

A QUICK GUIDE TO Intent Data



WHAT IS INTENT DATA?

Intent data uses a combination of data types to understand an organization's **intent to purchase** through the online behaviour of employees. Intent levels are based on where prospects sit in the funnel.



IDENTIFYING USERS
Unique identifiers are typically an email, name or contact ID but can also include telephone numbers or social media profiles and can be used to identify an individual person.



WHAT'S CAPTURED?
Engagements such as content downloads, live events, digital events, website visits, sign ups / demos.

Information such as buyer journey stage and location data can also be captured.

WHERE DOES INTENT DATA COME FROM?

1ST PARTY DATA

Information you collect directly from your own environment. Can include on-site behaviour, CRM data, subscription data and social data.

It can also include information about users collected offline

3RD PARTY DATA

Information purchased from data aggregators, sourced from cookies placed on non-owned sites and from publishers.

Can include name, email address, work address, phone number, social media handles, purchase history and website browsing activities.

BIDSTREAM DATA

All the information around a user pulled through bid requests. Can include URL, device type, IP address, and ad format

HOW IS INTENT BUILT FROM THIS INFORMATION?

This data is combined with data from your CRM to score a company's intent to purchase.

Having just one individual from an organization download brand content does not mean that they are interested in buying a solution. This is why you need data across an organization and a mix of 3rd party data to understand the needs of the prospective company.

PRIORITISE HIGH INTENT ACCOUNTS FOR SALES

Using Argus, you can build out a level of intent combining all these different types of data. Argus ingests all data types to give a qualified account score, looking at brand and wider market engagement, allowing you to prioritise your sales and marketing nurture programmes to the accounts that are in market for your solution.



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