in your ABM strategy, and even trigger campaigns automatically based on specific online behaviors. For your sales team, intent data helps you prioritize your existing account list, find out which accounts are ready to buy, and shape your sales conversations to respond precisely to your targets' needs.

Awareness

This is the first stage of your funnel. Building a foundation of brand awareness in your target buyer is key. Especially because while some may not be in-market at the moment, building awareness will ensure that your organization is top of mind when they are ready to buy. The B2B Institute's [95-5 rule](#) shows that 95% of a company's potential buyers are out of market today but will be in-market sometime in the future. We know the buyer's journey is almost never linear, so it's important to take a blended approach to your marketing strategies. You need to meet your potential customer's needs wherever they are in the journey, including at the beginning of the funnel. Intent data can help you create content for better brand awareness campaigns.

Publish more relevant content:

Intent data lets you "listen in" on your targets' online activity, giving you an insider's view of the topics they are researching, the webpages they visit, and the people and brands they engage with. This information lets you optimize your content strategy with the topics that are relevant to real business users who are researching your solution today.

4:1 ROI



By using intent signals to create and deliver more relevant campaigns, The Society for Human Resource Management (SHRM) saw 4:1 ROI for acquiring new members.

Increase your digital campaign ROI:

Intent monitoring lets you focus digital campaigns and retargeting efforts on prospects who have an interest in your solution and align your ads with their topics of interest. By serving specific ads to targets based on their interests and ramping up your efforts on accounts whose activity is spiking, you can elevate your chances of generating click-throughs, engagement, and positive ROI.

133% Increase

When a major IT marketing provider leveraged Anteriad's intent data to optimize their targeted campaign strategy, they saw a 133% increase in its performance.

Consideration

The consideration phase of the marketing funnel is narrowed down to in-market buyers. If data shows they are researching solutions and engaging with content related to your (or your competitor's) offerings, you can use intent to target your messages to those who may be most engaged in the consideration phase and encourage them to continue to move down the funnel.

Improve your email response:

Your targets receive hundreds of emails daily, but when they see one that promises to answer the exact questions they've been researching online, they're far more likely to open it and click through for more information. Also, when intent data feeds directly into your marketing automation platform, you can set up email campaigns to trigger automatically when a target account's activity "spikes," indicating that they are approaching a buying decision. For example, Lenovo worked with Anteriad to optimize their digital strategy and leverage an intent data-triggered nurture email campaign. The result? 32x ROI and 20% increase in leads from their website.

Expand your account base:

Traditionally, sales teams have relied on demographic and firmographic data as the basis for their prospecting, which offer no indication of readiness to buy. Intent data lets you expand your account base by bringing in new leads who have self-identified, through their online behaviors, their intent to solve a problem that's related to your product or service.

Choose your ABM targets based on real data:

Account-Based Marketing (ABM) is one of the most prominent trends among B2B marketing teams today. The success of ABM hinges on choosing the right accounts to target, and then connecting with and engaging each of the decision makers individually to advance your relationship. Intent data takes the guesswork out of ABM target selection by showing you which organizations are actively researching your product area.

Conversion

In the conversion phase, your strategy is zeroed in on your target audience members with the most intent to buy. By using intent data, you can be sure that you're focusing your sales efforts on converting those in this late stage of the marketing funnel.

Better MQL/SQL qualifier:

By incorporating intent data spikes into your lead qualification process, you can add context to your marketing automation program to your scoring and avoid passing false positives on to your sales team. When the marketing team OpenText worked with Anteriad to use intent data to identify new prospects, they realized a 25% increase in inquiry to Marketing Qualified Lead (MQL) and 30% increase in MQL to Sales Qualified Lead (SQL) conversion.

Prioritize your existing account list:

The average enterprise B2B sales rep is responsible for dozens of accounts, and there's often a fair amount of guesswork in deciding which account to focus on. By looking at the intent signals of accounts on your current list, you can see which ones are likely to be approaching a buying decision and place those organizations at the top of your call list.

Shorten your sales cycle:

Intent data not only shows you targets that are interested in your solutions, but also gives important clues as to where they are in the buying cycle. By looking at a target's activity history, intensity, location (such as headquarters vs regional branch), and spiking behaviors, you can gain insights as to whether they're just beginning the research process or approaching a decision. This intelligence lets you customize your strategy to deliver the right message to the right prospect at the right time to guide them toward a buying decision.



Loyalty

Once you've converted a customer their journey isn't over. They then move into the loyalty stage of the funnel. At this point you can use intent data to gauge their satisfaction and support retention measures when needed. Customer retention is key to growth and having added insight on your current customers helps make sure you are meeting their needs.

Improve account retention:

In general, acquiring a new customer costs much more than retaining an existing one. Intent data can help guard against turnover by alerting you when a current customer begins searching specific topics that indicate they might be considering a switch. Your inside sales team can take that opportunity to reconnect with the customer, find out why they might want to leave, and possibly save the account.

Get more out of intent data:

Intent data is bigger than lead generation. A lot bigger. And it can play an important role in your efforts at each stage of the funnel. Think of these intent data use cases as building blocks—the more you start applying it across your functions, the bigger foundation the rest of your marketing tactics can build on. Are you ready to expand your intent data use? Read the next eBook in our intent data series to learn 10 ways to put intent data to work for you. Contact us to get started today.

Ready to continue the conversation?

Let's talk