# Intent Intelligence and Market Trends to Accelerate Sales

# For MarTech







## WITH ACCURATE INTENT DATA Discover exclusive insights and trends to shape your

ACTIVATE YOUR MARKETING STRATEGIES

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.

### facing marketing ops professionals and their investment priorities?

**UNDERSTAND YOUR AUDIENCE** 

Drawing on research conducted among 209 marketing

What does our first party research reveal about the challenges

community, here are the key insights: **MARKETING OPS CHALLENGES** 

professionals within our Insights for Professionals (IFP)



#### 63% 36% 74%

Maximizing the value of data

Creating accurate, unified reports

enrichment

22%

Data

Tracking and reporting on the right metrics

35%

26%

Data

cleansing

right tools

Using the

Integrating legacy systems with new platforms Integrating tools effectively is the 3rd greatest

45%

TRENDING & SPENDING

of VPs believe their current

operational challenge for marketing ops professionals

cleanse their data automatically through partners

marketing automation strategy is

only somewhat effective



#### 75% deploy up to 25 different types of martech to run their marketing ops

**DATA ANALYTICS AND** 

**ARE THE TOP 2** 

**MARKETING AUTOMATION** 

**INVESTMENT PRIORITIES** 

40%

**INVESTMENT PRIORITIES OVER** THE NEXT 12 MONTHS

41.6%

ON MARTECH SOLUTIONS

PLAN TO INVEST \$50,000-\$250,000



#### THE TOP 3 TOPICS WITH GREATEST SPIKING INTENT IN EMEA ARE: +102% 1. Marketing Tools – 46,129 actively searching businesses

Email Marketing Software – **20,926** actively searching businesses

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

2. Getting On Top of DAM: 6 Simple Ways to Organize your Digital Assets 3. 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30% of your Company Data is Outdated.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

Is a **top 3 content performer**; "29 Best Marketing Tools for your Organization in 2022."

Insight driven outcomes. Combining demand generation with actionable insights to

create effective engagement. With access to over 260m B2B

**About Inbox Insight:** 

for Professionals content platform, we are ready to support your growth.

**REQUEST MEDIA PACK** 

www.inboxinsight.com

info@inboxinsight.com

buyers, proprietary intent data modelling tech and the Insights researching specific topics, seeking practical advice, or simply want to stay ahead of what's happening in your industry. To do this we gather the best content from suppliers, brands and industry experts, as well as doing our own research.

VISIT THE IFP WEBSITE

US: +1-508-424-5330

UK: +44 (0)800 161 5511 INBOX INSIGHT

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

2. Data Classification - 26,144 actively searching businesses

Data Classification - **5,698** actively searching businesses 3. B2B Marketing – 4,815 actively searching businesses

**TOP 5 PIECES OF CONTENT BY VIEWS:** 1. The Marketers Guide to Digital Asset Management

dwell time as well as top performing subject lines.

+116%

+150%

+95%

+133%

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.

Insights For Professionals

IFP gives you access to the latest business knowledge that's customized for you. We provide high quality, credible and relevant resources for senior professionals in one place. An easy to access and personalized library to help you when you are

**About Insights for Professionals:**