



Your first-choice
intent data provider
for B2B campaigns

An evaluation of the industry's top IDPs

Introduction

There's no question intent data is crucial to a successful marketing campaign in today's digital landscape. But finding a partner that best fits your organization's specific needs can be a challenge.

Luckily, we've done the research to determine just how the top intent data providers stack up against Anteriad. We'll highlight the key areas to keep in mind during the selection process, so you can have the confidence to make the right decision for your upcoming campaigns.

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

Looking ahead

1. [Evaluation criteria](#)
2. [Competitors-at-a-glance](#)
3. [RFP questions guide](#)
4. [Anteriad vs. the industry's top IDPs](#)



Section 1

Evaluation criteria

Five key areas to focus on

Data accuracy

The reliability and precision of the information gathered about a person or organization's online behavior, interests, or intentions.

Data coverage

The extent or comprehensiveness of the data available for a particular set of topics, keywords, or signals related to an audience's intent or interest.

Contact and buying group analysis

The process of examining the individuals and roles within a potential customer organization who are involved in the decision-making for purchasing a product or service.

Data security and compliance

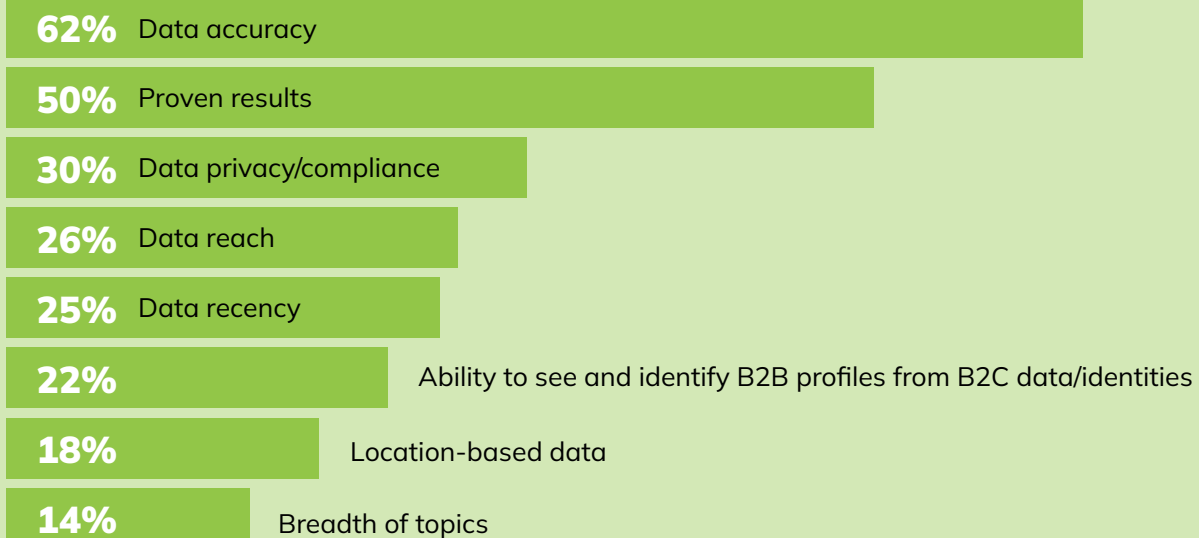
The measures and practices that organizations put in place to protect the privacy, security, and legal compliance of the data they collect, process, and use for understanding customer intent or behavior.

Intent data types

The different categories or classifications of information that can be collected and analyzed to understand the intent, interests, and behavior of individuals or organizations.

We chose these criteria based on the response from our recent study of B2B marketers.

Which factors are most important when choosing data providers?



The 2023 Marketing Data Impact Report: B2B Marketers Under Pressure to Prove It or Pull Their Hair Out



Back to intro

Section 2

Competitors-at-a-glance

Based on our evaluation criteria, here's how the industry's top intent data providers stack up:

	Anteriad	Bombora	Demand Science	Intentsify	Madison Logic	TechTarget
Overall score	HIGH	MEDIUM	MEDIUM	MEDIUM	MEDIUM	MEDIUM
Data accuracy	HIGH	HIGH	HIGH	HIGH	HIGH	HIGH
Data coverage	MEDIUM	MEDIUM	MEDIUM	MEDIUM	MEDIUM	LOW
Contact & buying group analysis	HIGH	LOW	HIGH	LOW	LOW	HIGH
Data security & compliance	HIGH	HIGH	LOW	LOW	HIGH	HIGH
Intent data types	MEDIUM	MEDIUM	HIGH	MEDIUM	MEDIUM	MEDIUM



[Back to intro](#)

Section 3

RFP questions guide

Alongside our analysis above, we've provided some key questions to ask intent data providers during the RFP process to help narrow down the options:

What sources do you use to gather intent data?

How often is data collected?

How accurate is your data?

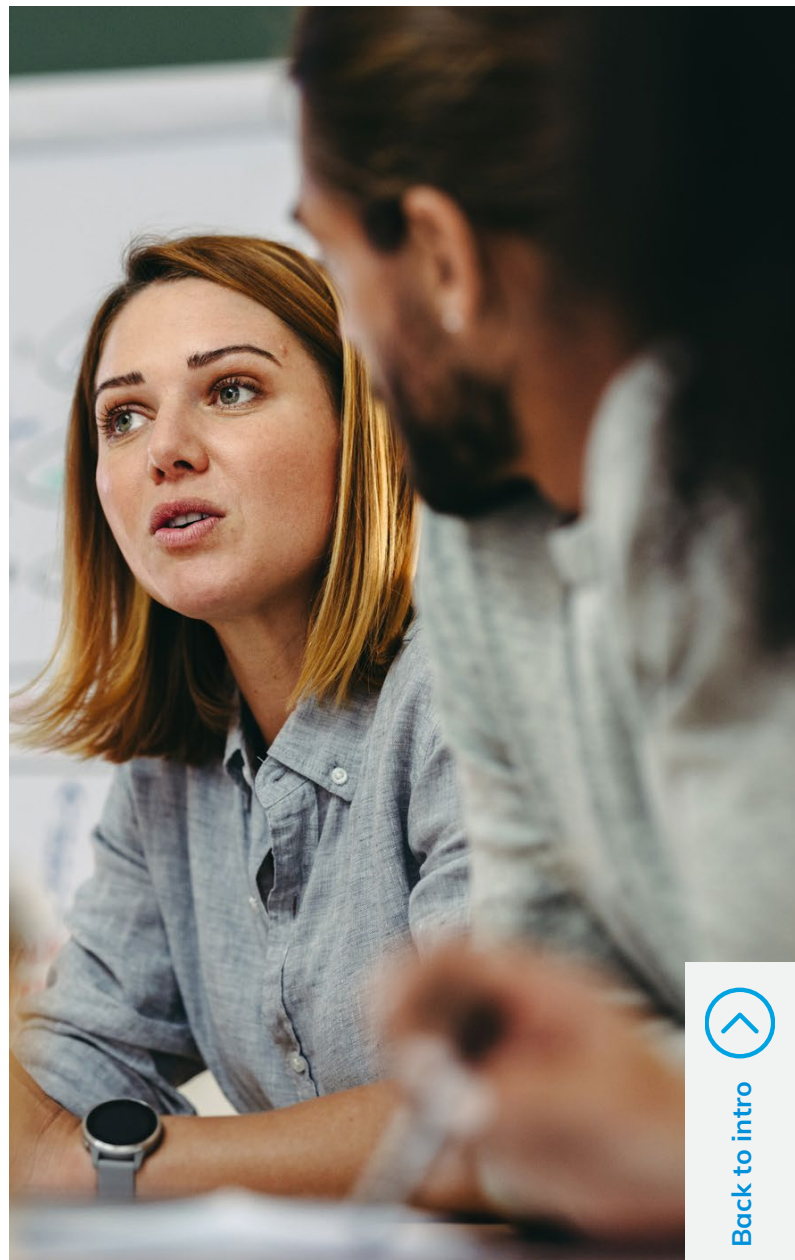
Do you have any analytics capabilities?

Can you help me in activating my intent data?

What measures are in place to secure my data?

Can your intent data integrate with other platforms?

What type of expertise do you provide to improve data utilization?



[Back to intro](#)

Section 4

How Anteriad excels

The following captures results on how Anteriad excels within our evaluated criteria:

Data accuracy

90% accuracy at both the site and contact level

- TripleCheck validation process
- Additional metadata to increase precision including firmographic and technographic
- Advanced noise filtering

Data coverage

Industry leading depth and scale with hyper granularity

- Over 2,500 B2B data sources and 180M global contacts
- Contacts at 100% of Fortune 100 companies
- Our database grows 10+% each quarter
- 70B monthly signals

Contact & buying group analysis

Provide the ability to identify and target each member of the buying group through multi-channels (programmatic, social, email, etc.)

- Site and corporate level firmographics on over 90% of companies in database
- Contact level depth including title, function, location, purchase activity, and social validation

Data security & compliance

Meets the highest level of data integrity and privacy compliance

- Placed in the top 10 providers in Neutronian's 2023 Data Privacy Scores report
- Received the highest score in data security and compliance criteria in the Forrester B2B Intent Data Providers Wave Q3 2023
- Anteriad is the only non-walled-garden and exclusive co-op to lead in data security and privacy in the industry

Intent data types

Combines a diverse set of sources and signal types to provide broader coverage and precision

- Built in-house and ethically sourced with 8,000+ growing topics
- Combination of diverse set of intent data types including proprietary publisher network, first-party data, data by-product from web and digital acidity, Google Analytics, Bidstream, and third party aggregated data from publicly available sources and social media feeds



Section 4 continued

Why Anteriad

Anteriad powers B2B with the industry's leading data that is global, compliant, and campaign-ready. We strive to provide B2B marketing leaders with depth and scale as well as hyper granularity. For over 20 years and with over 1,600 clients, we've taken a holistic, full-funnel approach to the identification of targeted audiences and delivered integrated, omnichannel campaigns that perform.

53%

of marketers using behavioral data are just somewhat or not confident in their application of it

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



Full-funnel intent integrations

Our combination of offerings allows clients to move prospects through the funnel in a variety of ways. From content syndication programs and paid search to email campaigns and programmatic display ads, you won't just have intent data—you'll use it.

Impactful activation and output

Our insights are campaign-ready. We assess velocity by looking at the intensity of research activity for each site and topic. Our fine-tuned intent monitoring also ensures relevant content is sent at the right time to the right contact. We deliver to DaaS, API, partner platforms, and the Anteriad Marketing Cloud.

Intent data with depth and accuracy

We provide contact-level intent data. By understanding the industry, company size, and location, as well as the personal characteristics of prospects, we help create highly targeted campaigns tailored to the needs and interests of your audience.

Leading data privacy

Anteriad was placed in the top ten providers reviewed in Neutronian's Q3 2023 Data Privacy Scores report. This was the third consecutive report that placed Anteriad at the very highest level of data privacy quality.



See Anteriad in action



Earning ROI through a multi-channel strategy

Challenge:

A needed shift to online content .

Solution:

Anteriad helped the Society for Human Resources Management (SHRM) boost their email engagement by using intent signals to deliver more targeted and relevant campaigns.

Results:

- 4:1 return on ad spend for acquiring new members
- Increased email output by 10x
- Reduced baseline costs associated with paper, print, and postage

[Read the case study](#)



Increasing marketing effectiveness through an improved strategy

Challenge:

A lengthy sales cycle.

Solution:

Anteriad optimized Lenovo's multichannel marketing and layered intent data into the marketing cloud environment to speed up the time to close deals.

Results:

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

[Read the case study](#)



Section 4 continued

See Anteriad in action

opentext™

Improving yield and lead quality

Challenge:

A needed lift in lead quality, scope, and scale.

Solution:

Anteriad stepped up to help OpenText apply intent data to identify accounts that were in the market for an enterprise software solution, helping them then prioritize those targets and be more nimble in their operations.

Results:

- 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

[Read the case study](#)



We can now test new content and get real-time engagement insights to determine more easily the strongest creative. This process is the catalyst for an agile marketing approach, as they can quickly identify the best-performing content to roll out across channels, saving time and increasing performance.



- Yancey Burgess,
Manager, Marketing Audience Segment at SHRM



[Back to intro](#)

Conclusion

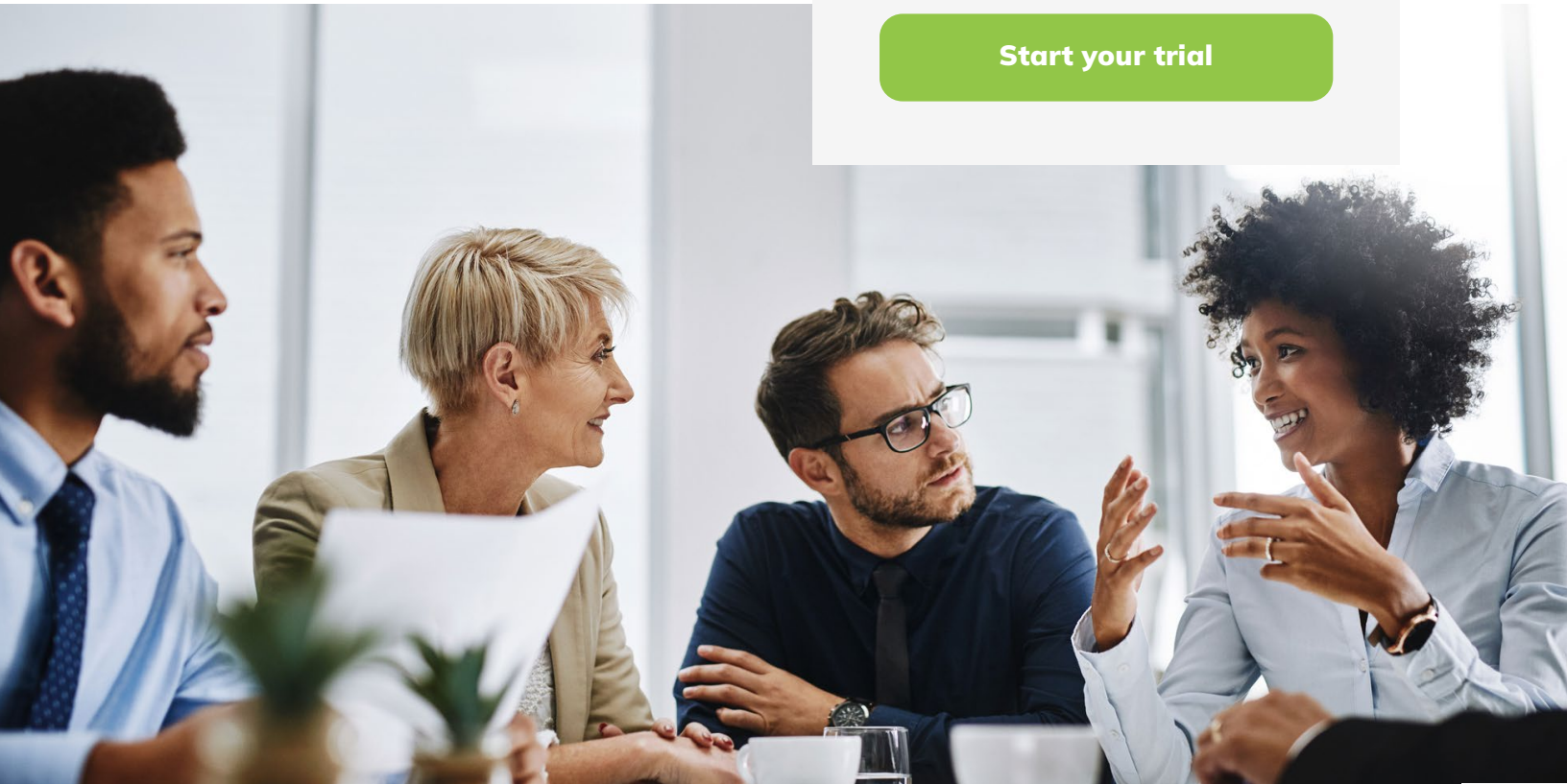
If you choose the right intent data provider, they should help you do your job more efficiently and with greater efficacy.

Ultimately, having powerful intent data can give you a more accurate picture of your buyers and where they are in the buying process, thus driving quality leads and speeding up your sales funnel.

Ready to take intent data for a test drive?

Try the 14-day free Anteriad intent trial to build audiences, apply granular intent data filters, and see which companies are ideal targets for your next campaign.

[Start your trial](#)



Have more questions about choosing a provider?
Please reach out to Anteriad.

[Let's talk](#)



[Back to intro](#)



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/>.