

How to use
intent data to
take your ABM
campaign
to new heights.



Really.

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When looking for new ways to convert hard-to-reach prospects or generate valuable engagements with large, 'big-ticket' accounts, Account-based marketing (ABM) will almost certainly form part of your strategy. In fact, 94.2% of B2B businesses now have an active ABM programme.(1)

One of the key challenges many marketers face in their ABM journey is selecting the right accounts to target and the right messaging to resonate with their challenges.

However, Intent marketing provides an insight-driven solution to help marketers optimise their account selection process and increase their sales conversion.

What is Intent marketing?

Intent marketing involves identifying which businesses are actively conducting online research into your product or solution, so you can target prospects that are already showing signs of intent.

This insight can be gathered to generate an 'intent score' based on the duration and relevancy of their online research, helping marketers prioritise leads that are more likely to convert.

Intent marketing is also useful in informing messaging, as it can show which parts of your product or solution your prospect has shown the most interest in.

How can Intent marketing be used to supercharge an ABM campaign?

Here's how...



Laying the right foundation

You wouldn't start a road trip with an empty tank and the same can be said for an ABM campaign. Research and insight into your audience should fuel every decision that is made - whether that's which tone or channel-mix to use to best engage your prospect.

It's important to understand exactly what is happening in your prospects' minds and markets right now. Analysing Intent data allows you to see into your prospects' behaviours, current interests or pain points and any other information which will support your messaging and approach - so you can target the right account with the right messaging at the perfect time.

Does it get much better than your prospect referring to your message/email or phone call as 'great timing'?

That is the power of intent.

There are 3 main ways you can gather intent data...

Aggregators

Companies like Bombora and Cyance have the ability to track IP and cookie data to identify which topics/ services businesses are researching online. You can monitor key topics relevant to your product or solution and focus your marketing on these companies and their competitors - since it's possible they are facing similar challenges too.

3rd party publishers

The likes of TechTarget and ZoomInfo's Scoops use their own sources to gather information on businesses, like funding, hiring or challenges relating to sales or cybersecurity. This information can be used to target those businesses with your product or solution that aims to solve their challenge or support their business plans.

1st party data

This is simply data taken from your MA tool, CRM and website. IP tracking tools like Lead Forensics show you which businesses are viewing your website, which pages they visit and for how long.

Using data from your CRM helps you track which segments are showing the best conversions, and provides insight through your prospects' responses , helping you optimise your campaign as you go.

Remember, you can also use intent data to identify any particular areas of interest that your key decision-makers have, to tailor your messaging appropriately. You can even use intent data to select bespoke gifts for your key accounts as a part of your direct mail strategy.

Watch out for false readings

Intent data is an incredibly useful tool in your account selection stage as it highlights which businesses are showing buying signals.

However, intent data can be misinterpreted and can lead to false readings. For example, if you're getting a lot of hits on the careers page of your website from organisations in the recruitment sector, you should not immediately assume these businesses are interested in your product or service.

Often, individuals in these organisations may be visiting your website to serve their own needs, like students conducting research or recruiters checking out your current vacancies.





In these instances, you'll need to do some extra digging into the data to determine if these organisations are genuinely interested. For example, you could check if a recruitment company is regularly hitting your services and case studies pages as well as your careers page. If they are, you can assume this organisation may be interested in what you've got to offer.

To ensure you steer clear of businesses that are inadvertently mimicking intent, it's worth conducting additional desk-based research into your prospect base and leveraging insight from other departments, like sales and account managers.

This will help you save time, energy and resources for the accounts who truly deserve your attention.

Intent marketing sounds like a lot of effort - is it worth my time?

The short answer? Yes. Intent data, paired with qualitative research into your chosen accounts and key stake-holders will help you optimise your campaign and achieve maximum engagement from your key accounts. Don't just take our word for it, here's what the numbers say:

- 60% of B2B businesses are either currently using intent data, or are preparing to use it within the next year.(2)
- Almost 40% of businesses are spending more than half of their marketing budget on intent data.(3)
- 97% of B2B marketers believe intent data will give brands a competitive advantage in the year ahead.(4)
- B2B marketers are seeing a positive impact from the use of intent data for...
 - Digital advertising (64%)
 - Customer account expansion (44%)
 - Account identification (44%)
 - Lead generation (42%).(5)

To learn more about how intent data can help you increase new business opportunities, maximise your conversion and ROI, get in touch with the team on marketing@reallyb2b.com or on 0207 970 4123.

Really.

(1) <https://insights.strategicabm.com/account-based-marketing-stats>

(2) <https://www.lift-ai.com/blog/the-value-of-buyer-intent-data>

(3) <https://www.insightsforprofessionals.com/marketing/digital-marketing/10-must-know-stats-about-intent-data>

(4) <https://www.lift-ai.com/blog/the-value-of-buyer-intent-data>

(5) <https://www.marketingcharts.com/customer-centric/datadriven-117333>