

INTENT DATA UTILIZATION CHECKLIST

64% of B2B marketers gather intent data but struggle to action on their insights – making it likely that companies are not harnessing the intent data to the greatest capacity, and therefore, not utilizing the value that intent can offer.

The checklist below should help you to understand the many different ways you can utilize intent data, to best integrate it within your marketing strategy.

When building your intent data strategy, consider all the below channels and tick them off as you build your plan!

CONTENT CREATION: This is your first point-of-call when utilizing intent data. Insights gathered can help you to build a clear picture of your audience pain points, which should be analyzed and used as a foundation for your content strategy.

Top tip: Whilst first-party intent data will highlight what your current customers are challenged by, third-party intent data is more likely to give you an insight into new prospects and their pain points, giving more opportunity to grow.

EMAIL MARKETING: Import your intent information into your email platform and use it to build segmented audiences and specific, personalized workflows. This will increase your audience engagement with your emails and help them to relate better to your business, increasing trust and building a stronger connection.

WEBSITE OPTIMIZATION: Enhance your website and adapt your website around your audience's pain points. Introduce keywords that your audience relate to within your messaging. Use your website as a platform for providing valuable content that helps your audience.

Top tip: Make sure to include a 'search' bar within your website or blog to gather more first-party insights over time.

SOCIAL MEDIA TARGETING: Utilize intent insights within your social media targeting to ensure your sponsored ads are showing to the optimal audience for the highest likely engagement – for example, if someone has clicked a certain product on your website, ensure ads shown to this person are relevant to the product they have shown interest in.

Top tip: Utilize account-based marketing tactics by building a target account list, and importing this into your social media platforms.

PROGRAMMATIC ADVERTISING
Leverage first and third party intent data to target users with display and video advertising through programmatic exchanges - this will help you serve hyper relevant communications at scale, to and audience that is pre-qualified to have an interest in your solution.

