

Not All Intent Providers Are Created Equal

A guide to evaluating solutions

THE TALES OF

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Introduction

What's the key to getting more value out of intent data? Finding the right partner. Here's how to find yours.

Intent data is critical at every stage of the funnel, but due to its time-sensitive nature, marketers like you must move fast to act on its signals so you're working with the most accurate data. And while we know you're no stranger to intent data, engaging the right strategic partner can help you fully capitalize on data.

Choosing the right provider is an important decision and could make or break your marketing efforts. So, to make that selection easier, we're here to demystify the process. In this guide, we'll give you a framework for evaluating what you need from your intent provider, highlight some real-life intent use cases, and offer up some key industry trends and statistics. From there, you'll be more than equipped to evaluate partners—and find the perfect one to address your unique needs.

97%

of marketers say that intent data leads drive more pipeline than non-intent data leads.

- [The 2023 Marketing Data Impact Report: B2B Marketers Under Pressure to Prove It or Pull Their Hair Out](#)

Now, what's the cost of not using intent data? Missed opportunities. From our recent study, we found that marketers who use intent data are proven to deliver more value.

In which of the following areas are you able to prove the value of your data-driven marketing programs to decision-makers?	Intent Users	Non-Intent Users
Lead quality	61%	37%
More effective marketing programs and campaigns	60%	54%
Marketing-influenced pipeline and revenue	48%	34%
Refined target audience for marketing programs and campaigns	44%	28%
Marketing-driven pipeline and revenue	39%	30%
Content and campaign effectiveness	38%	25%

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86%

of marketers agree that intent data leads increase Marketing Qualified Lead (MQL) to Sales Accepted Lead (SAL) conversions more than non-intent data leads.

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Looking ahead reader's guide

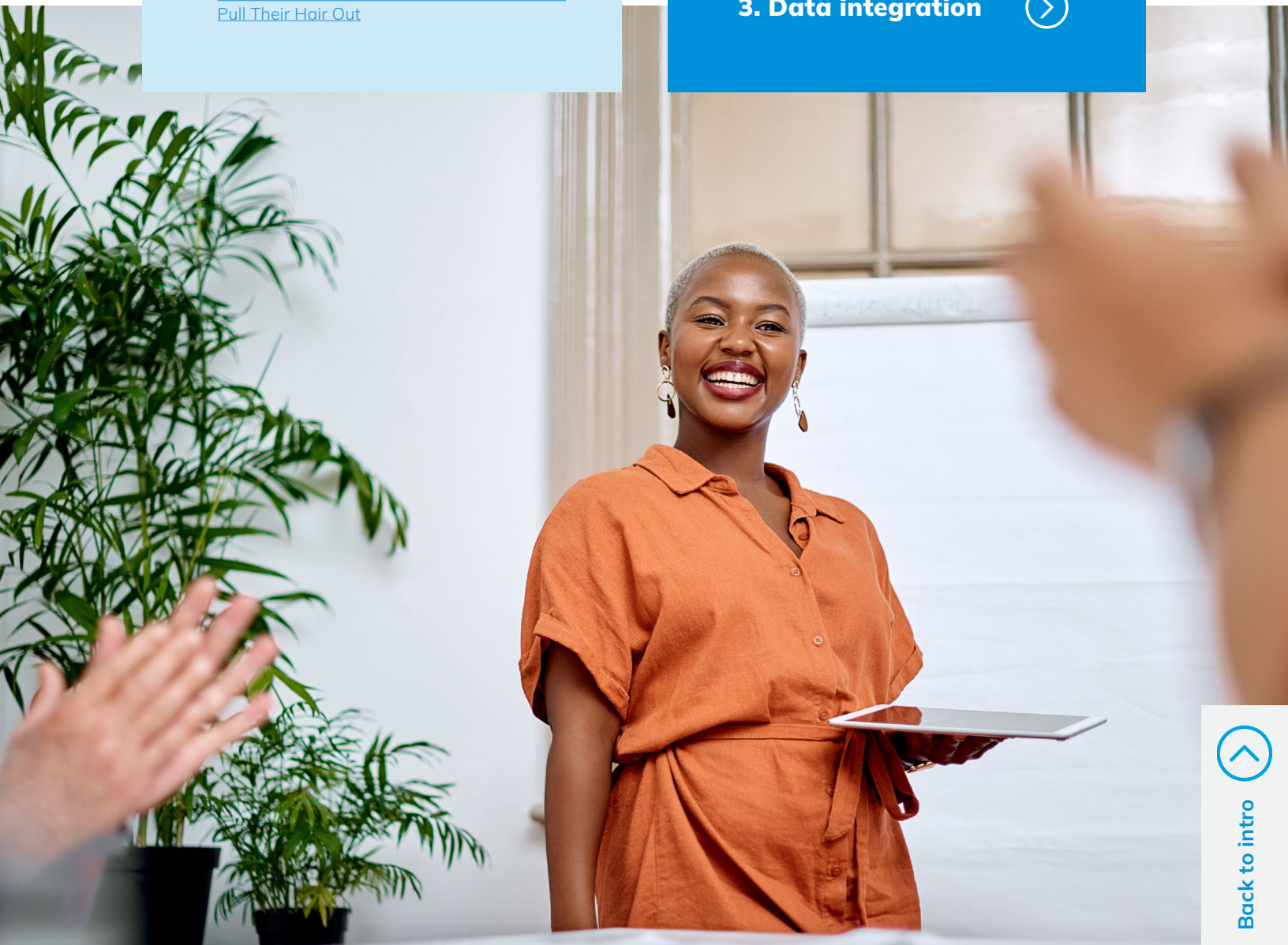
1. Data sources



2. Data value



3. Data integration



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Section 1

Data sources

We can't talk about intent data without considering data sources. A great provider should offer a comprehensive mix of first, second, and third-party data to give you a more accurate, complete picture of your audience so you can understand their true intent.

First-party data

First-party data is collected on your own digital properties via GA, CRM, or native social analytics. This is the data that is only available to your organization.

A strong intent data solution should monitor a broad range of activities. The more signals you track, the more you know about your buyer and where they are in the purchase journey.

You can access this data from a variety of channels, including:

- Search engine queries
- White paper and eBook downloads
- Website and blog visits
- Webinar registrations
- Social media engagement
- Digital ad and banner ad click-throughs
- Podcast listens and/or downloads



Section 1

Second-party data

Second-party data is data purchased directly from the company that owns it. It's transparent—and all comes from a single source.

This data can be found in:

- Website activity
- Mobile app usage
- Social media metrics
- Customer surveys

Third-party data

Like second-party data, third-party data is collected from external sites, but from a mix of sources. You don't own it, and it's purchased through an intermediary. This data offers the greatest breadth of sources and scopes. When looking for a provider, you want to ensure they're pulling data from a large pool of quality B2B media and publisher websites. You can address any quality concerns by working with providers who have received third-party certifications like Neutronian, SOC2, ICO, Privacy Shield, and OneTrust.

There are three broad categories of third-party data:

- Publisher data
- Location and movement data from mobile devices
- Advertising Real-Time Bidding (RTB) data

What do marketers say their top two second- and third-party data challenges are?

1. **Data quality and completeness**
2. **Finding trusted sources**

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Section 2

Data value

Data from quality sources should be table stakes. Provided the sources are quality, there are a few key things to look out for when determining whether a provider's data is valuable.

Data recency

If data is older than six months, it won't be useful, no matter the source. That's why intent data is crucial—because it's instantaneous. The more recent the information, the more accurate it will be. If your data doesn't reflect current market conditions, you will end up spending wasted time and effort on marketing that isn't relevant.

25%

of marketers identified data recency as one of the three most important factors when choosing a data provider.

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Intent data in action

How the world's largest computer company increased their marketing effectiveness

When Lenovo struggled with a lengthy sales cycle, they partnered with Anteriad to optimize their multi-channel marketing and layer intent data into the marketing cloud environment to speed up the process. Anteriad helped them use intent data to enable the creation of an "always-on" program that shifted focus from push to pull based on intent signals. This strategy reduced the churn of new content creation and allowed Lenovo to keep more programs in market. **They ultimately saw a boost across the board:**

- **20% increase** in leads from website
- **10% increase** in web traffic
- **28% MQL conversion**
- **32x ROI** (closed, won business)
- **75%** of new opportunities are net new business

[Read the case study](#)



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Data analysis

Data is only as valuable as the patterns and insights you can glean from it. A strong intent data provider should be able to analyze and weigh intent signals to prioritize certain data and draw conclusions that will help you better target your customers.

Data security

Compromised data isn't just worthless—it can also be harmful and create distrust between you and your customers. It's imperative that an intent data provider stays up to date with regulations such as CCPA, GDPR, HIPAA, FedRAMP, and SOC 2. A provider should also offer full transparency to customers about how their data will be used, a clear path to opt-out of communications, and timely reporting of security lapses.

30%
of marketers identified data privacy/compliance as one of the three most important factors when choosing a data provider.

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Section 3

Data integration

We're all aware of the challenges associated with siloed data, which is why integration is crucial to your marketing efforts. When intent data is integrated into your martech stack, you can access and act on it more quickly—ultimately leading to more effective campaigns.

Sales and marketing systems that need access to intent data include:

- Marketing automation
- Customer relationship management
- Data management
- Demand-side platform (DSP)
- Display advertising
- Retargeting

28%

of marketers cited integrating data as one of the top three challenges associated with second- and third-party data.

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Intent data in action

How a global information management company improved yield and lead quality

When OpenText realized they needed a lift in lead quality, scope, and scale, they turned to several vendors to create pilot programs. Anteriad stepped up to help them apply intent data to identify accounts that were in the market for an enterprise software solution, helping them then prioritize those targets. **Now, OpenText is able to be more nimble in their marketing operations and the results speak for themselves:**

- **25% increase** in Inquiry to Marketing Qualified Lead (MQL) conversion
- **30% increase** in MQL to Sales Qualified Lead (SQL) conversion
- **6x ROI** over previous in-market content and audience recommendations

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Section 4

Conclusion

Intent data is a B2B marketer's holy grail—so choosing the right provider is critical to success. We know the options can be overwhelming, but this framework can help make the selection process easier, so you're able to find the vendor that best meets your organization's specific needs.

Checklist

Use our simple checklist to ensure the intent data provider you're evaluating is qualified and the right fit for your organization.

Here's what to look out 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.
- 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**
The solution needs to provide full transparency to customers, a clear path to opt-out, and timely reporting of security lapses.
- 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.

If you're ready to choose a new intent data provider, or need help narrowing down your current vendors, please reach out to Anteriad.

Let's talk



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Anteriad puts B2B marketers in front of their next customer and ahead of their competition. Companies such as IBM, Microsoft, Forbes, SHRM, and Lenovo have benefited from our high-fidelity B2B buyer data, full and self-service multichannel execution, tele-based conversion services, analytics, and expert advisory to generate impactful ROI multiples. Our award-winning Anteriad Marketing Cloud platform tracks more than 500 billion buyer-related signals each month. BNZSA, our international division, delivers GDPR-compliant data and qualified prospects directly to sales teams with BDRs that offer local expertise in 26 languages. Start creating your future today – get to know us at <https://anteriad.com/>.