

Intent Intelligence and Market Trends to Accelerate Sales

For MarTech Vendors



ACTIVATE YOUR MARKETING STRATEGIES WITH ACCURATE INTENT DATA

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

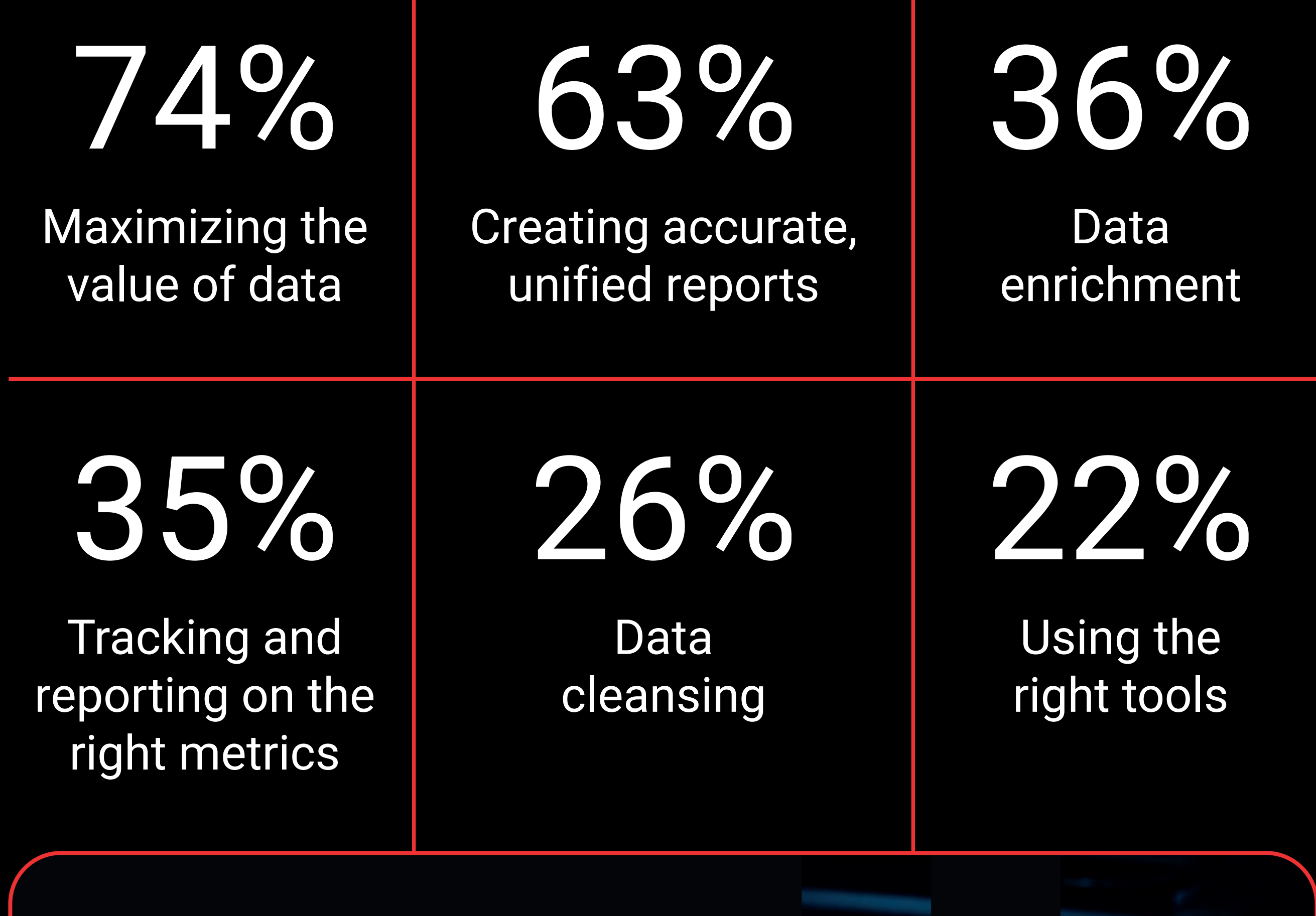
By combining our first party research with a range of third party data sources we provide your Sales and Marketing teams with a clear view of your audience's buying motives, topic searches, intent velocity and other buyer intelligence to tailor the right message, to the right accounts at precisely the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

7 MAJOR MARKETING OPS CHALLENGES

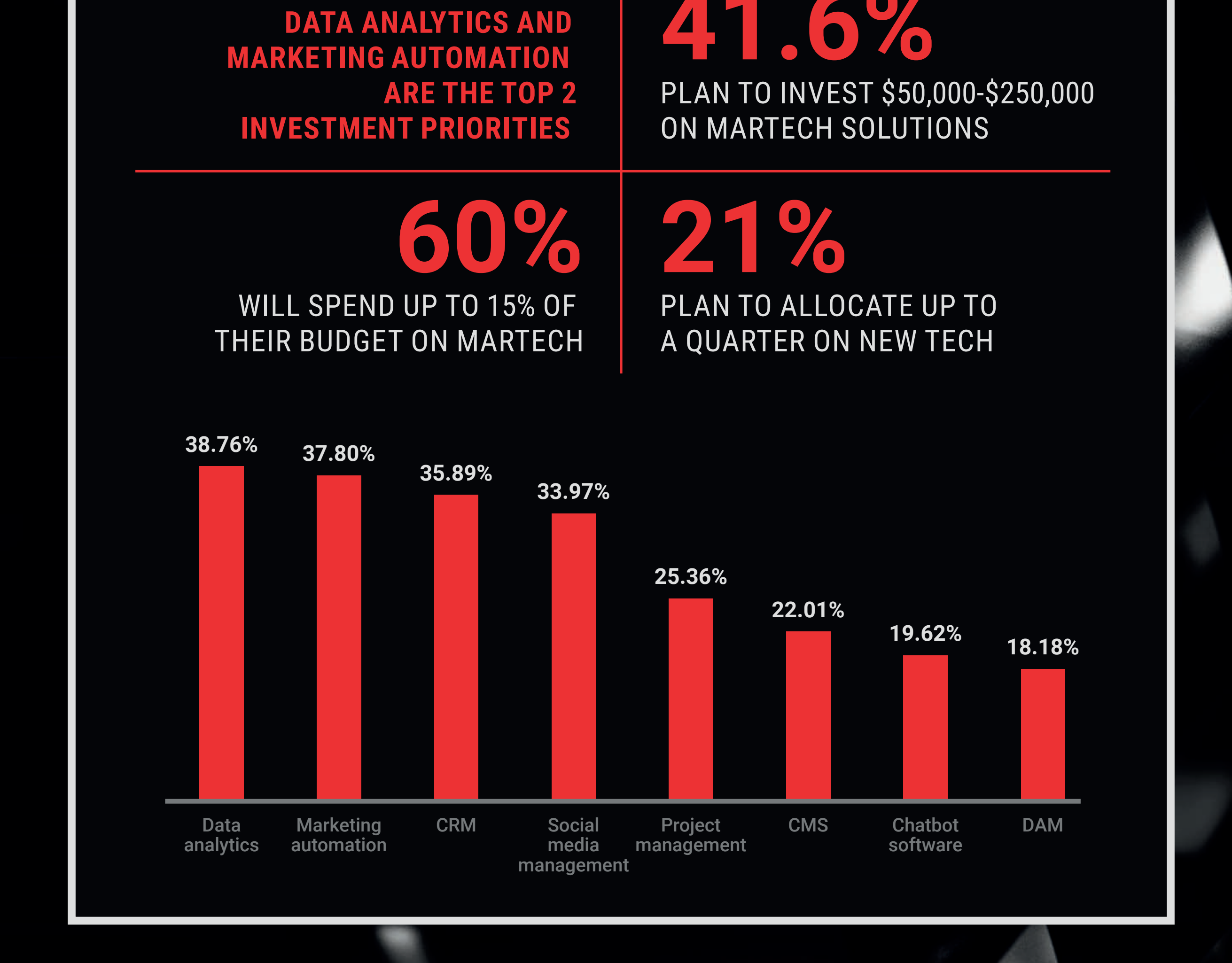


45%

Integrating legacy systems with new platforms

Integrating tools effectively is the 3rd greatest operational challenge for marketing ops professionals

TRENDING & SPENDING



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%

PRIORITIZE 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 Organize 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.”