

Intent data

The secret to solving your lead challenges



Are you focusing on fixing the right lead generation issue?

If you're feeling the pressure to drive a robust pipeline—you're not alone. But where should you prioritize to meet your goals?

Quantity of Leads

Insufficient lead numbers can come down to many factors like ineffective targeting, unengaging content, or simply a lack of bandwidth for your team.

Quality of Leads

Your sales team can't convert leads into customers if they're not qualified. You may not be reaching an engaged buying group member, or you aren't delivering the right content.

Velocity of Leads

A stagnant lead funnel can come from a lack of visibility into where prospects are in their buying journey, or a miss on which accounts to target with the right messaging.

B2B marketers using intent are seeing the results.

9790

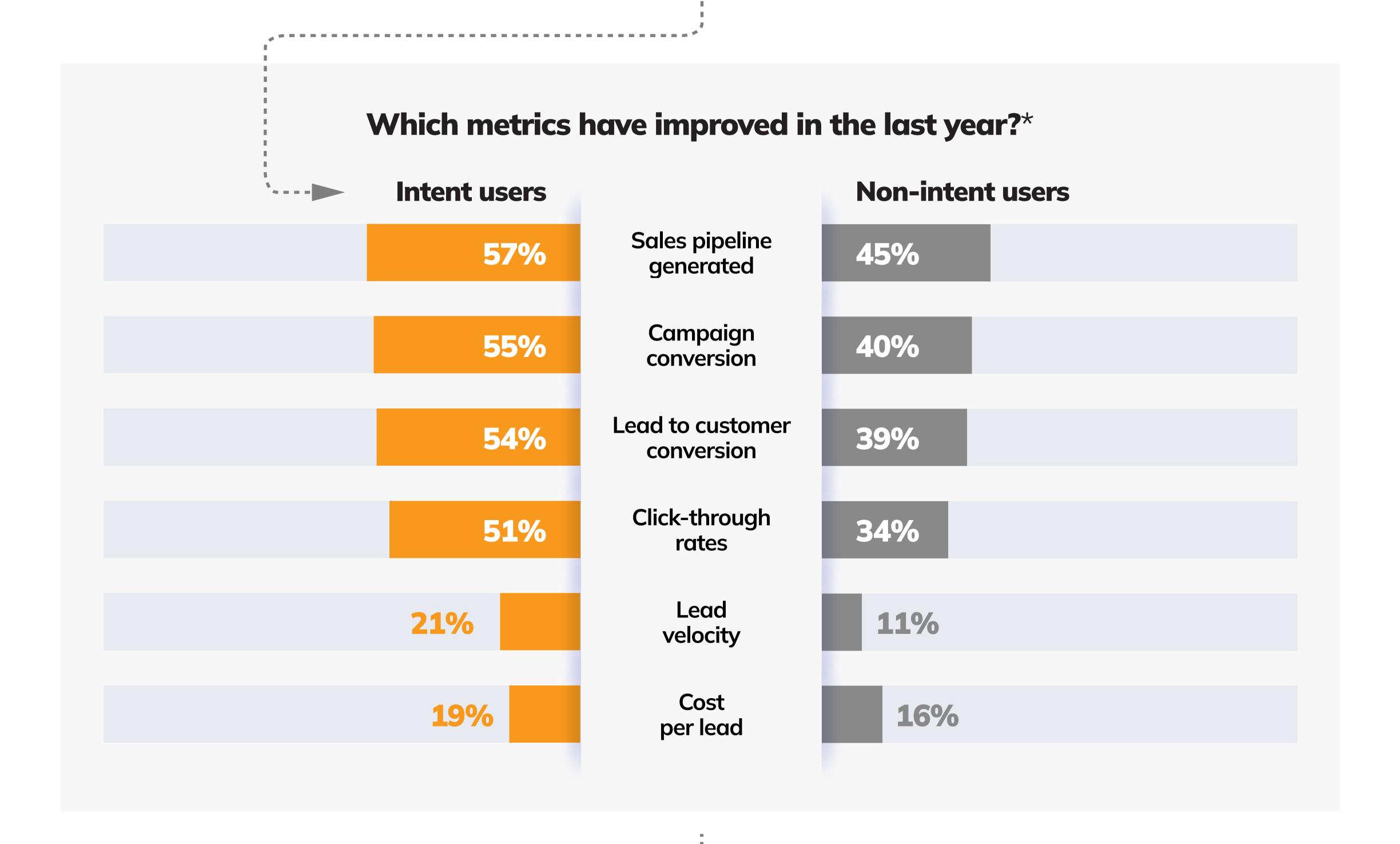
of those surveyed said that intent data leads drive more pipeline than non-intent. * 9496

of those surveyed said that intent data leads are of higher quality than non-intent leads.* 86%

of those surveyed agreed that intent data leads increased MQL to SAL conversions more than non-intent data leads.*

The fix to your frustrations

Intent data helps you track the online activity of your target accounts to identify companies that are actively researching solutions like yours. This includes keywords searched, content downloads, pages visited, and more. By monitoring this behavior, you gain actionable insights into who is entering key stages of the buyer's journey.



What are the cracks in your pipeline?

Use this three-minute intent data quiz to identify your particular obstacles and get a personalized guide on how to fix them.

Take the quiz

Ready to try out our intent data? Get the free trial for 14 days.

Start your free trial

