



How to use intent data to find your next customers

Tools, tips and martech to help you identify your audience's purchase intent

Kingpin

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“In a digital world in which 68% of B2B customers prefer to research independently online (Forrester), how do you know which businesses are most likely to be interested in purchasing your product or service?”





The strategic B2B marketing activation partner for technology brands.

- We help B2B technology marketers harness data, AI and martech to identify audiences, map-out customer buying journeys and uncover in-market prospects.
- We use that intelligence to build and execute strategic, insight-driven marketing campaigns that grow brands and engage, nurture and acquire business customers and partners.



Awards

B2B Tech Marketing Agency of the Year
(Computing, 2018)

Lead Generation Campaign of the Year
(Computing, 2018)

B2B Tech Marketing Agency of the Year
(Computing, 2017)

Multi-Channel Campaign of the Year
(Computing, 2017)

B2B Agency of the Year (Finalist)
(The Drum, 2017)

Accreditations



The Drum Recommended

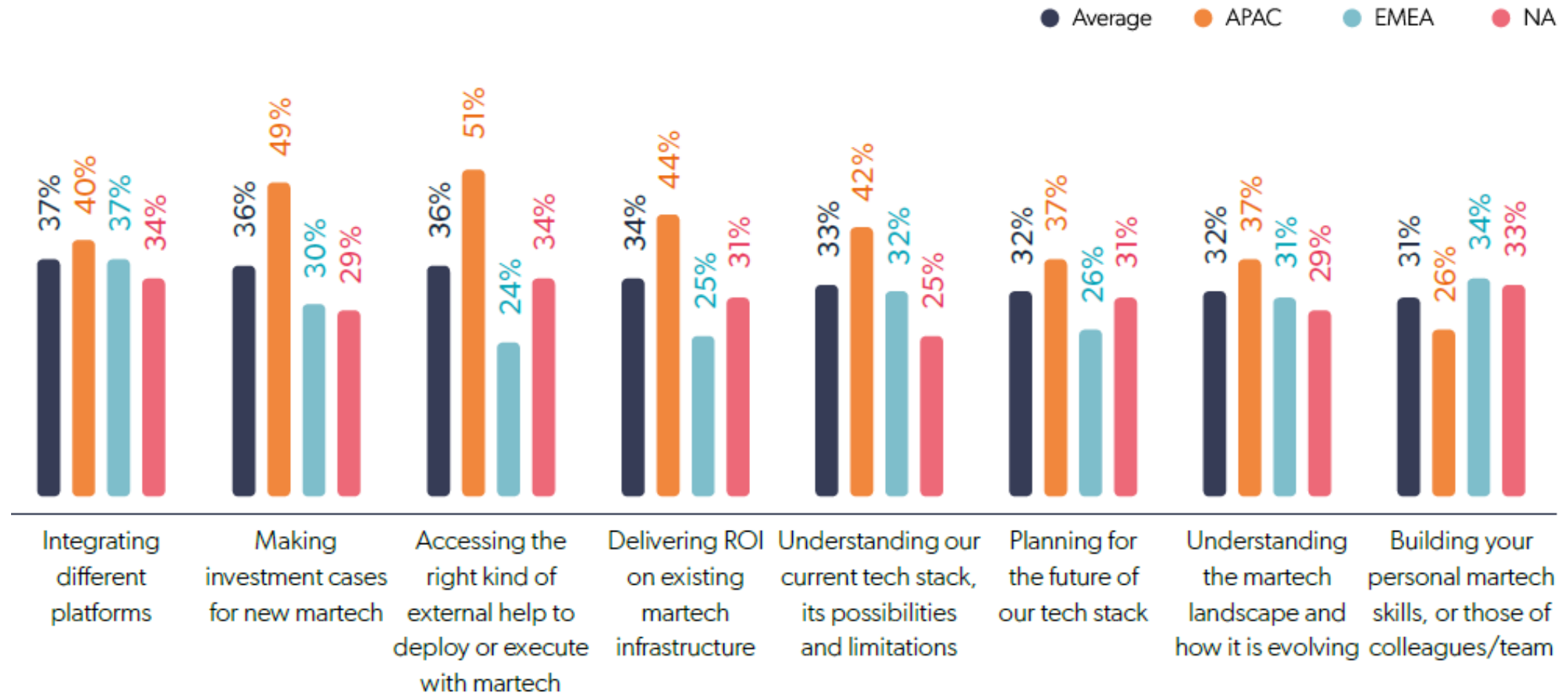


B2B Marketing

Top 10 UK B2B marcomms agencies 2018



Biggest Challenges – Martech usage and how to get the best from them

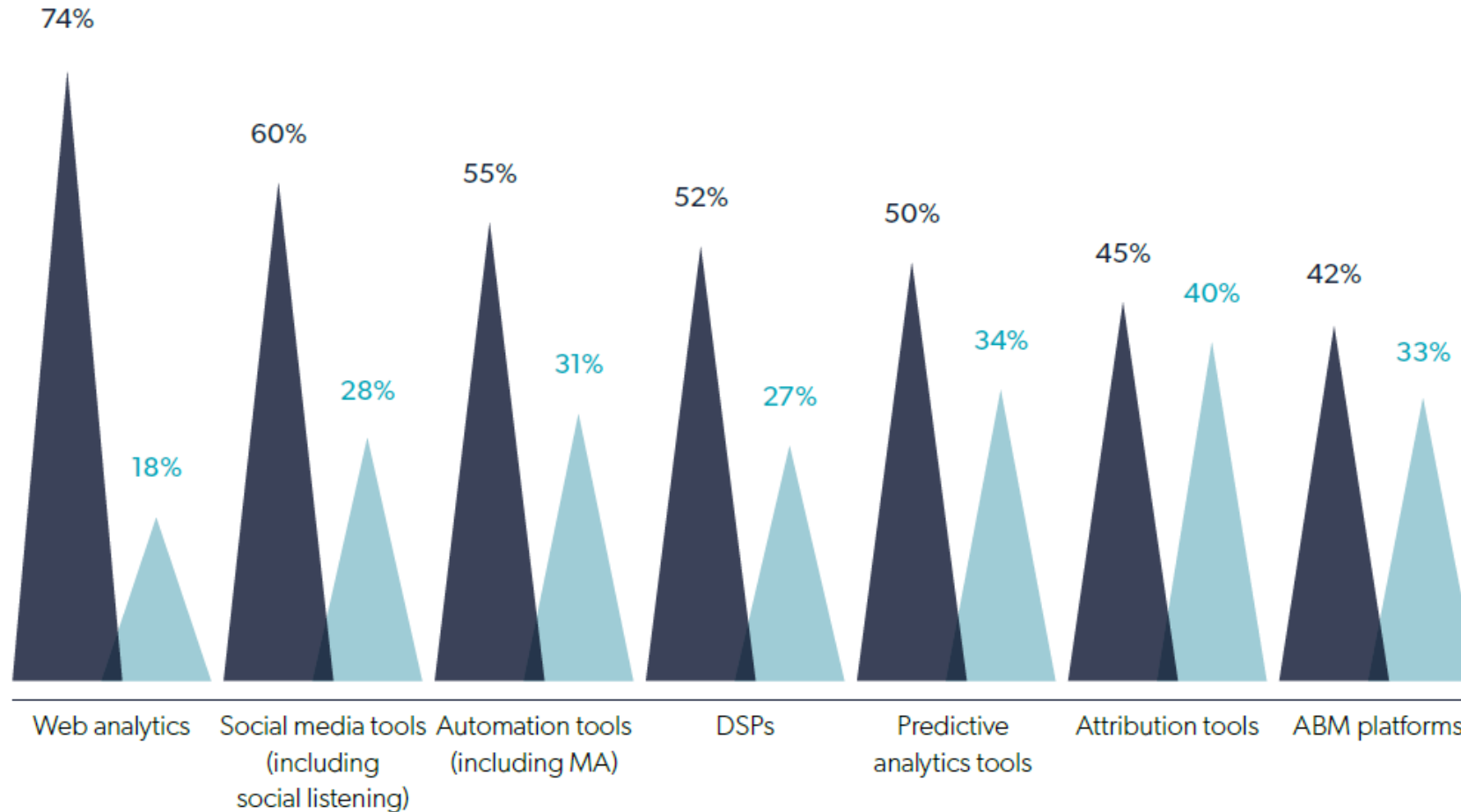


Source – Kingpin and B2B Marketing Global Tech Trends report

What's typically being deployed?

Martech adoption

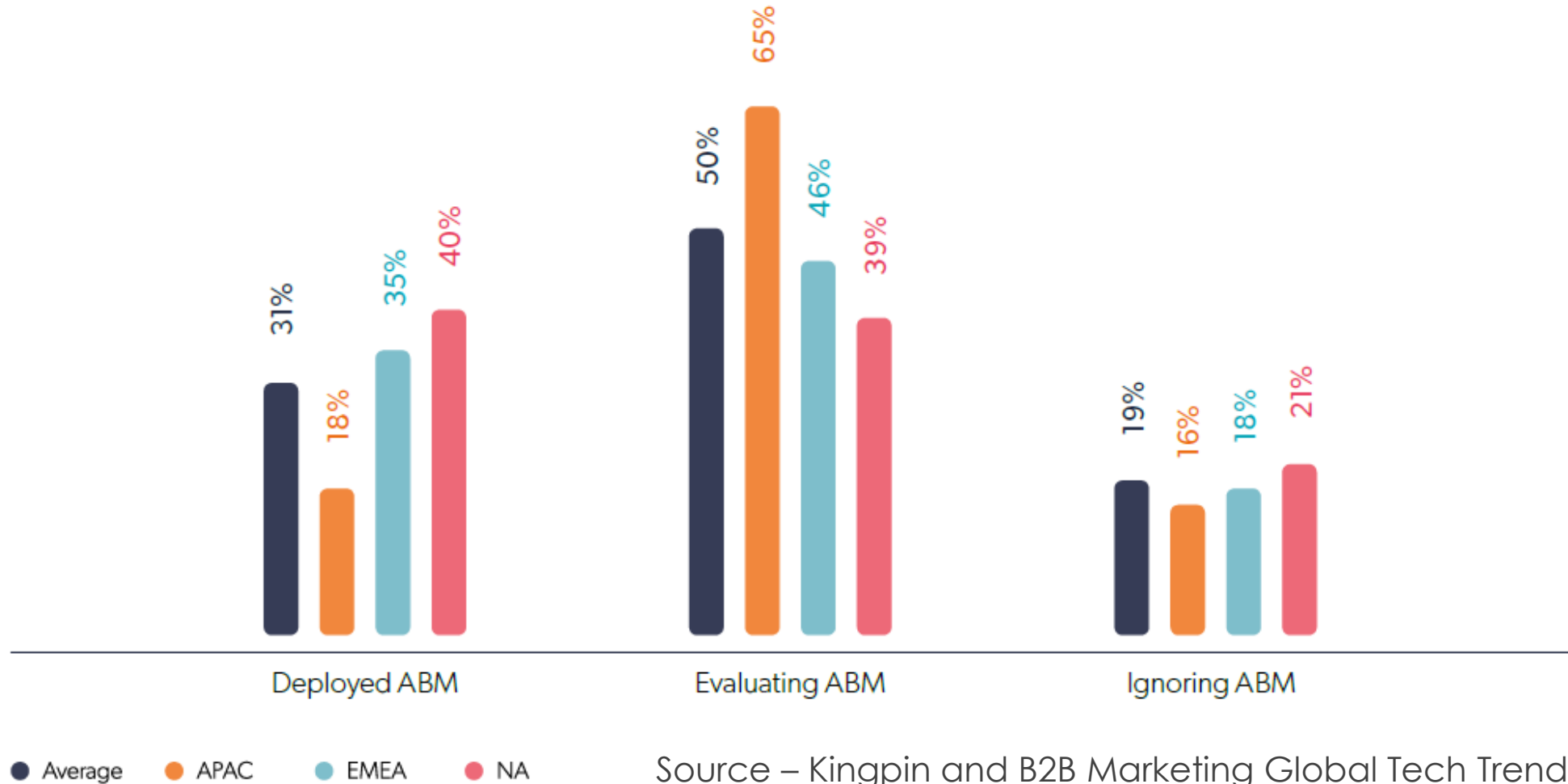
● Deployed ● Evaluating



Source – Kingpin and B2B Marketing Global Tech Trends report

ABM remains an immature discipline

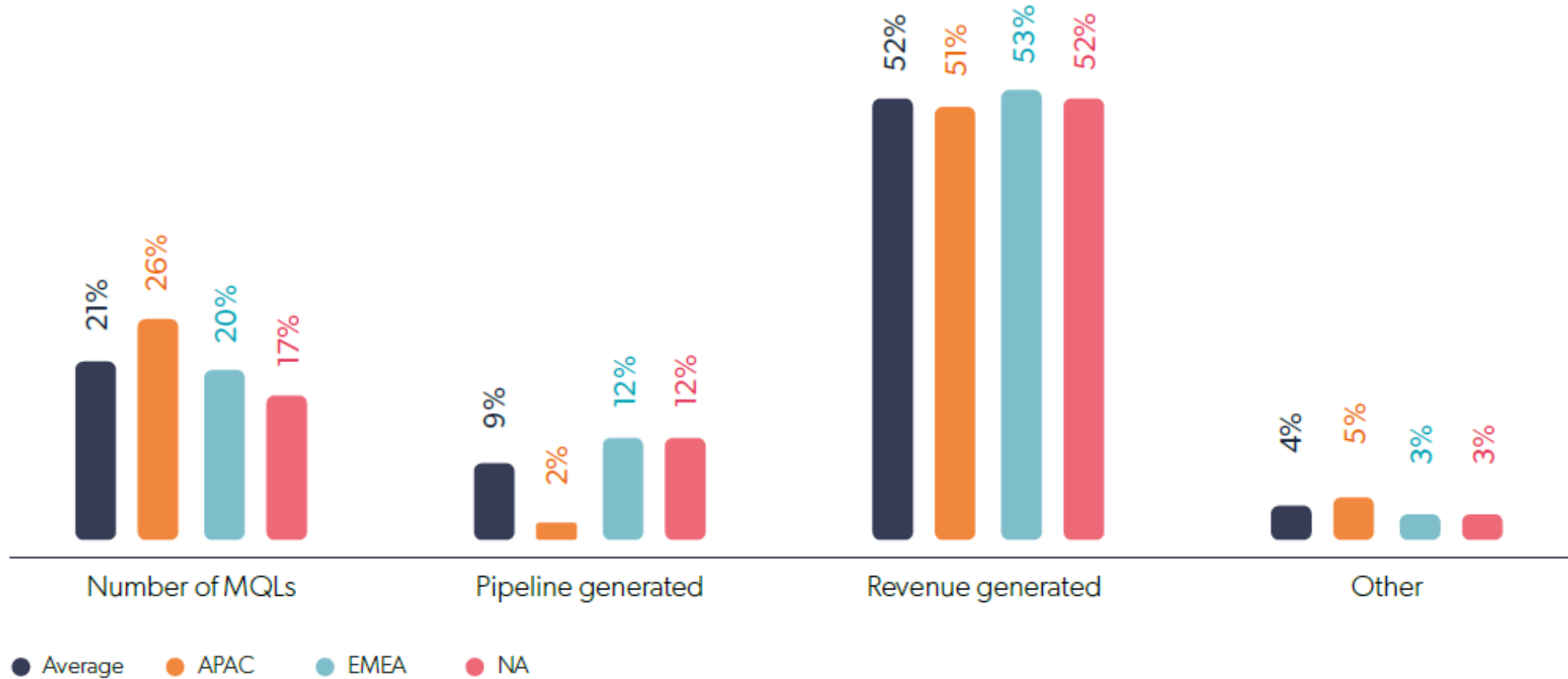
Three stages of ABM maturity



Source – Kingpin and B2B Marketing Global Tech Trends report

Revenue is the most important KPI

'Most important' marketing metric



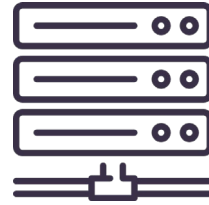
Source – Kingpin and B2B Marketing Global Tech Trends report

The three biggest challenges for B2B marketers



Generating leads and revenue

Sales teams are demanding more from marketers, and with more transparency and data available, the pressure for marketers to consistently nurture and deliver qualified leads through the pipeline is bigger than ever before.



Harnessing martech

According to ChiefMartech, there are nearly 7,000 types of Martech products.

Combine that with the technological advancements of media buying, AR, AI, VR, ad-tech, social, automation etc. and it's enough to make any marketers head hurt.



Measuring success

58% of marketers say their current ability to measure and analyse marketing performance 'needs improvement', according to the 2018 DemandGen Report.

Understanding what affect your marketing is having is one of the biggest and most important challenges.

A hand holding a pen over a notebook with handwritten notes. The background is dark and blurred, focusing on the hand and the text.

So, what is Intent Data?

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ANOTHER IRRELEVANT OFFER?
IT'S LIKE THEY HAVE NO IDEA
WHERE I AM IN THE CUSTOMER
JOURNEY

B2B purchase intent data (intent data) captures online buyer behaviour, tracking a specific company's research level with regard to a specific product/solutions category. This data is used to generate an intent score. As research activity with regard to a given category increases, the intent score also increases, reflecting an ever higher likelihood that the researching company will purchase products or services in that category.

In short - You need to know if your target audience prefers "Don't Stop Believing" or "Wheel in the Sky." It's vital to understand your buyer's Journey.

TOM
FISH
BURNE

The benefits of Intent Data?

1

Efficiency

Reduce wastage

2

Pipeline speed

Buyers enter sales environment quicker

3

Pipeline conversion

Better information = better conversations

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Several early adopters of intent data shared internal reports with us showing

3-5x ROI

on their intent data programs.

Where does intent data sit in the journey?



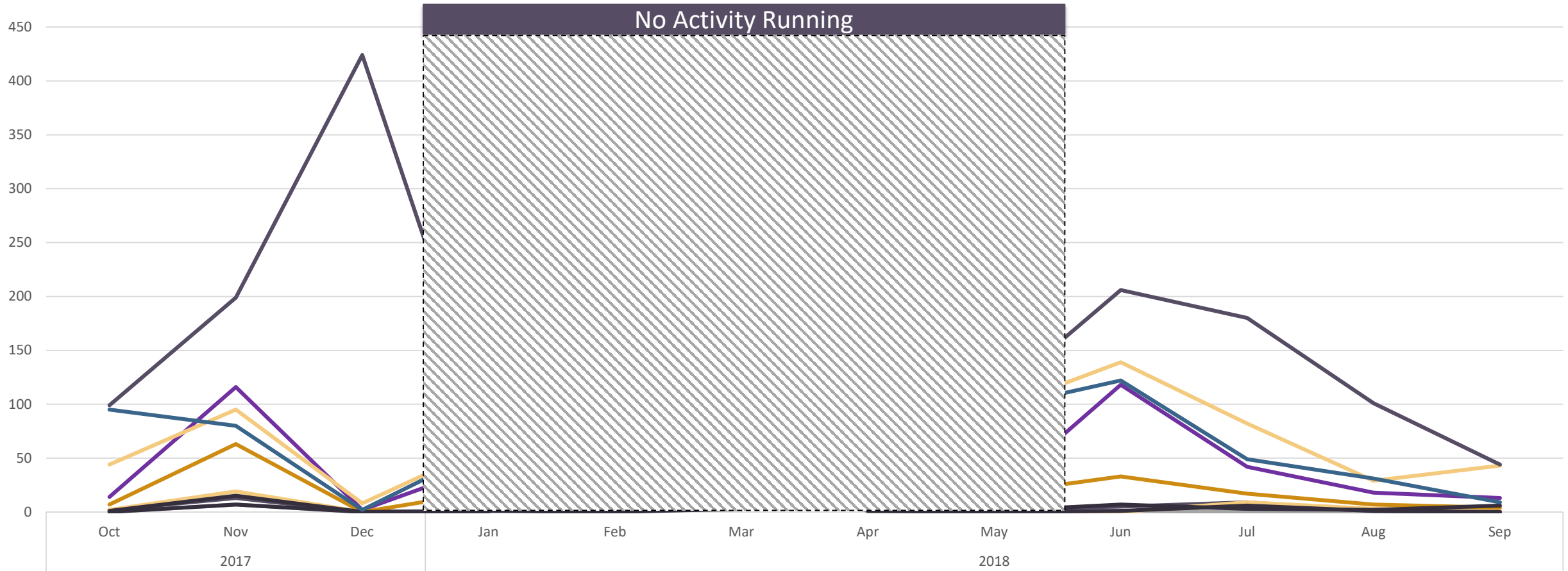
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Where does intent data sit in the journey?



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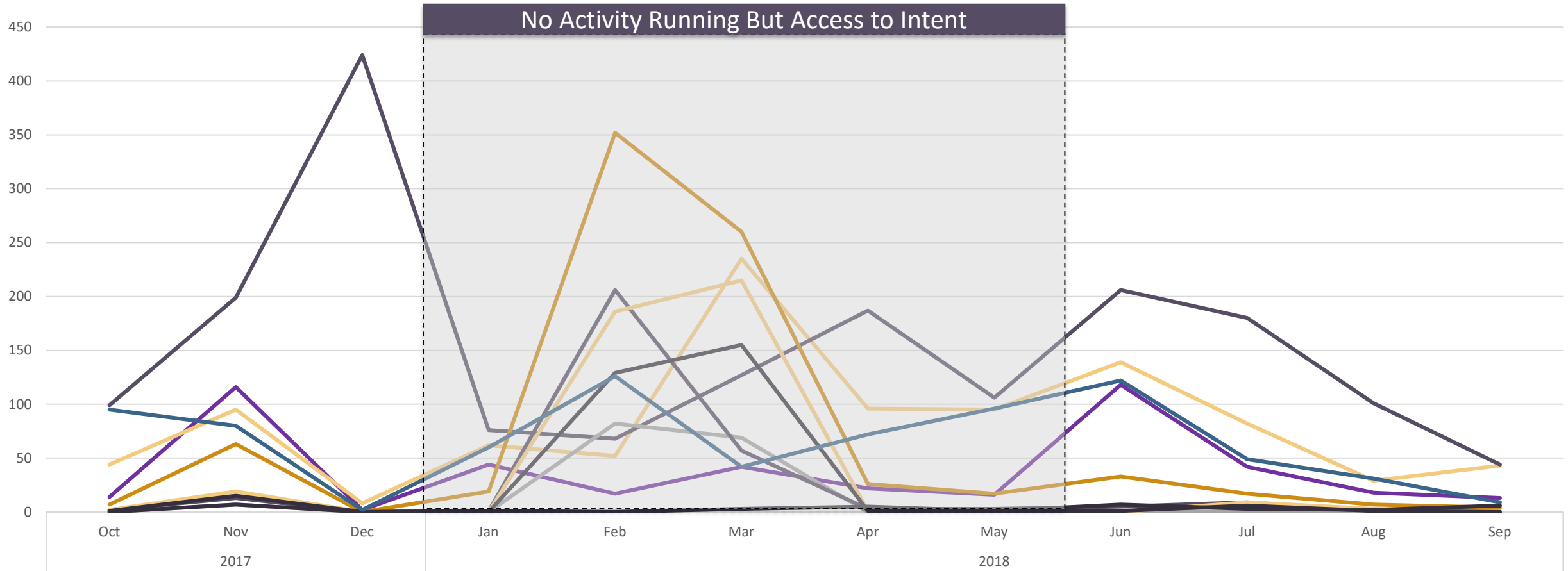
Life before intent



Airbus Atos Barclays City National Bank Cox Communications M&T Bank Corporation Magellan Health Pfizer Sanlam Group Unilever

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Life after intent



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The Intent Data Landscape

	Selection	Contacts	Insights	Content	Interactions	Orchestration	Infrastructure
	Identify and prioritize target accounts, align on resources by Tier 1, 2, and 3	Discover contacts and map to your accounts, ensure quality data	Understand what is relevant and resonant at accounts (triggers, priorities, etc.)	Create account-specific content and messaging that reflects insights	Manage 1:1 account-based interactions in channel – events, outbound, digital (ads, web)	Synchronize interactions into coordinated plays that align to account plans and goals	Map leads to accounts, identify hot accounts (MQAs), show impact of ABM efforts
Predictive	Lattice EVERSTRING sense leadspace MINTIGO infer	Datanyze NETPROSPEX salesforce data.com zoominfo. DiscoverOrg	dun & bradstreet InsideView® LinkedIn AVENTION BAO agent	SEISMIC DOCURATED IDG FREYA / NEWS	DEMANDBASE Terminus vendemore Azalead kwanzo? LinkedIn Madison Logic <small>Activate Intent</small>	Engagio SalesLoft Outreach toutapp Yesware PersistIQ	Engagio LeanData
	bombora <small>the B2B data standard</small> HG DATA <small>Relatably Unfair Advantage</small> mrp THE BIG WILLOW Datanyze	leadGenius REACHFORCE ABERDEEN GROUP SOCIAL123 OceanOS	DiscoverOrg LEADBRIDGE Spiderbook zenIQ DataFox xiQ node	momentum <small>account based marketing</small> Überflip Marcom Central® <small>A Ricoh Company</small>	Marketo DEMANDBASE Optimizely GETSMARTCONTENT evergage Triblio YesPath	insidesales FrontSpin™ cvent Attend.com Eventbrite	Marketo eloqua. salesforce HubSpot
					Human Email Yesware PersistIQ	Attribution Analytics brightfunnel. bizible	



The Good, the Bad and the Ugly

Not all intent data providers are the same.

Vet your data providers to select the right one.

How intent providers build intent data

1. Online behaviour is captured



Bidstream data

The meta data made available through programmatic advertising platforms.



Website tags

Website owners agree to place a javascript tag or pixel on their website and share their visitor data with 3rd parties (bombora etc.)



Form-fill data

Users fill in a form to register for a trial or to access a piece of content.

How intent providers build intent data

1. Online behaviour is captured

Bidstream data

Website tags

Form-fill data

Reach	✓ Billions of pages giving scale	✓ Thousands of pages giving some scale	✗ Usually your own site / sites to build understanding
Geography	✓ Global Coverage	✗ Tough to get local languages	✗ Based on the local area of the site
Understanding of intent scoring	✗ Too many layers of information to show this clearly	✗ Rare to get visibility outside of a "number"	✓ Intent scored on content type and user
Intent from noise	✗ Difficult to cut through data layers to understand this in any real fashion	✓ All engagements are scored from news articles to downloads	✓ All "downloads" classed as a signal of intent
Ad targeting	✓ Yes	✓ Yes	✓ Yes

How intent providers build intent data

1. Online behaviour is captured

2. Apply a topic to that online behaviour

Ensures that these engagements are posted into keywords or topics and tied to potential purchases

3. Separate intent from the noise

E.g. is the user reading an article out of general interest, or for researching a business solution?

Common pitfalls when using Intent Data

- ✗ Don't treat intent data as just another score to pipe into automation or CRM
- ✗ Careful using partners that provide little or no insights into the content / data points that is used to generate that intent
- ✗ Poor or small sets of data powering intent
- ✗ Treating all intent data providers as equal

So we created our own platform...



Digital Engagements

Email opens and banner engagements are all scored alongside page interactions



Telemarketing

Kingpin TM activity is analysed and captured – from research, MQL and SQL generation to company profiling.



Search Activity

Search data and insights from page lands are included into scoring



Web Events

Click or engagement through digital activity e.g. programmatic ads and site visits



Digital & Physical Events

Event registration and attendee data from tradeshows, smaller events, webinars and roundtables is captured, analysed and scored



Content Downloads

All content downloads, including data sheets, infographics and general whitepapers.

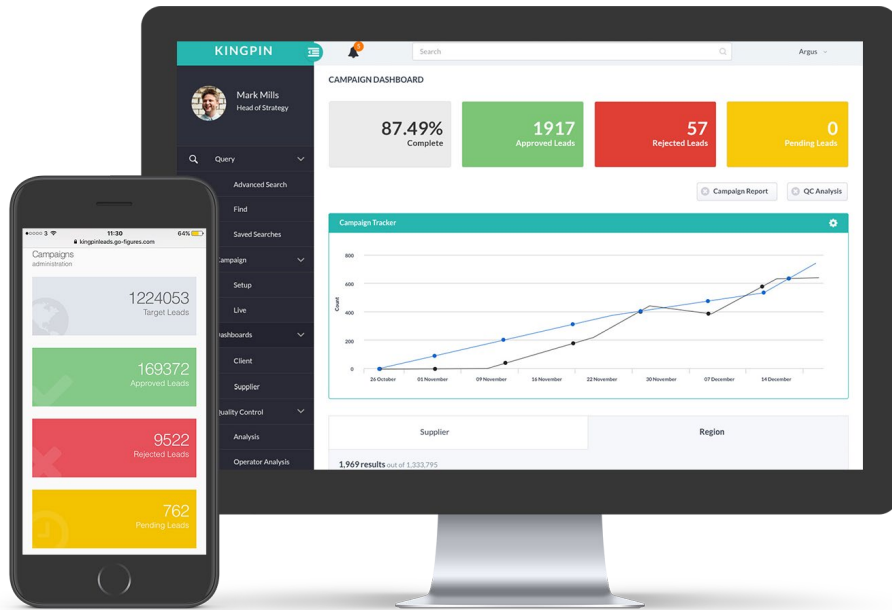


Argus



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What Argus delivers



Active accounts & individuals in the market for your offering

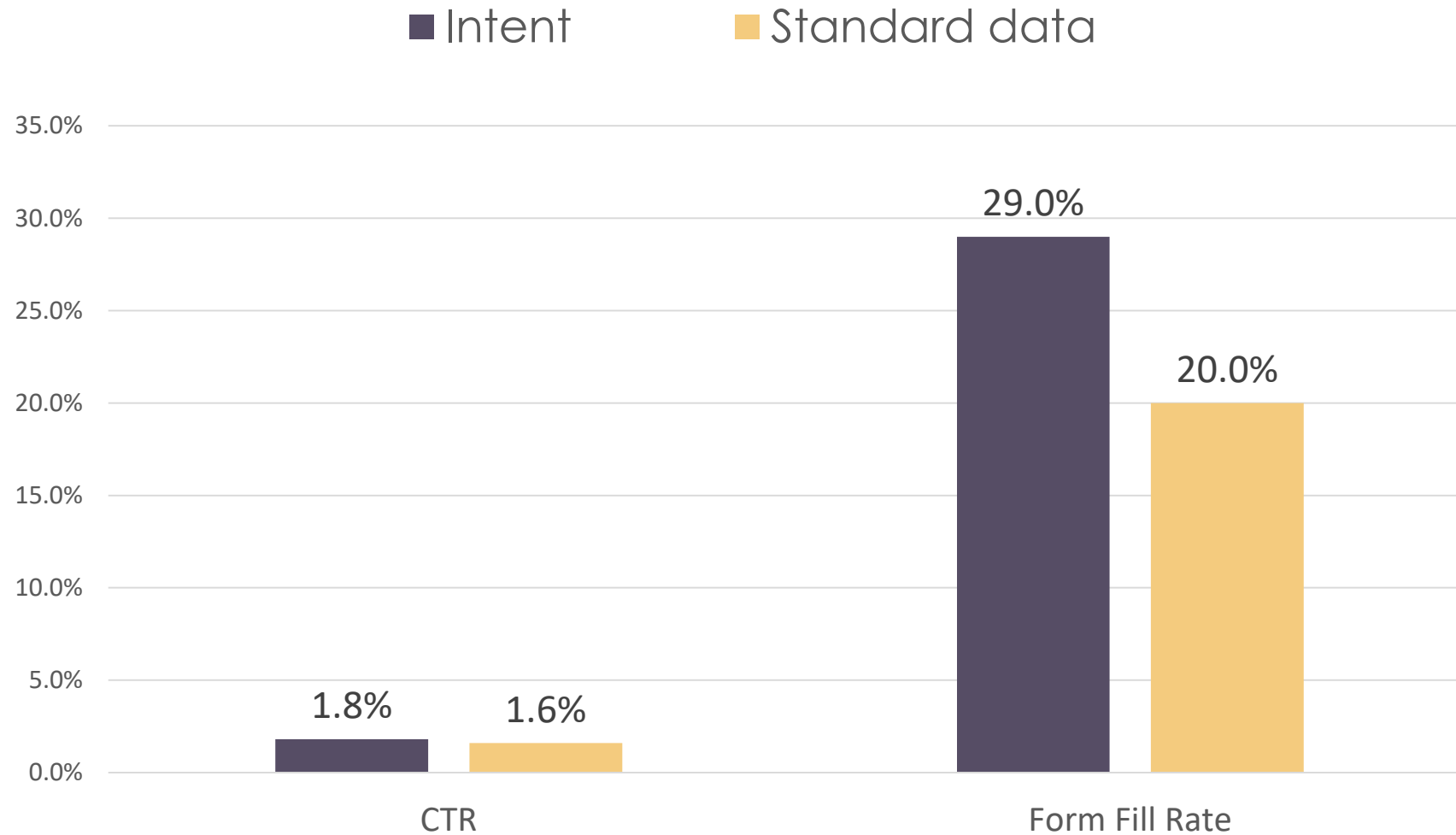
Access insights into the accounts and individuals who are actively seeking and engaging with content and events relevant to your business.

Scored engagement with your content and campaigns

Score accounts and individuals based on the levels of engagement with your campaigns, giving you the opportunity to prioritise sales follow up of the most 'likely to buy' prospects.

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Intent data works!



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**Get in touch for more information
on Argus or how to implement
intent data**

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Thank you.

Any questions?

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