USING INTENT DATA

A RESEARCH-BASED GUIDE FOR MARKETERS

Research Series Conducted in Partnership with Leading Providers of Marketing Technology and Digital Marketing Agency Services.

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RESEARCH-BASED MARKETING

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METHODOLOGY

Ascend2 benchmarks the performance of marketing strategies, tactics and the technology that drives them with a standardized online questionnaire and a proprietary 3-Minute Survey format.

This survey was fielded to a panel of marketing professionals and marketing research subscribers.

SURVEY RESPONDENTS

Primary Marketing Channel

B2B	29%
B2C	40%
B2B and B2C equally	31%

Number of Employees

More than 500	30%
50 to 500	41%
Fewer than 50	29%

Primary role in company

Owner / Partner / C-Level	31%
Vice President / Director / Manager	50%
Non-Management Professional	19%

USING INTENT DATA

Marketers use intent data to gain insight into the potential actions a web user might take based on information about their content consumption and digital behavior.

But how can marketers gain a competitive advantage by integrating intent data into their strategy?

To help answer this question, Ascend2 and our Research Partners fielded the Using Intent Data Survey. We thank the 304 marketers who responded to this survey between the dates of January 19, 2021 and January 26, 2021.
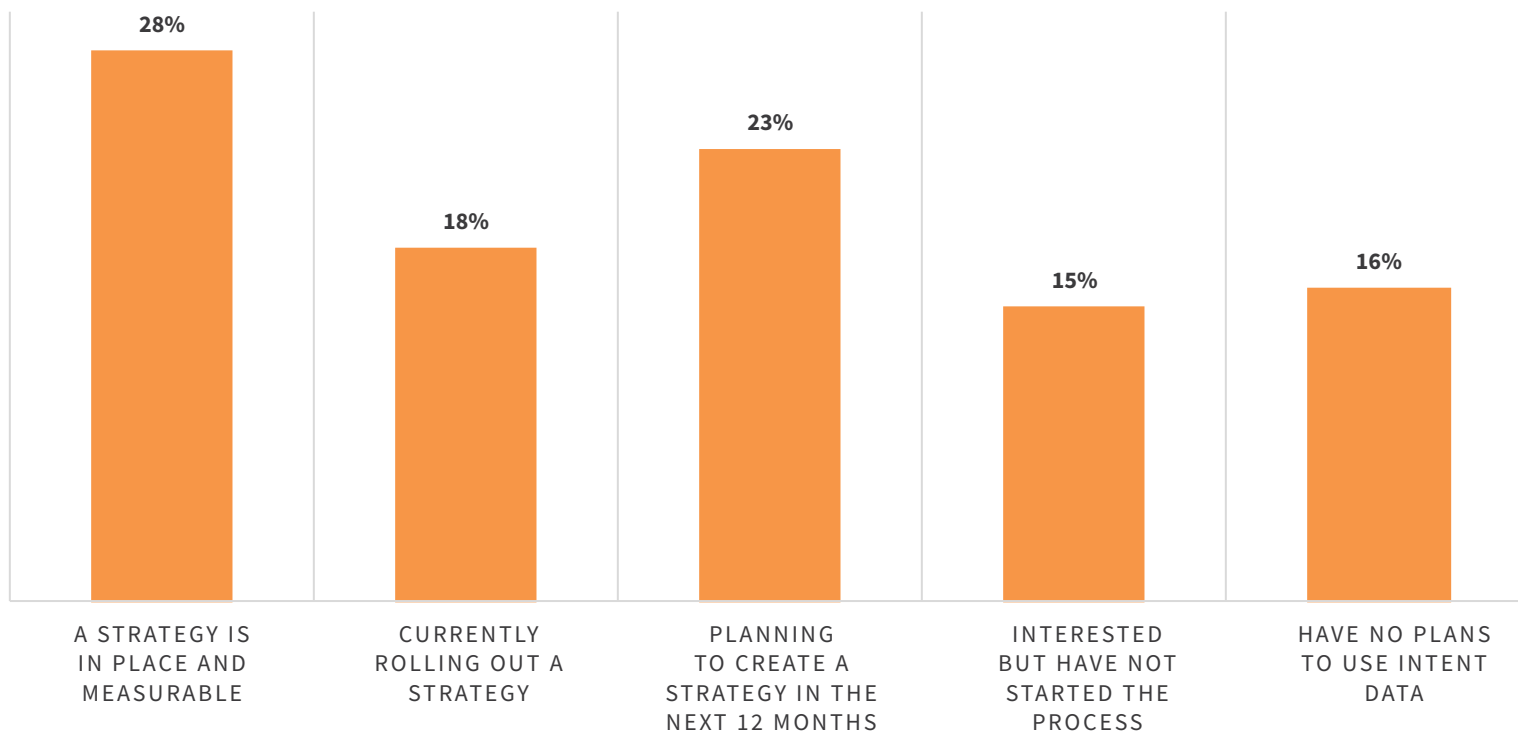
This Survey Summary Report, titled *Using Intent Data,* represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

This research has been produced for your use. Put it to work in your own marketing strategy. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published.

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CURRENT SITUATION

Access to the information that indicates a web user has an intention of making a specific purchase is becoming more wide-spread across industries and marketing channels. Nearly seven-in-ten (69%) marketers report being in the midst of **planning and rolling out a strategy** to use intent data or already **have a strategy in place and measurable**.

WHICH BEST DESCRIBES YOUR CURRENT SITUATION AS IT APPLIES TO USING INTENT DATA?

28%
A STRATEGY IS
IN PLACE AND
MEASURABLE

18%
CURRENTLY
ROLLING OUT A
STRATEGY

23%
PLANNING
TO CREATE A
STRATEGY IN THE
NEXT 12 MONTHS

15%
INTERESTED
BUT HAVE NOT
STARTED THE
PROCESS

16%
HAVE NO PLANS
TO USE INTENT
DATA

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Using Intent Data Survey
Conducted by Ascend2 and Research Partners
Published February 2021

PRIMARY GOALS

Using intent data enables marketers to not only identify who to target with specific campaigns and when, but also allows marketing teams to better align strategy and goals with their sales and business development counterparts. Over half (52%) of marketers are using intent data to **identify new accounts to target** while 45% report that a primary goal is to **align sales and marketing** efforts.
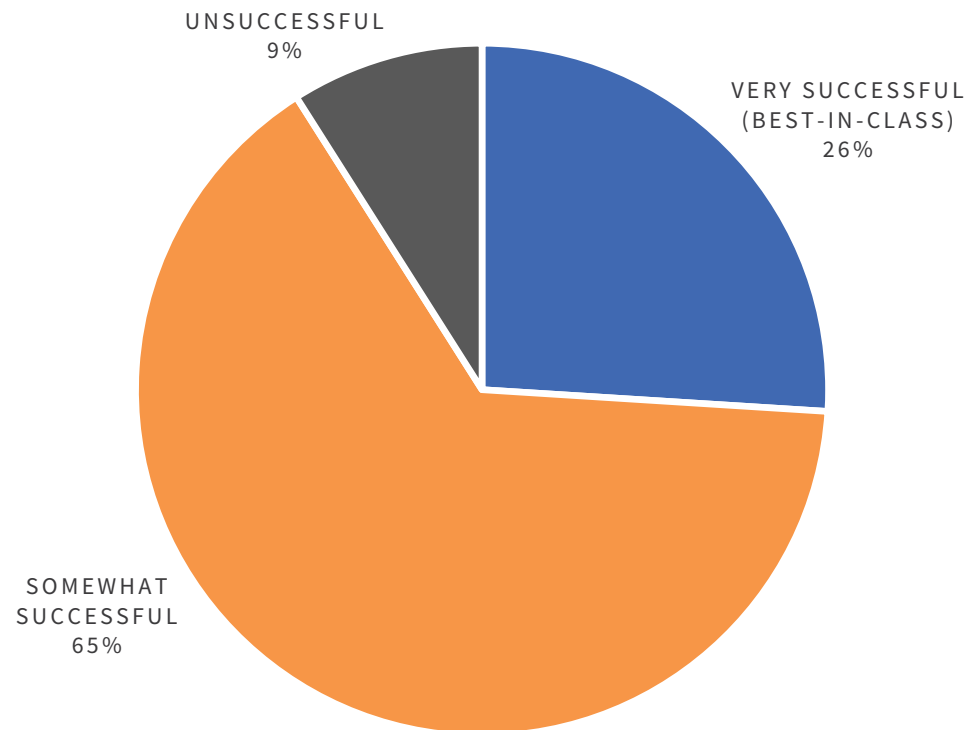
WHAT ARE YOUR PRIMARY GOALS FOR USING INTENT DATA?

Goal	Percentage
IDENTIFY NEW ACCOUNTS TO TARGET	52%
ALIGN SALES AND MARKETING	45%
PRIORITIZE ACCOUNTS FOR PROSPECTING	33%
TAILOR MESSAGING BASED ON INTENT TOPICS	32%
MONITOR POTENTIAL CUSTOMER CHURN	30%
SALES ENABLEMENT	27%
OPTIMIZE LEAD SCORING MODELS	22%

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STRATEGIC SUCCESS

A 91% majority of marketers are seeing **success to some extent** from the use of intent data. Just over one-quarter (26%) of marketing professionals responding to the survey report that the overall success of their (or their typical client's) use of intent data at achieving the goals set for it is **best-in-class** compared to competitors. Only 9% of marketers are seeing little to no success from an intent strategy.

WHICH BEST DESCRIBES THE OVERALL SUCCESS OF YOUR (OR YOUR TYPICAL CLIENT'S) USE OF INTENT DATA AT ACHIEVING ASSOCIATED GOALS?

UNSUCCESSFUL
9%

VERY SUCCESSFUL
(BEST-IN-CLASS)
26%

SOMEWHAT
SUCCESSFUL
65%

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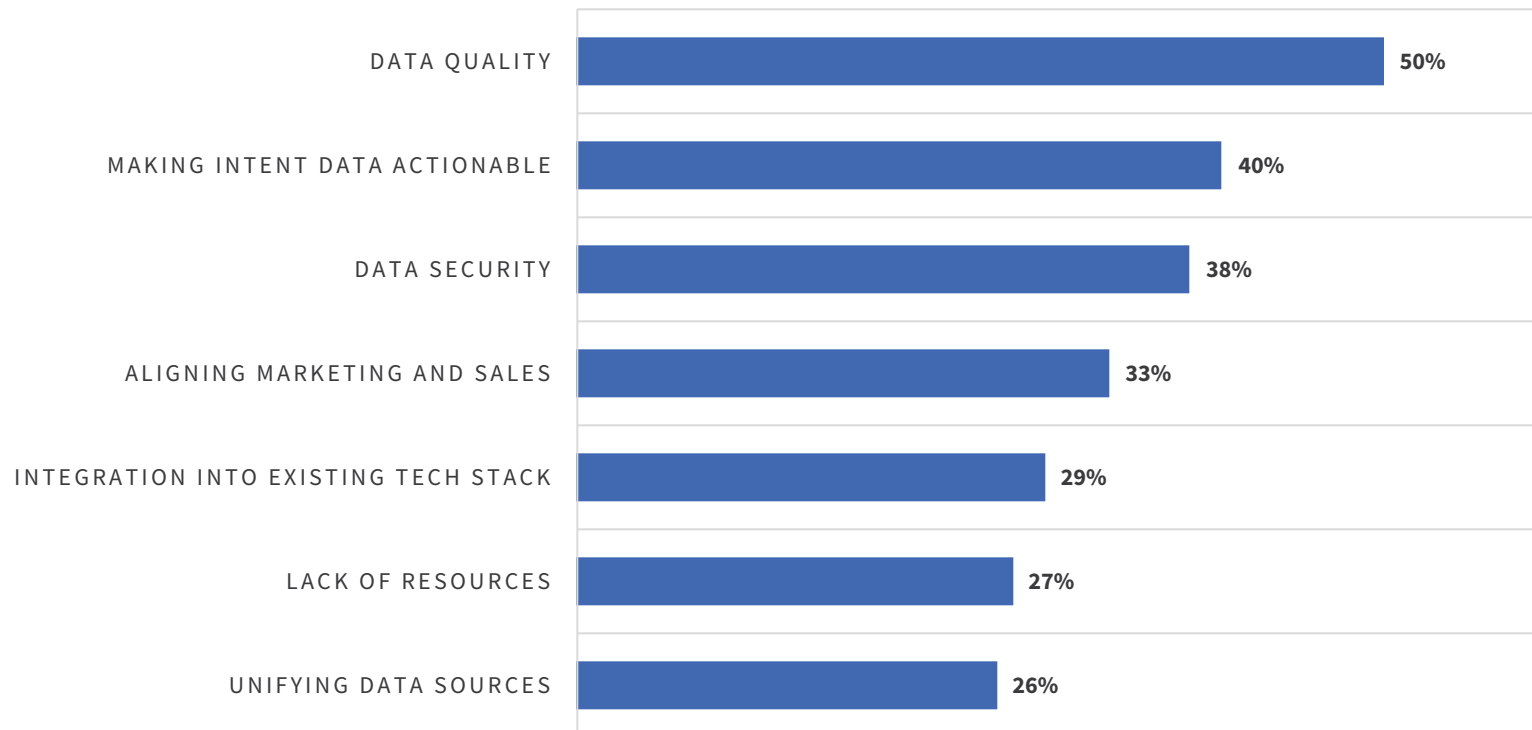Published February 2021

TOP CHALLENGES

To successfully inform a marketing strategy, it is critical for the data used to be high quality. Half (50%) of marketers, however, find that **data quality** is a major issue when using intent data to make decisions. **Making intent data actionable** as well as **data security** are also top challenges for 40% and 38% of marketing professionals surveyed, respectively.

WHAT ARE THE TOP CHALLENGES FACED WHEN USING INTENT DATA?

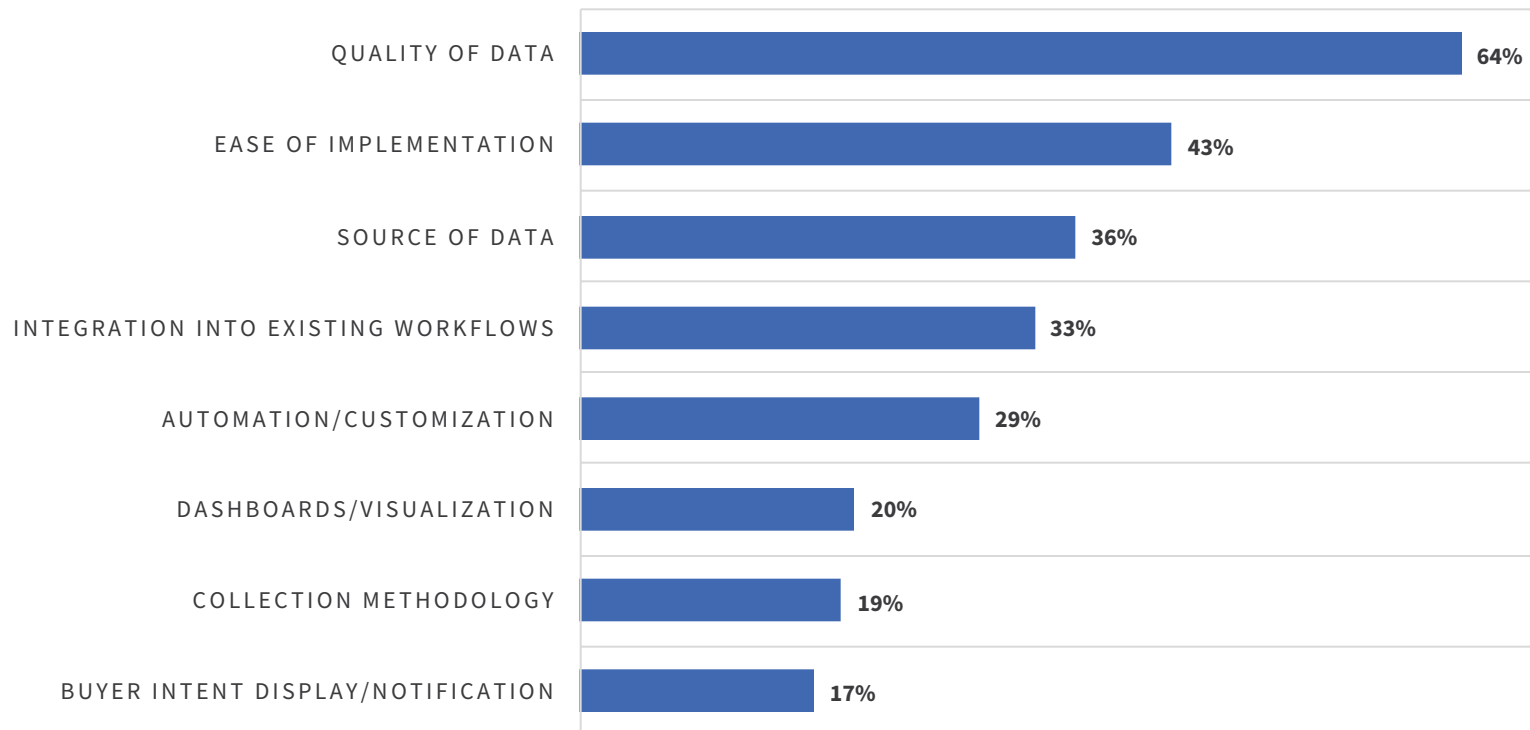| Challenge	Percentage
DATA QUALITY	50%
MAKING INTENT DATA ACTIONABLE	40%
DATA SECURITY	38%
ALIGNING MARKETING AND SALES	33%
INTEGRATION INTO EXISTING TECH STACK	29%
LACK OF RESOURCES	27%
UNIFYING DATA SOURCES	26%

IMPORTANT ATTRIBUTES

Finding the tool that best aligns with the business goals of the brand is crucial to the success of intent data use. When it comes to evaluating an intent data solution or vendor, marketers turn first to **data quality** and then to **ease of implementation** according to 64% and 43% of those surveyed, respectively. Just over one-third (36%) of marketing professionals say that the **source of data** is also important to consider.
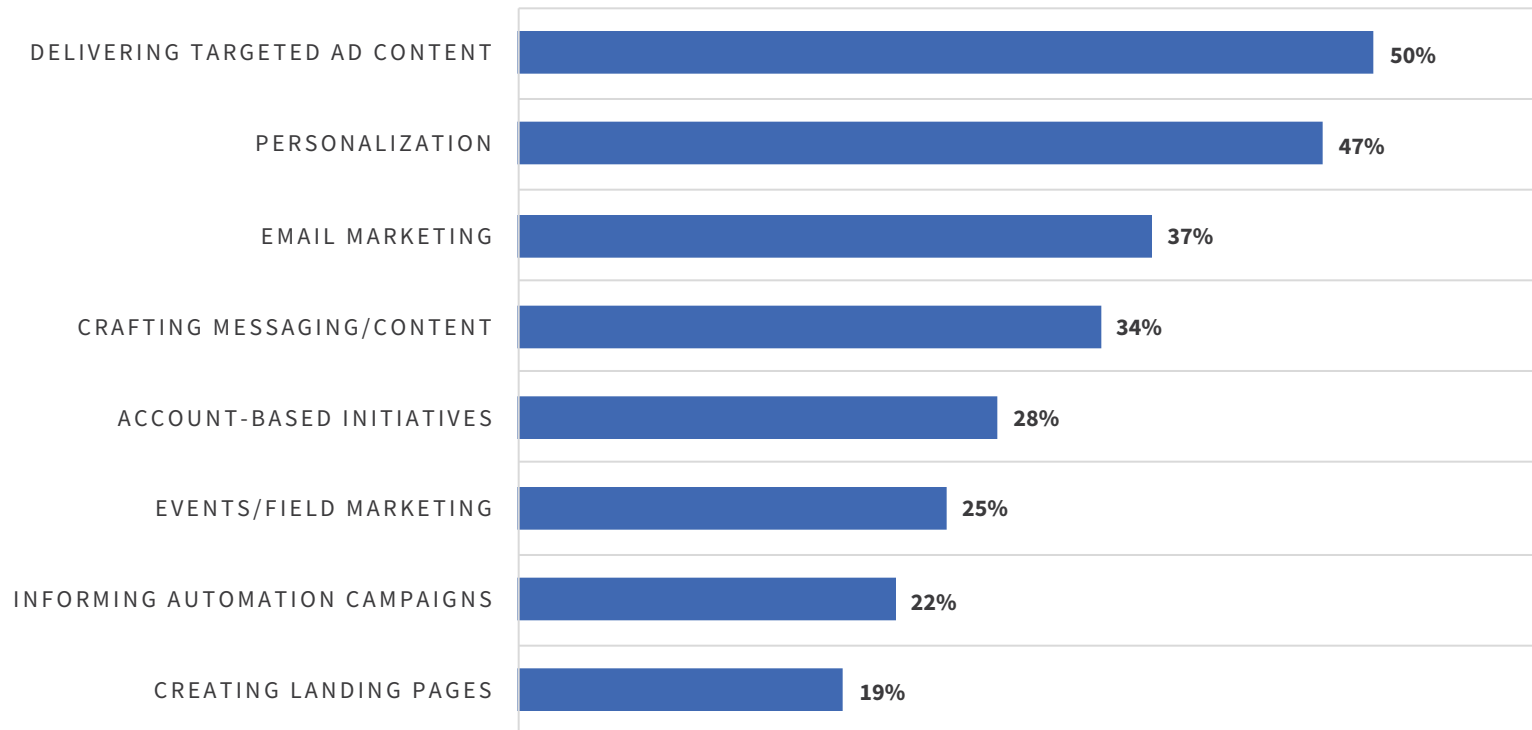
WHAT ARE THE MOST IMPORTANT ATTRIBUTES OF AN INTENT DATA SOLUTION OR VENDOR?

Attribute	Percentage
QUALITY OF DATA	64%
EASE OF IMPLEMENTATION	43%
SOURCE OF DATA	36%
INTEGRATION INTO EXISTING WORKFLOWS	33%
AUTOMATION/CUSTOMIZATION	29%
DASHBOARDS/VISUALIZATION	20%
COLLECTION METHODOLOGY	19%
BUYER INTENT DISPLAY/NOTIFICATION	17%

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MOST ACTIONABLE USES

What are the most actionable uses of intent data according to marketers? Half (50%) of marketers agree that intent data is best used as a part of an overall strategy for **delivering targeted ad content**. Brands are also using intent data to deliver a more **personalized experience** to prospects and customers according nearly half (47%) of marketers responding to the survey.
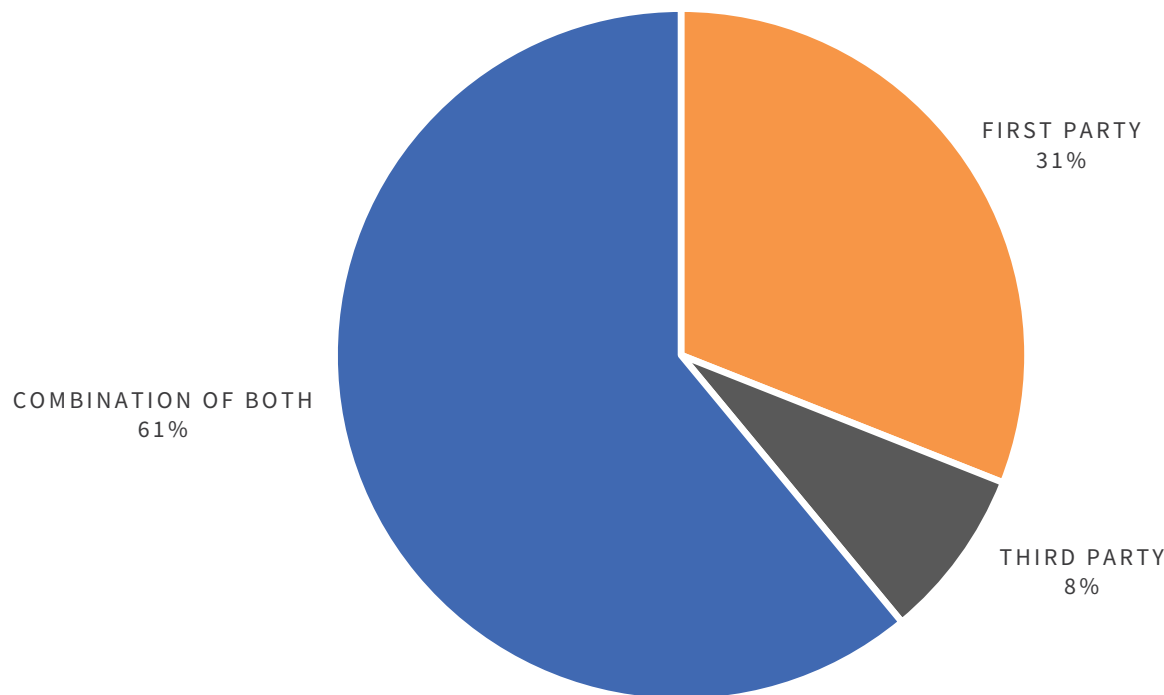
WHAT ARE THE MOST ACTIONABLE WAYS TO USE INTENT DATA?

Use	Percentage
DELIVERING TARGETED AD CONTENT	50%
PERSONALIZATION	47%
EMAIL MARKETING	37%
CRAFTING MESSAGING/CONTENT	34%
ACCOUNT-BASED INITIATIVES	28%
EVENTS/FIELD MARKETING	25%
INFORMING AUTOMATION CAMPAIGNS	22%
CREATING LANDING PAGES	19%

TYPES OF DATA

Six-in-ten (61%) marketing professionals surveyed report that incorporating **first-party data** (information collected internally from direct interactions with a brand) with **third-party data** (information collected externally from offsite destinations) is a most common strategic use of intent data. A 92% majority of marketers are collecting intent data internally to some extent.
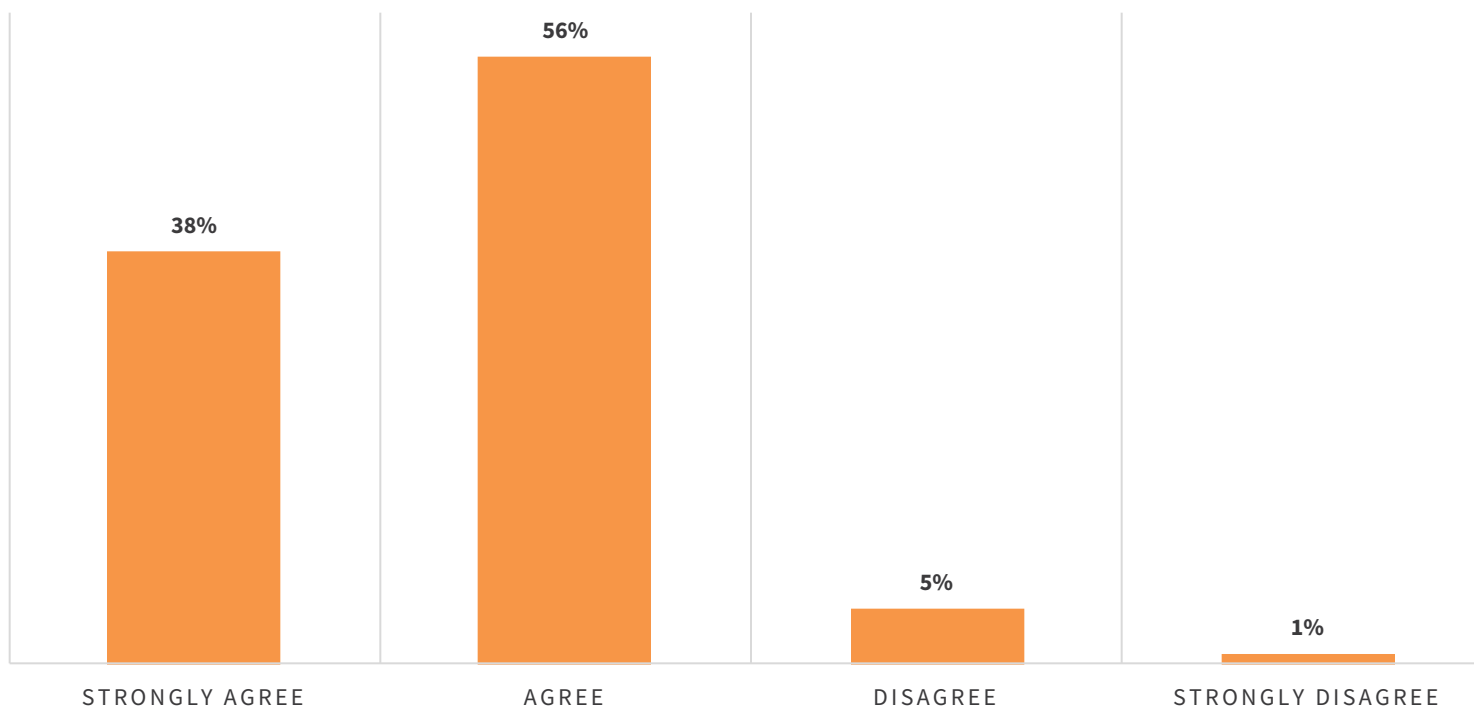
WHICH TYPE OF INTENT DATA IS USED MOST OFTEN?

FIRST PARTY
31%

THIRD PARTY
8%

COMBINATION OF BOTH
61%

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COMPETITIVE ADVANTAGE

Businesses of all types now have access to massive amounts of data that can be leveraged in different ways to generate demand. The vast majority (94%) of marketers agree that using data to track buyer intent will give marketing and sales teams a **competitive advantage** in the year ahead. 38% of marketers strongly agree that intent data can be used to gain a competitive edge.

DO YOU BELIEVE THAT USING INTENT DATA WILL GIVE MARKETING AND SALES TEAMS A COMPETITIVE ADVANTAGE IN THE YEAR AHEAD?

STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE
38%	56%	5%	1%

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