

Introducing Intent DataCloud: Powered by Knowledge Hub Media

... A B2B Intent Data Analytics & Account-Based Marketing Discovery Platform

Knowledge Hub Media's recently released "Intent DataCloud" Platform offers intelligent B2B buyer intent data. Our intent data analytics are derived internally from Content Syndication, Demand Generation, Website Analytics, Email Marketing Metrics and Social Listening, among other channels.

The prospect of utilizing B2B Intent Data grows in popularity almost daily, and Knowledge Hub Media's brand new platform – dubbed "Intent DataCloud" – analyzes the content consumption of B2B companies and their employees in an effort to determine when there is active demand for specific types of products, business services and technology solutions. In other words, our intent analytics give us insight into which companies are likely in the buying cycle for specific types of products / solutions.

Intent DataCloud's analytics are based on organizational content consumption, such as white paper downloads, asset and webinar registrations, website and landing page analytics, dedicated email marketing promotions, and social listening. In a nutshell, the intent data records housed within our platform can predict "your future customers" before they are even aware that they're actively looking to buy.

The Intent DataCloud Analytics Solution

Intent DataCloud's back-end data analytics use multiple sources to identify organizations that are actively researching specific products and solutions, with an implied intent to purchase said products and solutions in the near future (more to come on the timeline). Currently, the platform encompasses over 680+ unique and targeted "Intent Topics."

Based on white paper downloads, asset registrations, social interactions, and overall B2B content consumption, Intent DataCloud generates intelligent intent analytics that can be leveraged by our customers to easily:

- Build an export "Target Accounts Lists" (ABM Lists) made up of companies that are already interested in their products and solutions.
- Overlay current targeting criteria – such as industry selects, company sizes targeted, and ideal annual revenue ranges – on top of companies that are associated with the appropriate intent topics for their lines of products and services.
- Identify companies that range anywhere on the buying spectrum – from "actively researching" specific services and solutions, to those who have allocated budgets already in place, to the bottom of the funnel companies, that are ready to pull the trigger and decide on a vendor...
- Depending on the current intent data and 3-tiered intent scoring, the impending purchase can be predicted to occur within the next 12 months, 6 months, 3 months, or even 30 days.

Speaking of scoring, Intent DataCloud's 960,000+ intent data company records are scored in three separate ways - allowing users to gauge and prioritize accounts that are showing higher levels of intent than others...



How B2B Intent Data Records are Scored

Intent DataCloud's Comprehensive Scoring Mechanisms

Intent Scoring Part 1: Intent Score

An indication of the level of interest an organization has in any given intent topic(s), based on content consumption types, frequencies, and cross-organizational volume...

- Intent DataCloud's standard "Intent Score" can be used to gauge the overall potential for conversions on a single intent topic, and, to allow for the prioritization of accounts.
- Intent Scores are generated and provided to our customers in a numeric range between 5 and 9 (and anything in between, of course).
- An Intent Score of 5 is the lowest mark that a company record can receive, showing buyer intent, but at a somewhat minimal level based on our overall scoring criteria.
- An Intent Score of 9 is the highest mark that a company can receive, and generally speaking, is a valid predictor of those organizations having the most apparent need for a specific product, service or solution.
- An intent score of 9 also conveys the highest potential for an organization to make purchasing decisions in the short run for their intent topic(s) of interest.
- In addition to our baseline "Intent Score" metric, the Intent DataCloud platform adds two additional layers of insight for each company showing buyer intent...

Intent Scoring Part 2: Synthesized Intent Score

A combined or converged type of intent score, calculated by the amount and frequency of related content being consumed by an organization...

- For example, if a company is researching "Artificial intelligence (AI)" solutions – but also consuming content on other, AI related topics, such as "Machine Learning" and "Robotic Automation" – this could positively impact that company's "Synthesized Intent Score."
- These types of combined or converged intent scores, just like regular Intent Scores, are also assigned a numeric value of either a 5, 6, 7, 8 or 9.
- Consuming content from related topics can help to increase a record's (company) Synthesized Intent Score – to where it becomes even more important and valuable to our customers than our standard Intent Score.
- In looking at the "Artificial Intelligence" example from above... While the Artificial Intelligence, Machine Learning, and Robotic Automation "Intent Topic" scores may only be rated at a 6 or 7 (out of 9) individually, their Synthesized Intent Score (i.e. combines score) for these three (3) related topics might equate to an 8 or 9 depending on the level of content consumption and interaction.
- The Synthesized Intent Score is also dependent on the types of content consumed, the frequencies, the channels utilized, and the company's cross-organizational consumption volume.



Intent Scoring Part 3: Buying Temperature

Is scored on a four (4) level, tiered scale – from “Level 1” (the highest level of purchase intent) to “Level 4” (which conversely, demonstrates the lowest level of intent)...

- Statistically significant “Buying Temperature” scores are available when companies and their associated employees actively express that they have either (1) a current budget in place, and/or (2) a favorable timeframe in place for making a purchasing decision related to the solution represented by the specific intent topic(s) that they are researching.
- Companies and their employees influence their organizational Buying Temperature levels based on their responses to BANT, SQL, and SRL custom questions – which are aimed to extract more information about how quickly a company is looking to make a purchase decision and/or whether they already have a budget authorized / in place for any given Intent Topic(s).
- Companies with no budget or foreseeable purchase timeframe (i.e. greater than 12 months into the future) – or – who have simply provided “no data” on their buying timeframe and/or approved budget are automatically scored at "Level 4" – which is of course the lowest Buying Temperature grade.
- Companies that do have budgets planned and in place – or that have a buying timeframe in the ranges of < 30 days, 1-3 months, 3-6 months, or 6-12 months are assigned Buying Temperature scores that correspond with their standard Intent Scores, and the increased probability of making a purchase decision based on their current approved and/or planned budgets and timelines.
- Level 1 is the highest Buying Temperature score. To give an example, a Level 1 grade might be representative of a company with an Intent Score of 8 or 9, but who has also indicated that they are ready to make a purchase within the next 30 days and/or have a budget approved and ready to go for the specific intent topics (products, solutions) that they have been researching.

Intent DataCloud: Intent Scores Explained

Numeric Intent Data + Synthesized Intent Data Scoring Guidelines

- **5 – Lowest-Level Intent:** At least one interaction across related content.
- **6 – Low-Level Intent:** Same as above (5), but with +3 interactions across related content.
- **7 – Mid-Level Intent:** Same as above (6), but interactions have also been logged from multiple employees within the given company.
- **8 – High-Level Intent:** Same as above (7), but with even more interaction from more independent employees within the given company and/or a minimum “Buying Temperature” score of Level 3 (see “Part 3” below).
- **9 – Highest-Level Intent:** Same as above (8), but with the highest level of interaction from more independent employees within the given company and/or a higher a “Buying Temperature” score of Level 1 or Level 2 (see “Part 3” below).



Intent DataCloud: Buying Temperature Explained

Intent Data 'Buying Temperature' Scoring Guidelines

- **Level 4:** This low-level buying temperature score represents intent analytics indicators that are typical of companies having (1) no budget in place, (2) no plans for a budget, (3) unknown budget amounts, (4) an unknown purchase timeframe, and/or, (5) a purchase timeframe of greater than 12 months for the associated intent topic(s).
- **Level 3:** This mid-level buying temperature score represents intent analytics indicators typical of companies that have indicated either (1) they have requested budget, (2) they are in the process of getting a budget approved, and/or, (3) they have a purchase timeframe within the range of 6-12 months for the associated intent topic(s).
- **Level 2:** This high-level buying temperature score represents intent analytics indicators typical of companies that have indicated either (1) they have a budget already approved, and/or, (2) they have a purchase timeframe within the range of 3-6 months for the associated intent topic(s).
- **Level 1:** This highest-level score represents intent analytics indicators typical of companies that have indicated either (1) they have a budget already approved, and/or, (2) they have a purchase timeframe within the range of 30 days for the associated intent topic(s).

Intent DataCloud: Company intent records, the driving sources, and the analytics.

To reiterate, our intuitive intent data analytics measure the consumption of B2B content across multiple channels... Organizational content consumption via content syndication, white paper and webinar registrations, website and landing page analytics, and social listening are just some of the channels that we utilize.

The resulting product is a targeted compilation of highly viable buyer intent data records, which are used to predict and identify companies that are currently in the market for various B2B products, business services and technology solutions.

Between all of Knowledge Hub Media's B2B marketing initiatives, we generate thousands of unique (highly targeted) B2B leads through internal content syndication and demand generation on a monthly basis.

As such, Intent DataCloud's analytics and platform are updated regularly. The intent data records that we provide to our customers are never "stale" or "outdated" lists, and we are always evolving to make things even more precise and efficient from data quality standpoint.

The main takeaway is that our intent data is dynamic and always changing. To put it into consumer thinking... When somebody is in the market to buy a new car, how long do they remain in that market? Maybe a week, maybe a month, maybe a year? It's all dependent on whether or not they even buy a new car... Then when they buy the new car... And then consequently, when they stop researching new cars.



History: Making the Case for B2B Intent Data

Intent Data has been going strong for a couple of years, now, and we have already heard some real success stories via beta testers, case studies, testimonials, lead scoring metrics, conversion rates, and overall ROI calculations.

Based on recent case studies and internal organizational KPI's, here are just a few of the notable success stories / case studies from some well-known B2B brands over the last few years*:

- **Salesforce** experienced a return-on-investment of 271% for digital display and paid social ads thanks to intent data targeting. The use of intent data also cut Salesforce's typical sales cycle time down by 33%.
- **Fortinet** was able to significantly increase their efficiencies in terms of account prioritization with the use of intent data, which in turn, helped them drive their sales pipeline and increase revenue growth.
- **Veristor** experienced a two-fold increase in email open rates, an 18% increase in event attendance with intent data.
- **Oceanos** increased their email marketing engagements by more than 25% with targeted intent data.
- **Marketo** integrated intent data directly into their marketing automation platform, which greatly assisted sales and marketing by helping them identify the right accounts to engage with.
- **DataStax** utilized intent data to prioritize accounts for social media and account-based marketing programs. The results yielded a 40% increase in paid social engagement, and a 60% increase in Terminus display advertising.
- **Turbonomic** was able to increase their email conversion rates by 36% with the implementation of intent data.
- **OneLogin** doubled their marketing campaign engagement and shortened their sales cycles via the use of intent data.

** Please Note: As Intent DataCloud's platform is just now emerging in the B2B Intent Data market, these case studies were neither conducted nor analyzed internally by Intent DataCloud, and rather, were pulled from outside sources.*

What makes Intent DataCloud different... and *much* better than the other guys?

- The Intent DataCloud platform and our backend analytics allow for geographic targeting (company profiles by country) and install base intelligence targeting in certain, viable situations.
- Our solution enables easier identification of companies that already have budget and/or have a planned purchase timeframe in mind for one or more products, services or solutions (intent topics).
- We use a hybrid approach, collecting buyer intent data via content syndication (internal and third party), internal lead generation campaigns, web and landing page analytics, email marketing, page tracking intelligence, social listening strategies, and B2B market research surveys.
- Implied Intent and Intent Scoring mechanisms are based on the frequency that an account is matched with specific and/or related intent data topics. Intent DataCloud aggregates scoring across several criteria:
 - Consumption frequencies via individual campaigns.
 - Consumption frequencies across multiple and similar content types.
 - The variance in data sources utilized to measure and predict buyer intent.
 - The aggregate sources of information accessed with associated points of data origination.
 - The total number of different/varying channels used to record content consumption and intent probability.



Ready to get started with Intent Data Analytics?

Explore Intent DataCloud

- [Have a Question? Contact Us](#)
- [Intent DataCloud - All B2B Intent Topics](#)
- [Intent DataCloud - Intent Data Scoring](#)
- [Intent DataCloud - Knowledge Base](#)
- [Intent DataCloud - PowerPoint Presentation](#)
- [Intent DataCloud - Pricing Information](#)
- [Intent DataCloud + Account Based Marketing \(ABM\)](#)

Videos & Media

[Introducing Intent DataCloud](#)

An account-based marketing discovery platform leveraged to optimize lead scoring, increase conversion rates, and bolster sales revenue.

[B2B Intent Data Analytics](#)

How Intent DataCloud's actionable insights can identify your future customers and optimize your sales and marketing strategies.

External Resources

[Case Study: Dodge Data Harnesses Purchase Intent to Drive Sales Conversions](#)

Learn more about how *Dodge* is using intent data to gain visibility in the marketplace, optimize their display advertising with personalization, and ultimately drive sales conversions.

[Case Study: How Lenovo is Implementing Intent Based Marketing](#)

Real world case study pertaining to how *Lenovo* is using intent data to:

- Identify their target markets.
- Forecast the potential of a market segment before running any campaigns.
- Predict whether a campaign will generate a massive ROI (or not).
- Boost engagement across programmatic display advertising, social media and email.

[Case Study: The Swerve Intent Engine \(3 Media Case Studies\)](#)

Swerve examines why the ability to build relationships directly with customer is not only a huge bonus – but also a requirement. Customers have more choice than ever before and as a result it's no easy task to win their attention. Doing so requires delivering the kind of personal, meaningful communications that can only really be delivered when you have a clear understanding of the customer.



[Aberdeen Report: Demystifying B2B Purchase Intent Data – Understanding the Basics](#)

What is B2B intent data, and how does it work? What are the benefits of using intent data, and what are the different ways in which it is being captured? This *Aberdeen* report explains it all.

[Report: How Intent Data Can Improve Your B2B Marketing](#)

Nowadays, B2B marketers have to overcome numerous challenges in their day-to-day activities. Various technological innovations at their disposal can help them a lot in doing so, but as *Single Grain* explains, they have also raised the bar.

[Report: The Hidden Power of Intent Data: Harnessing What the Human Eye Can't See](#)

These days “big data” isn’t just a buzzword — it’s an integral part of the sales and marketing narrative. Data is what creates context, meaning and value for PPC advertising campaigns, while enabling marketers to generate metrics that can be measured against monthly, quarterly and annual goals. Thus, every good marketer knows the potential value of big data and its power to help achieve comprehensive business objectives. But only great marketers will know how to break it down to truly take advantage of the vast array of customer insights it offers. And one of the most important types of data for driving sales and marketing insights is intent data.

[Oracle Report: Leveraging Intent Data to Drive Conversions](#)

As *Oracle* explains, leveraging intent data – data that indicates customer likelihood to purchase or be more engaged with your brand – is an important method for driving conversions, but it is often overlooked. The good news is that you most likely have access to plenty of intent data and can use it creatively to build more relevant marketing campaigns.

[Marketing Insider Group: Why Intent Data is the Future of B2B Marketing](#)

The success of marketing is heavily reliant on data, but nowadays relying on customer data alone is not enough. This is where intent data comes in. The combination of customer signals and intent data can create a better bird’s eye view to help leverage customer insights to a company’s advantage.

[The Lean Startup: Intent Data Allows You to Identify Actionable Metrics, Avoid Vanity Metrics](#)

In his *New York Times* Best Seller (*The Lean Startup*), Eric Ries explains that in the digital marketing world, performance tends to be judged by the “cost-per.” Whether it’s cost per lead (CPL), cost per acquisition (CPA), or cost per click (CPC), the goal is the same: lowering the cost of converting a person into a paying or potential paying customer. To lower your cost-per, you need an actionable metric, and the most effective actionable metric is purchase intent.

[Report: Using Buyer Intent Data to Leverage Your Marketing Strategy](#)

It seems incredible that – in 2019 – more companies aren’t using intent data to drive their sales and marketing initiatives. The fact that so few ever dig that deep to uncover the best possible leads puts you and your company at a decided advantage. This *Matrix Marketing Group* report examines:

- What ‘Intent Data’ is, how it works, and how it’s sourced.
- The alignment and collaboration between marketing and sales.
- The competitive advantages that intent data offers.
- Leveraging strategies to utilize buyer intent.

