



THE OUTLOOK ON INTENT DATA

Research Created for Marketers



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

Ascend2[™]
RESEARCH-BASED MARKETING

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PUT THIS CONTENT
TO GOOD USE!


HOW TO USE THIS REPORT:

TIP #1: ENGAGE YOUR AUDIENCE by turning the charts and insights into your own content.

TIP #2: DISCOVER STRATEGIES, TACTICS AND TRENDS that are working for fellow marketers.

TIP #3: IMPROVE YOUR OWN STRATEGY by using data that is relevant to your business.

This Survey Summary Report is part of a series conducted in partnership with our participating Research Partners.

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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	25%
B2C	45%
B2B and B2C equally	30%

Number of Employees

More than 500	12%
50 to 500	24%
Fewer than 50	64%

Primary role in company

Owner / Partner / C-Level	58%
Vice President / Director / Manager	29%
Non-Management Professional	13%

THE OUTLOOK ON INTENT DATA

The knowledge surrounding the utilization of intent data is growing as it is adopted by organizations that span many different industries and marketing channels.

But how are marketers using what they know about intent data to optimize their strategy in the year ahead?

To help answer this question, Ascend2 and our Research Partners fielded The Outlook on Intent Data survey. We thank the 337 marketers who responded to this survey between March 20, 2022 and March 28, 2022.

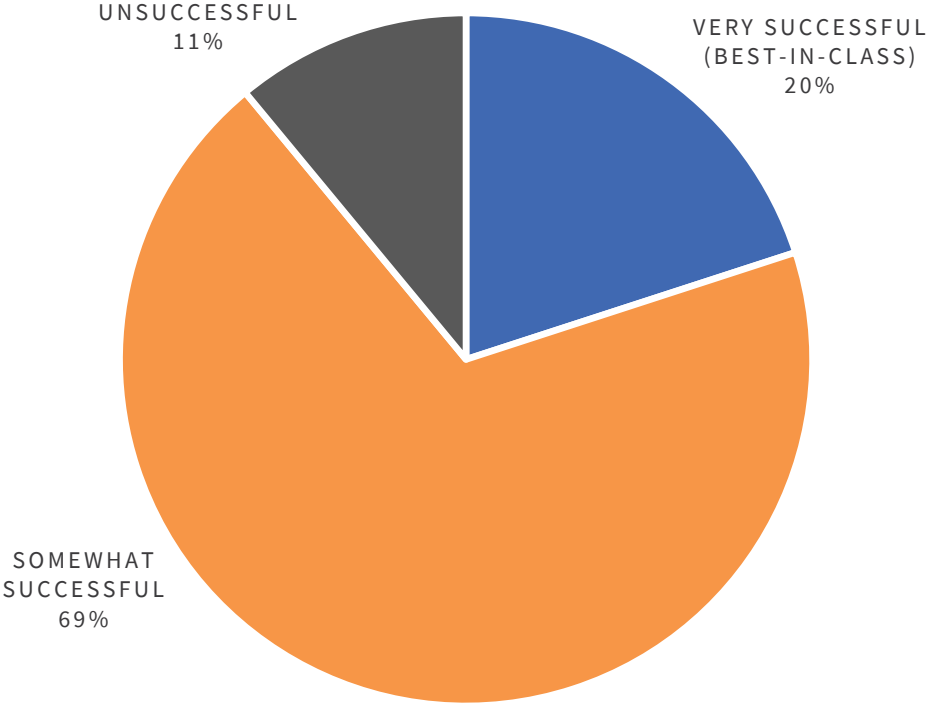
This Survey Summary Report, titled *The Outlook on Intent Data*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

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.

PERCEIVED RATE OF SUCCESS

The vast majority of marketing professionals surveyed feel that intent data contributes to overall success. According to one-in-five marketers surveyed, intent data is very successful at helping to achieve marketing objectives. Another 69% of those surveyed report it is somewhat successful while only 11% say that it is unsuccessful at helping marketers to achieve goals.

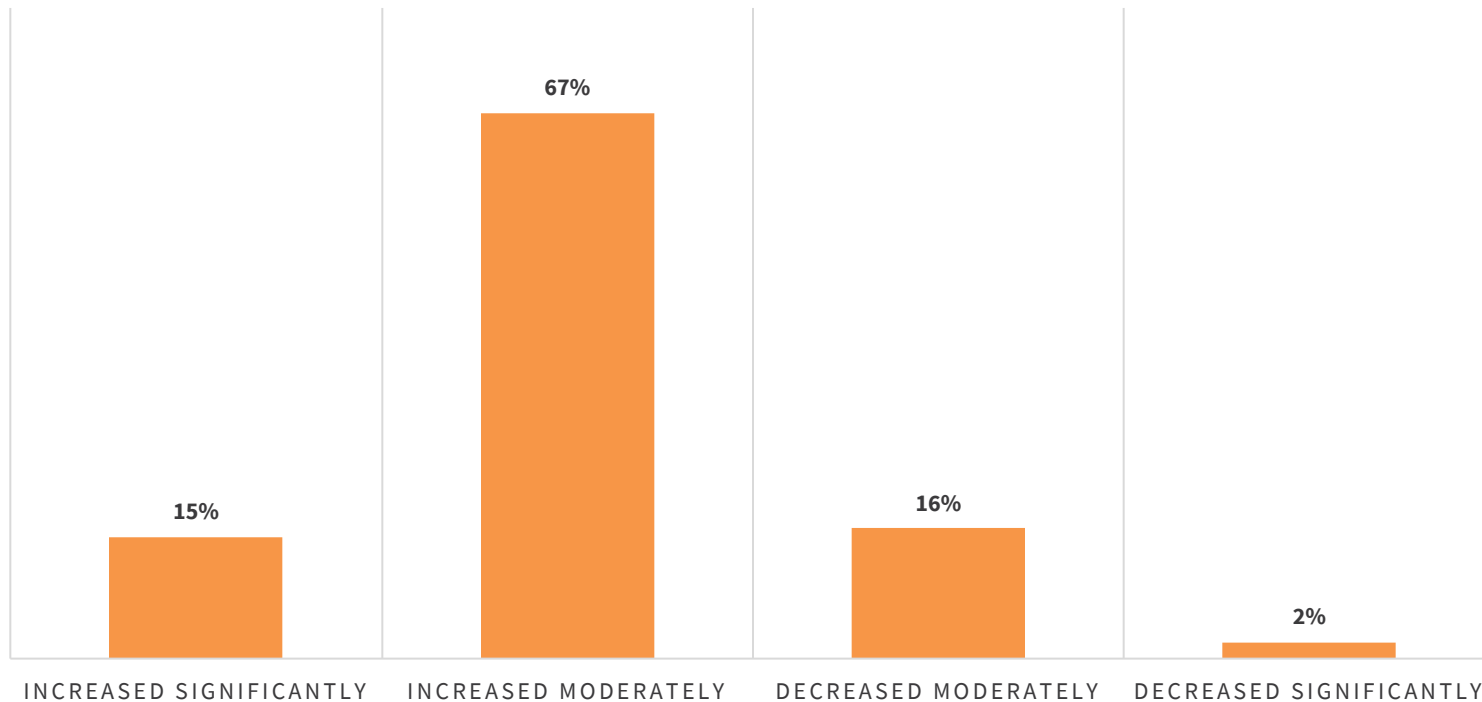
HOW WOULD YOU RATE THE SUCCESS OF INTENT DATA AT HELPING TO ACHIEVE MARKETING OBJECTIVES?



HOW IS EFFECTIVENESS CHANGING?

An 82% majority of marketers found the effectiveness of intent data at achieving objectives to have increased to some extent in the past 12 months. 15% say that this increase was significant while over two-thirds (67%) of marketing professionals describe this increase as moderate. Less than one-in-five (18%) marketers surveyed report a decrease in effectiveness.

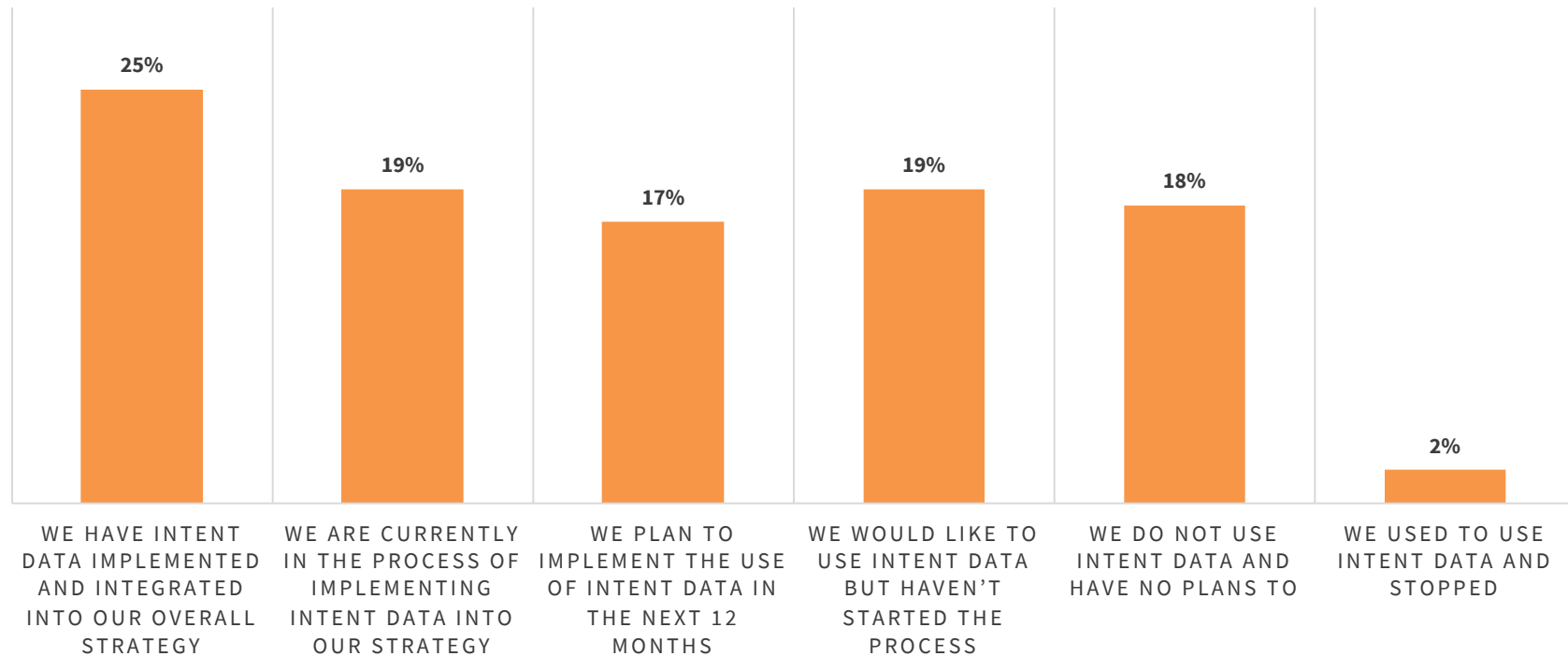
HOW HAS THE EFFECTIVENESS OF INTENT DATA CHANGED IN THE PAST 12 MONTHS?



CURRENT SITUATION

Where are organizations currently with the utilization of intent data? Nearly half (44%) of marketers surveyed report that they either have intent data implemented and integrated into their strategy or are currently in the process of implementation. Another 17% say they plan to introduce intent data into their strategy in the next 12 months.

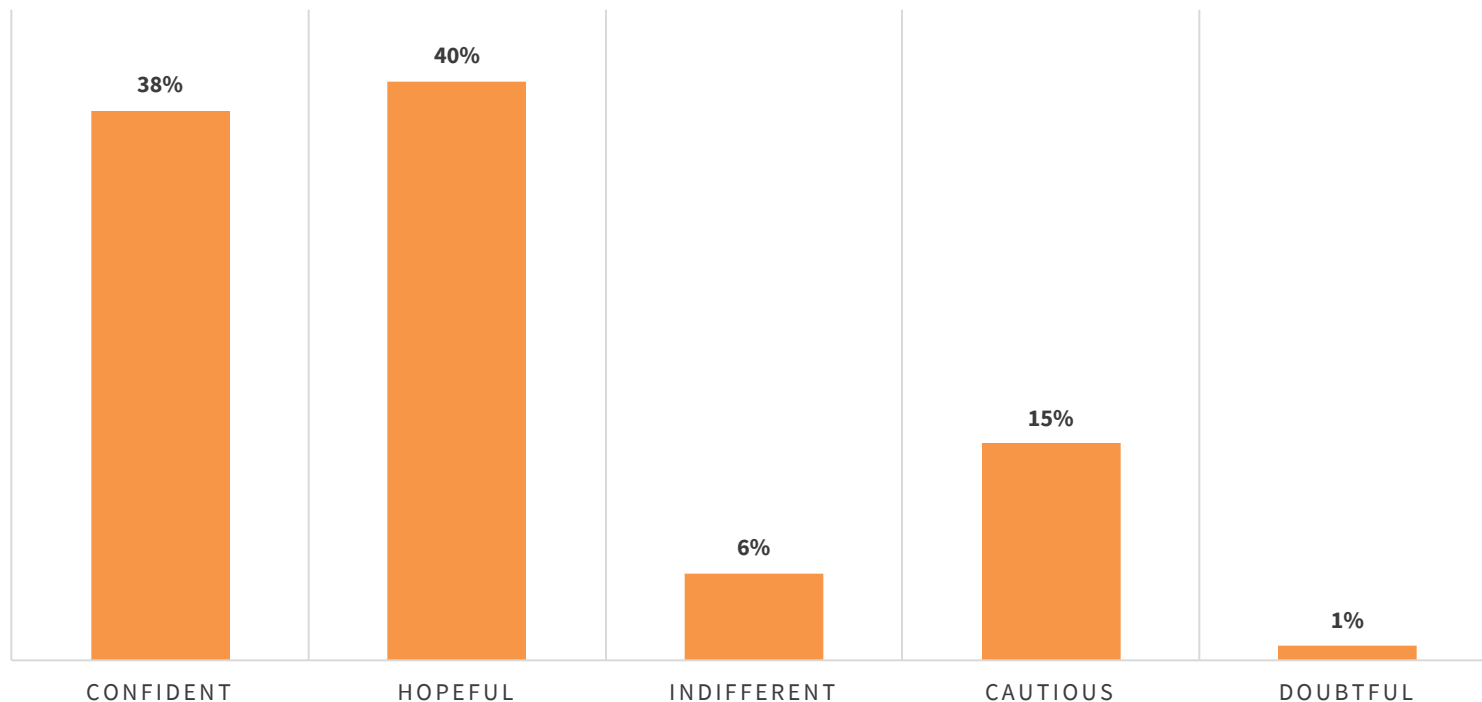
WHAT IS THE CURRENT SITUATION IN TERMS OF UTILIZING INTENT DATA AT YOUR ORGANIZATION?



FEELINGS ABOUT INTENT DATA

Out of the respondents who are currently utilizing or in the process of implementing intent data into their strategy, an impressive 78% feel positively about intent helping to achieve their marketing goals. 38% describe their feeling as confident while another 40% report feeling hopeful. A mere 1% of this group feels doubtful about intent data delivering.

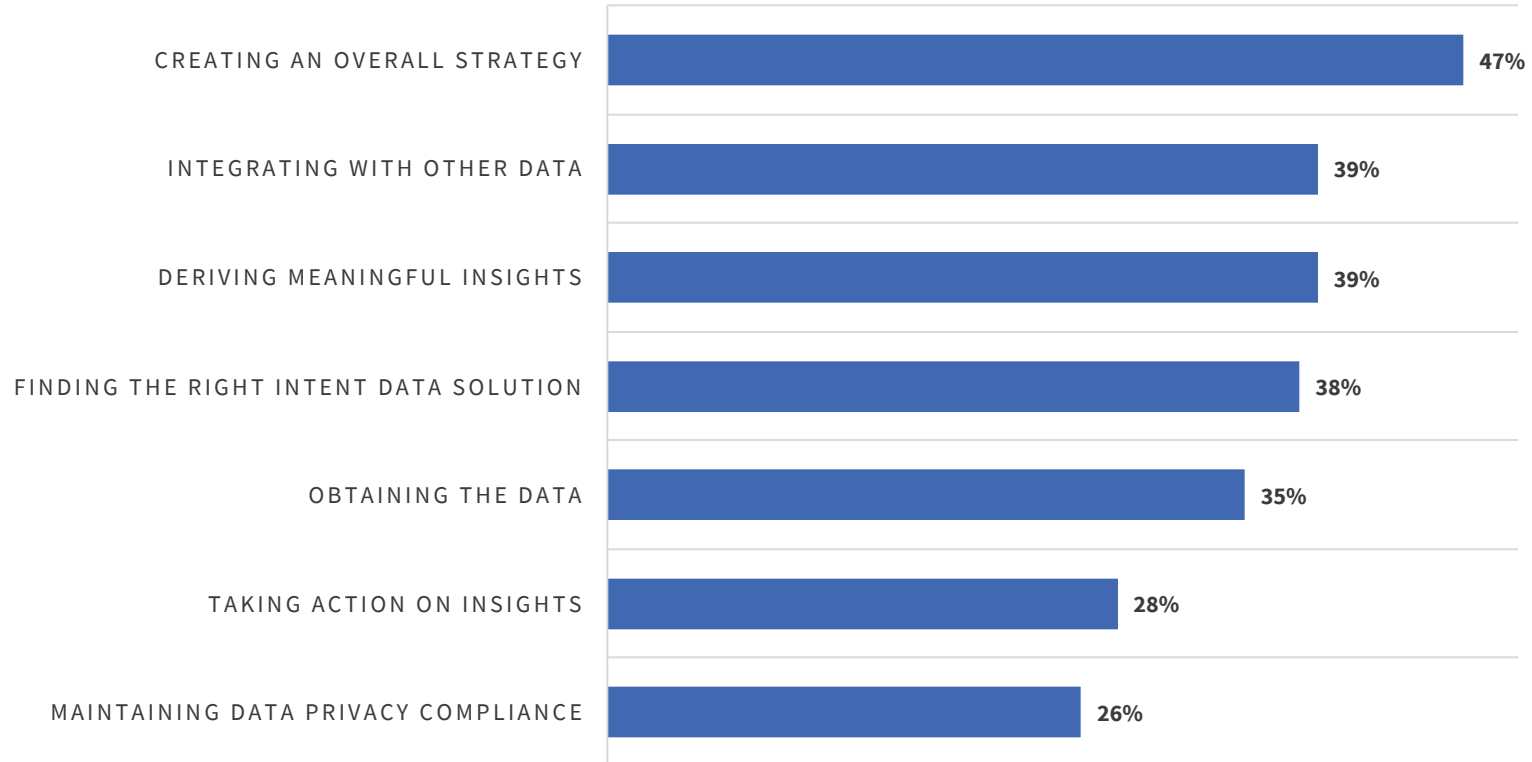
WHICH BEST DESCRIBES HOW YOU FEEL ABOUT INTENT DATA HELPING YOU ACHIEVE YOUR MARKETING GOALS IN THE NEXT 12 MONTHS?



GREATEST CHALLENGES

Creating an overall strategy to effectively utilize intent data is a top reporter challenge for nearly half (47%) of those surveyed. Integrating intent data with other data to create a unified view of the customer is another challenge to effective utilization for 38% of marketers. Deriving meaningful insights that can be used to make better marketing decisions is also a barrier to success for 38% of marketing professionals.

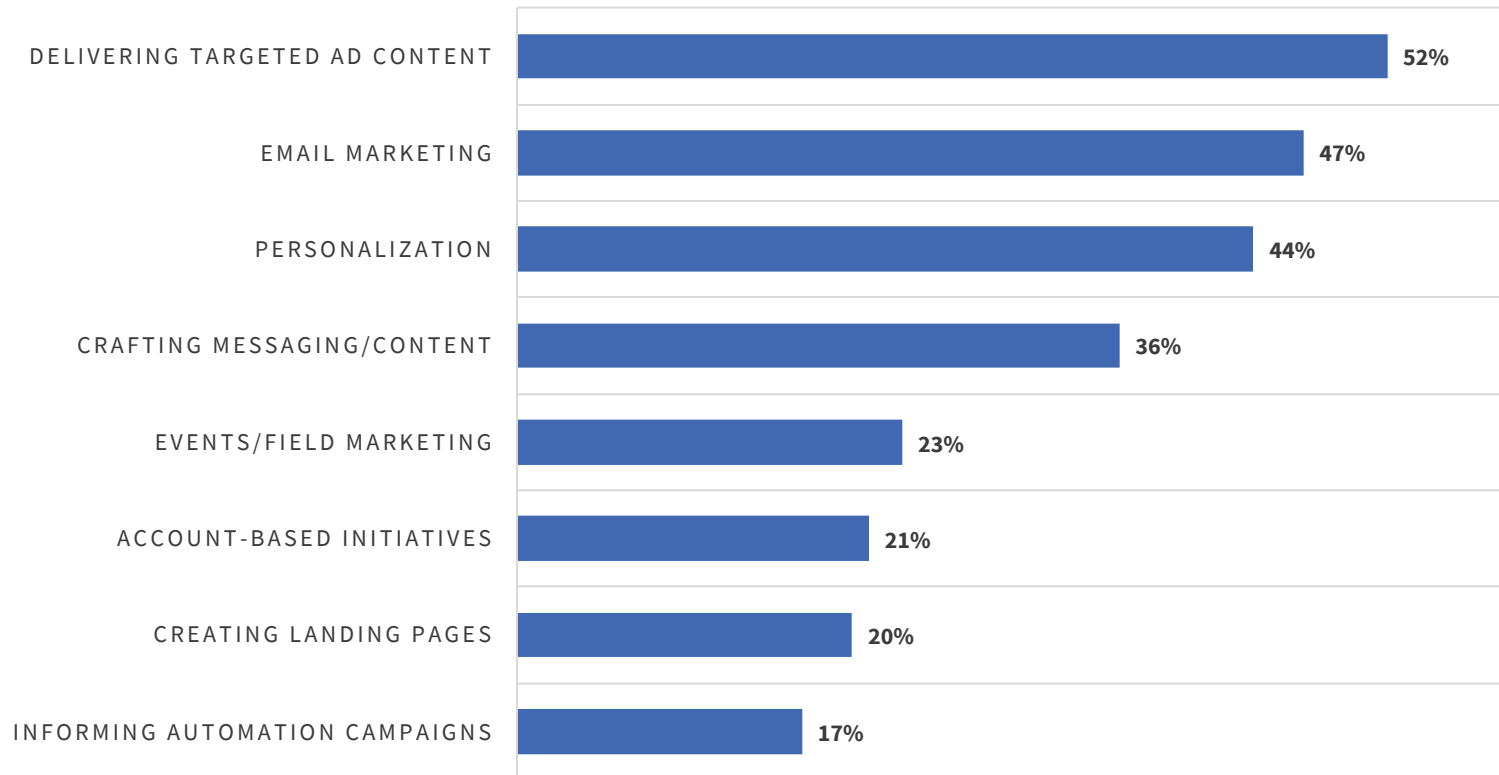
WHAT ARE THE TOP CHALLENGES TO EFFECTIVELY UTILIZING INTENT DATA?



MOST ACTIONABLE USES

Marketers report that creating and delivering targeted ad content is the most actionable use for intent data, according to 52% of those surveyed. Nearly half of marketers say that email marketing is a most actionable use for intent data while using intent data to personalize content creating a more desirable customer experience is also high on the list of most actionable uses for 44% of marketers.

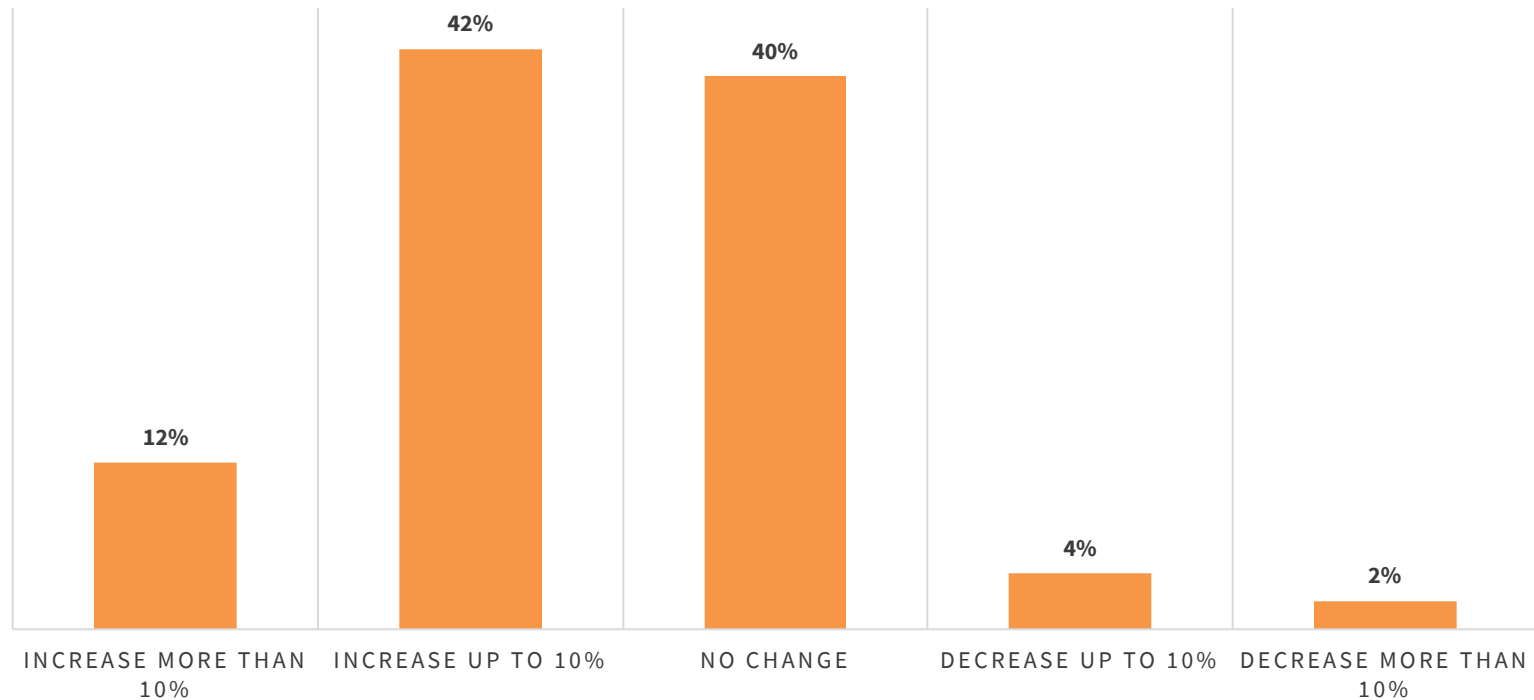
WHAT ARE THE MOST ACTIONABLE WAYS TO USE INTENT DATA?



BUDGET TRENDS

Over half (54%) of marketing professionals surveyed will be increasing their budgets for intent data in the next 12 months. This increase will be up to 10% for 42% of those surveyed and more than 10% for the remaining 12% of those surveyed. Another 40% of intent data budgets will remain the same in the coming year while only 6% report a decrease.

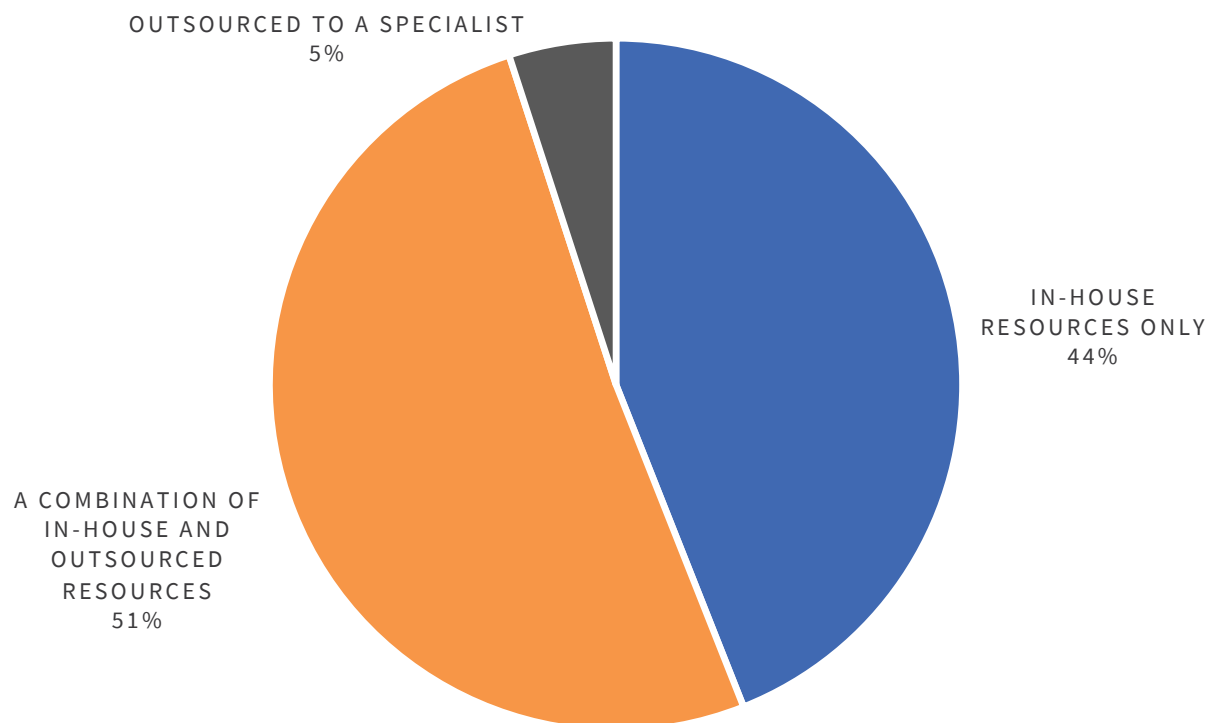
HOW WILL YOUR INTENT DATA BUDGET CHANGE IN THE NEXT 12 MONTHS?



RESOURCE ALLOCATION

Implementation and utilization of intent data is executed in-house for 44% of organizations surveyed. Just over half (51%) of marketers report using a combination of in-house resources and outsourced expertise. Only 5% of those surveyed say that their intent data use is completely outsourced.

WHICH BEST DESCRIBES THE RESOURCES USED TO IMPLEMENT AND UTILIZE INTENT DATA IN YOUR ORGANIZATION?



CUSTOMIZED B2B RESEARCH

delivered to you with a plan to use it.

We find the right audience, ask the right questions, and gather insightful data to create useful and affordable research that will help you generate demand and increase engagement.

Join the industry powerhouses that use Ascend2 to create compelling research content that speaks to their audience.

NEED RESEARCH?
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Don't just take it from us...

Here's what some of our customers have to say.

"I highly recommend Ascend2 for any research projects in the B2B marketing space. Coming from a heavy academic-research background myself, I'm quite demanding when it comes to fielding and analyzing market surveys. Intentsify had very specific goals in mind to support multiple use cases with original research. Todd and Jenna of Ascend2 had the requisite knowledge, skills, and resources to achieve our weighty objectives. **Further, the program was affordable (even for an early-stage startup), and the results to date are already surpassing our ROI goals.**"

-David Crane, VP Marketing, Intentsify

"Ascend2 was a pleasure to work with and helped us to **design a thoughtful survey that uncovered truly actionable and noteworthy findings**. They work smart and fast and even helped to promote and place the research results at launch. Ascend2 is at the top of our list for future projects."

-Nick Olsson, CEO, Olsson Communications

"Good news to report back to you – we are seeing a lot of success with the leads we have gotten, not only from you but from the report in general (website, our emails, ads, etc.). **My CEO is super pleased.**"

-Emily Wingrove, Director of Marketing, Synthio

"On a hunch that original, empirical research could boost engagement with my audience, I contracted Ascend2 and Todd Lebo to provide a study on the most effective tactics being employed by B2B marketers. The research was delivered on time in an easily workable format, and any minor corrections were handled with rapid turnaround and excellent customer service. In the end, the research deliverable ended up influencing hundreds of thousands of dollars in closed-won business, **achieving an 85x ROI on the purchase price of the research**. I am extremely impressed with Ascend2 and will use them again any time I require original research on industry influencers for my marketing campaigns."

-Jonathan Greene, Director of Marketing, LeadCrunch

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