



# Intent Data Solutions

## Identifying buyers in-market now

Recognizing a buyer before they purchase is critical to success. The uber crowded B2B space allows little room for mistakes, so companies must be ready to respond quickly with the right message.

Building on our deep legacy of high-quality B2B data, Infogroup's intent data offering includes attributes informed by signal data from multiple providers, identifying a responsive audience that is in-market to purchase specific, selectable products or solutions. Paired with the hundreds of attributes from our industry-leading B2B database, and the ability to activate this data in any channel, marketers can improve closing rates by more than 79%.

### Lead Generation

Feed the funnel with more qualified leads. We use the power of intent and co-branded targeted emails featuring your assets to generate leads within active audiences that match your criteria.

### Account-Based Marketing

Pinpoint prospective business buyers at the right moment by identifying surging company locations within a target list.

### Intent Hotline

Be the first to get in touch with those who show immediate interest. Receive intent based leads when you need them and set quantities to ensure pipeline goals are met.

### Activation

Activate or re-engage rented, licensed, purchased, or in-house data sets by matching records against Infogroup's intent Masterfile.

### Customer Alert

Limit attrition by consistently monitoring your customers' online behavior and seeing the signals that indicate a new purchase may happen soon.

## Infogroup Differentiators



### A Leader in B2B Data

Infogroup was ranked a leader in The Forrester Wave™ of B2B Marketing Data Providers, outperforming the 12 companies evaluated across the majority of criteria



### Multi-sourced

More intent partners mean better coverage and availability of more signals



### Omnichannel Capable

Intent data across any channel, including direct mail, email, and telemarketing



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In-market buyers now

## How It's Compiled



Online  
Behavior



Keyword  
Monitoring



Intent  
Algorithm



In-Market Business  
Locations

## 6,200 Intent Topics Available

### Top 20 intent topics

- 3D Printing
- Advertising Solutions
- Backup and Recovery
- Building Security
- Business Credit Cards
- Career Development
- Cloud Providers
- Commercial Loans
- Cyber Security
- Electronic Medical Records
- Energy Management
- Fleet Management
- Human Resource Technology
- Internet Service
- Machine Learning
- Mobile Application User Interface
- Payroll Services
- Sales Enablement
- Small Business Solutions
- Web Site Hosting

## Current Intent Coverage

- Over 20 Million Business Sites
- 3.5 Billion Monthly Intent Signals
- In-Market Business Locations Only

## Why Infogroup?

Infogroup's B2B data is recognized as the gold standard in B2B marketing. We have carefully selected the best sources of intent signals to create a consolidated dataset that can be leveraged as part of our B2B database or appended to your files. Through our extensive services organization, Infogroup can help you understand the best way to leverage intent data and activate it in any channel of your choosing.