

Data Heroes by the numbers

Get to know the mighty Data Hero



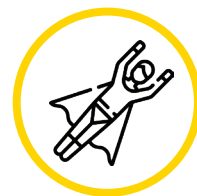
Anteriad surveyed over 320 B2B marketers and has uncovered there are Data Heroes among us. Learn who they are and how they do it below.



Who they are

Characteristics and achievements

- 100%** Use the right data to target and convert audiences
- 83%** Work at companies that increased revenue in the last year
- 65%** More likely to prove value with refined target audiences
- 60%** More likely to have improved click-through rates
- 3.5x** More likely to reach next quarter's goals
- 2.3x** More likely to have significant budget increases this year



How they do it

Strategies and tools

- 90%** More use buying group scoring
- 71%** More use a managed service to access and manage intent data
- 44%** More use intent data to target audiences
- 20%** More use intent data for Account-Based Marketing (ABM)
- 5.7x** More planning significant increases in intent data use this year
- 3x** More confident in using intent data to target audiences

Ready to fly high with these Data Heroes? There is even more impressive and inspiring data in our full eBook.

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