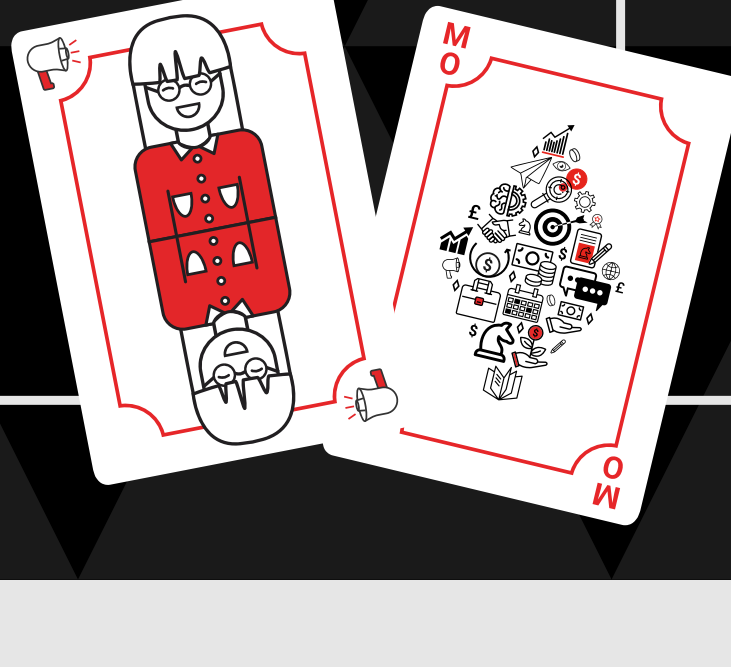


INTENT INTELLIGENCE AND MARKET TRENDS TO ACCELERATE SALES FOR MARTECH VENDORS

INFOGRAPHIC



ACTIVATE YOUR MARKETING STRATEGIES WITH ACCURATE INTENT DATA

Discover exclusive insights and trends to shape your marketing and sales acceleration strategies.

By combining our first party research with a range of third party data sources we provide your Sales and Marketing teams with a clear view of your audience's buying motives, topic searches, intent velocity and other buyer intelligence to tailor the right message, to the right accounts at precisely the right time.

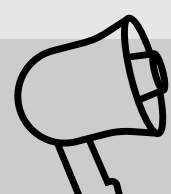
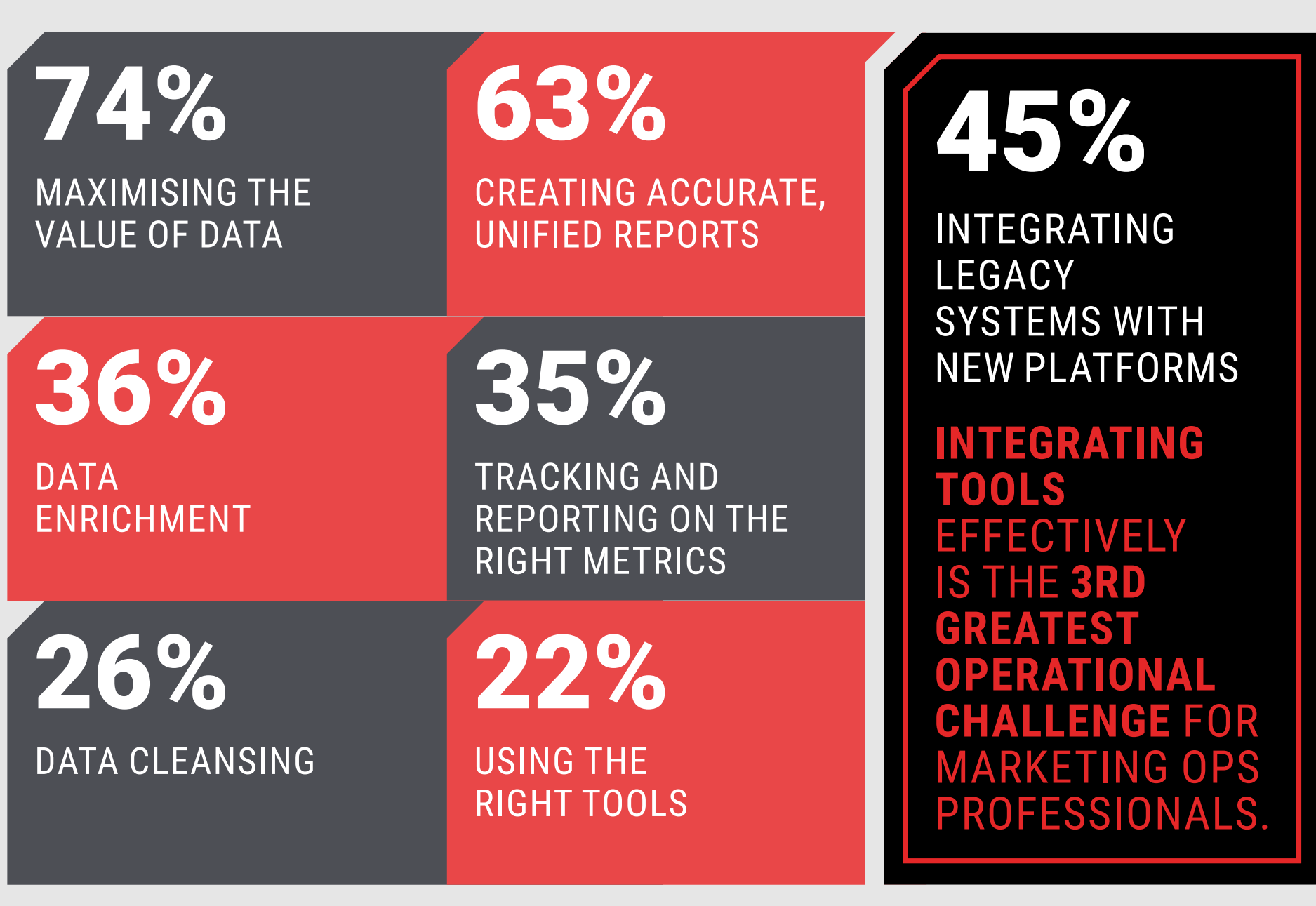
UNDERSTAND YOUR AUDIENCE

What does our first party research reveal about the challenges facing marketing ops professionals and their investment priorities?

Drawing on research conducted among 209 marketing professionals within our **Insights for Professionals (IFP)** community, here's the key insights:



7 MAJOR MARKETING OPS CHALLENGES



TRENDING AND SPENDING



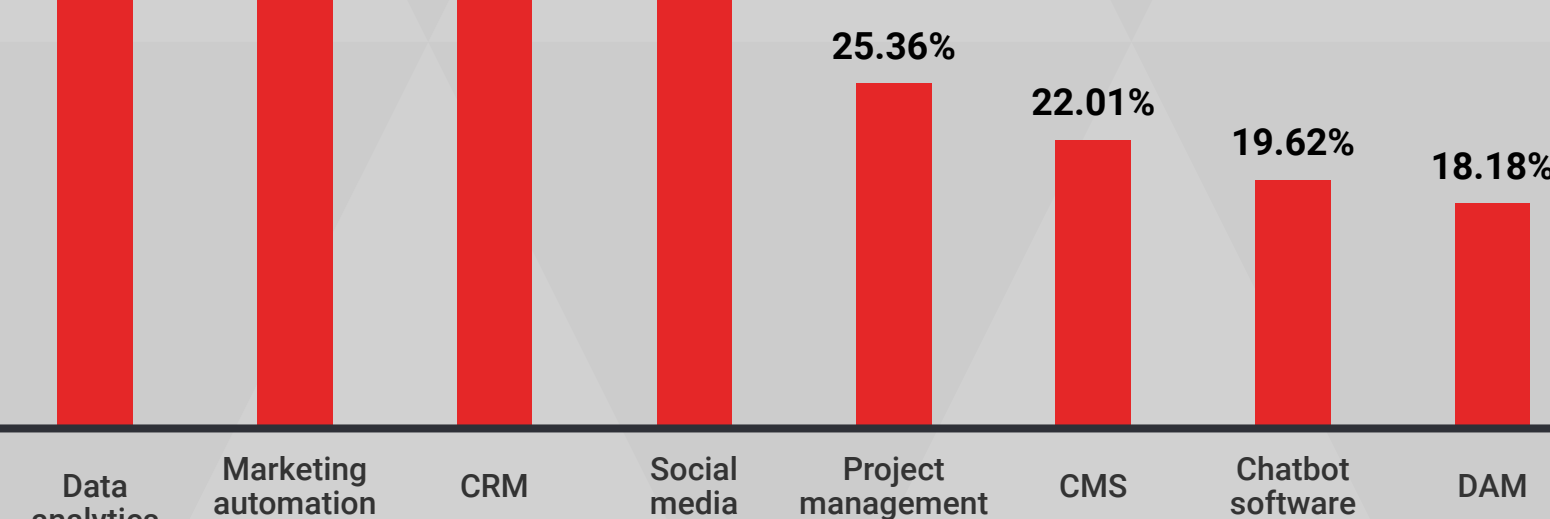
INVESTMENT PRIORITIES OVER THE NEXT 12 MONTHS

DATA ANALYTICS AND MARKETING AUTOMATION ARE THE TOP 2 INVESTMENT PRIORITIES

41.6% PLAN TO INVEST \$50,000-\$250,000 ON MARTECH SOLUTIONS

60% WILL SPEND UP TO 15% OF THEIR BUDGET ON MARTECH

21% PLAN TO ALLOCATE UP TO A QUARTER ON NEW TECH



IDENTIFY DEMAND

Use our first and third party intent data to understand what your audience is interested in, where demand is at its highest, buying motives, topic searches and intent velocity to enable data driven targeting and to focus time and resource where demand is ready to be captured



COMPARE SPIKING INTENT IN NAM & EMEA

Layer in topical surge data to understand where demand is at its highest and which companies are showing high levels of intent by topic.

THE TOP 3 TOPICS WITH GREATEST SPIKING INTENT IN NAM ARE:

1. Marketing Tools – 466,740 actively searching businesses	+116%
2. Data Classification – 26,144 actively searching businesses	+150%
3. Email Marketing Software – 20,926 actively searching businesses	-21%

THE TOP 3 TOPICS WITH GREATEST SPIKING INTENT IN EMEA ARE:

1. Marketing Tools – 46,129 actively searching businesses	+102%
2. Data Classification – 5,698 actively searching businesses	+95%
3. B2B Marketing – 4,815 actively searching businesses	+133%

PRIORITISE YOUR CONTENT FOCUS

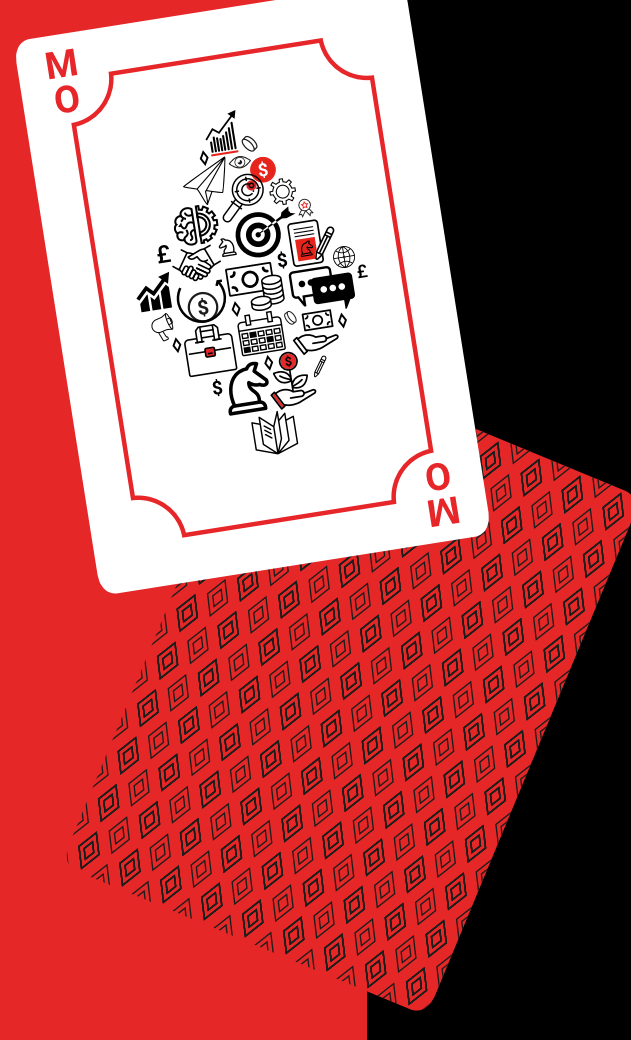
Use content as a sales pipeline acceleration tool. Our first-party IFP data shows exactly what content is resonating, by views, by dwell time as well as top performing subject lines.

TOP 5 PIECES OF CONTENT BY VIEWS:

- The Marketers Guide to Digital Asset Management
- Getting On Top of DAM: 6 Simple Ways to Organise your Digital Assets
- 29 Best Marketing Tools for your Organization in 2022
- Why Marketing Data Management remains a Huge Headache for Marketers
- 30% of your Company Data is Outdated. Here's How to Clean Up your CRM

PULLING IT ALL TOGETHER

- **MARKETING TOOLS IS SEEING THE GREATEST SPIKE IN INTENT.**
- **IT IS THE 3RD BIGGEST OPERATIONAL PAIN POINT FOR MARKETING OPS PROFESSIONALS STRUGGLING TO INTEGRATE TOOLS EFFECTIVELY.**
- **IS A TOP 3 CONTENT PERFORMER "29 BEST MARKETING TOOLS FOR YOUR ORGANIZATION IN 2022."**



STEER YOUR MARKETING EFFORTS IN THE RIGHT DIRECTION WITH OUR DATA DRIVEN ACTIVATION GUIDE

[DOWNLOAD NOW](#)



ABOUT INBOX INSIGHT

Inbox Insight amplify content globally to a community of 4.1M active IT, HR, Marketing and Business Professionals, for some of the world's most successful brands.

Using their first party research facility along with powerful AI technology, Inbox Insight are able to combine a 360° perspective of your target audience with the right specialist knowledge to deliver effective B2B demand generation programs. Learn how to put these insights into action to drive cut through and long-lasting audience engagements.

[REQUEST MEDIA PACK](#)

IFP Insights For Professionals

About Insights for Professionals

IFP is a centralized knowledge platform that brings together professionals across multiple disciplines and sectors through the common goals of professional development and knowledge acceleration.

[VISIT THE IFP WEBSITE](#)