

# 10 TELL-TALE SIGNS THAT INTENT DATA IS HERE TO STAY

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**1** **55%** of B2B marketers now combine first party and third party data to achieve their objectives. 



**2** Only **19%** reported to be in the early stages of using intent data, whilst everyone else is either well established or fully synchronized. 



**3** However, **56%** admit it is difficult to encourage their Sales teams to recognize and use intent data in their conversations with prospects. 

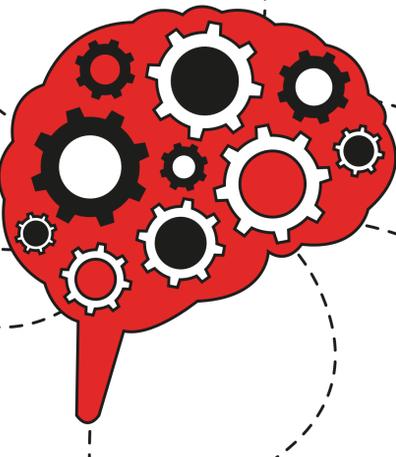


**4** **58%** of B2B marketers use intent data with the aim of identifying early buyer interest 



**5** **64%** struggle to action on insights gathered from intent data. 



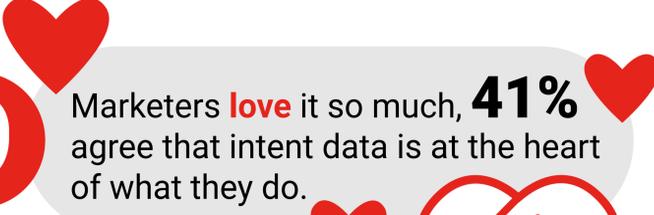
**6** But when they do, the majority (**73%**) use it to direct their email marketing strategies and lead nurture workflows or to help them create effective buyer personas (**63%**). 



**7** Only **18%** find it difficult to measure the impact and success of intent data, highlighting how truly successful it can be. 



**8** In fact, a huge **99%** of those using intent data have noticed improvements across conversion rates, ROI or both. 

**9** Marketers **love** it so much, **41%** agree that intent data is at the heart of what they do. 

**10** And more and more marketers are seeing the value of intent data, with **67%** planning to increase spend in 2021. 



This infographic is based on research conducted by Insights for Professionals, on behalf of Inbox Insight, for the B2B Inbound Marketing Insight Report. To access the full report, please click here.

205 senior B2B marketers were surveyed for this report. All the respondents are employed by companies with 500 employees or more, and must deploy content marketing or inbound marketing within their organisation.



[Access the full report](#)

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