

What are Intent Signals?

Intent signals or **intent data** is the behavioral information collected about an individual's online activities that indicate a prospective customer is interested in buying.

Working with a leading third-party intent data provider, Bombora, we are able to monitor the anonymous online behaviors of your accounts and provide you with intent opportunities relevant to the products and services you sell.

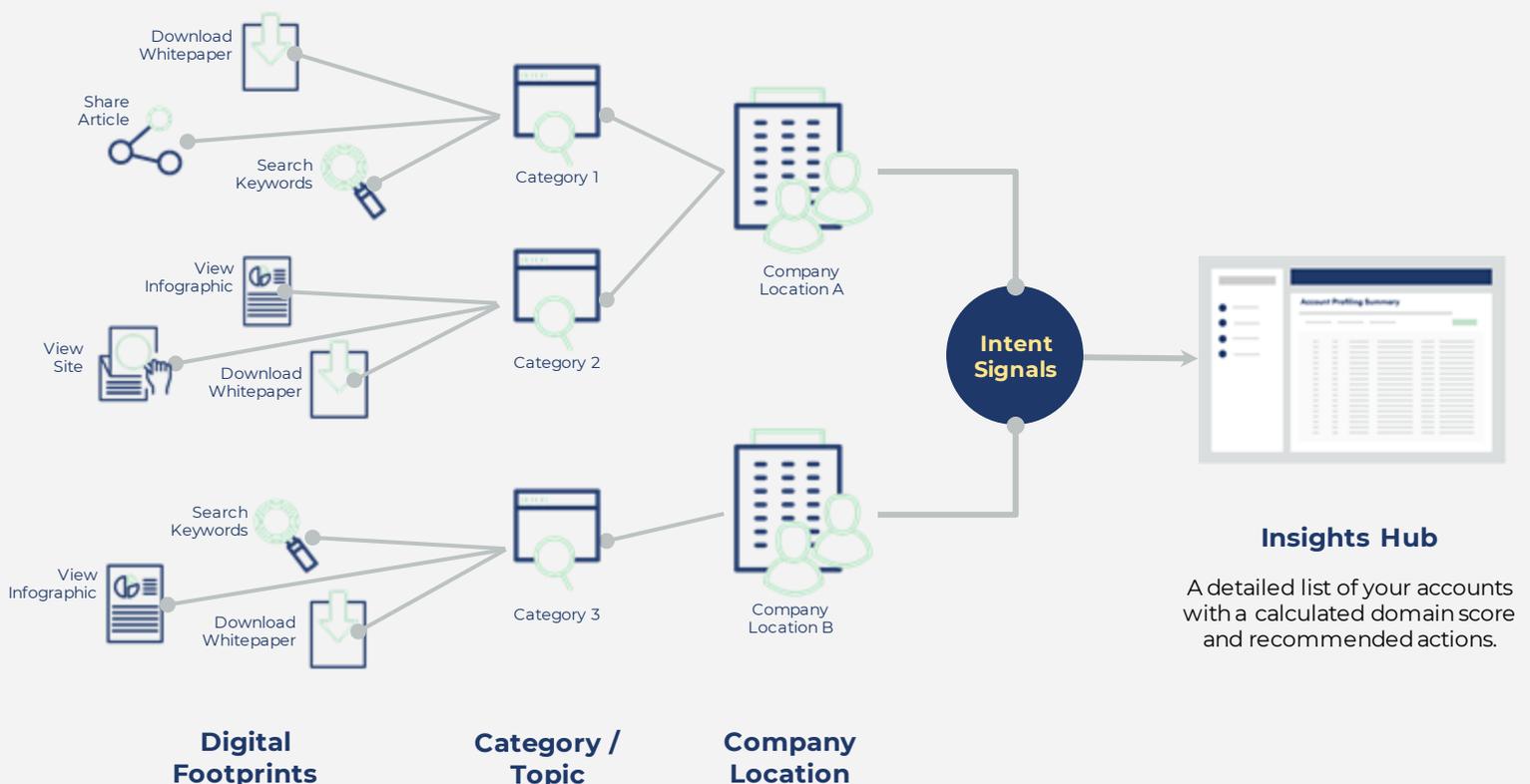
Key benefits

- ✓ Identify buyer interest, early
- ✓ Uncover what products and services your accounts are searching for
- ✓ See the sales readiness of accounts so you know when to engage

How are intent signals captured?

Intent data is collected from the 'digital footprints' left behind when a user searches a particular topic on a search engine, visits a website, downloads a whitepaper, interacts on social platforms and so on.

Each of these interactions can tell us an individual's current and future intention, which will provide a picture of the individual, as well as the account.



What do intent signals tell you?

Intent signal data is made up of two types of information about a user's online behavior:

1. **Topic data:** What users are searching for, content relevance and engagement.
2. **Context data:** When, where, how they search for it, and what they do next.

Intent Signals (Powered by Bombora) can be viewed in the Insights Hub, where they are grouped into categories, and results are shown based on their locations showing activity.

What you can expect to see



Category

Via the keywords and sites visited, we can derive a topic.

Within these categories, you'll find a break-down of the trending topics specific to the locations showing activity.

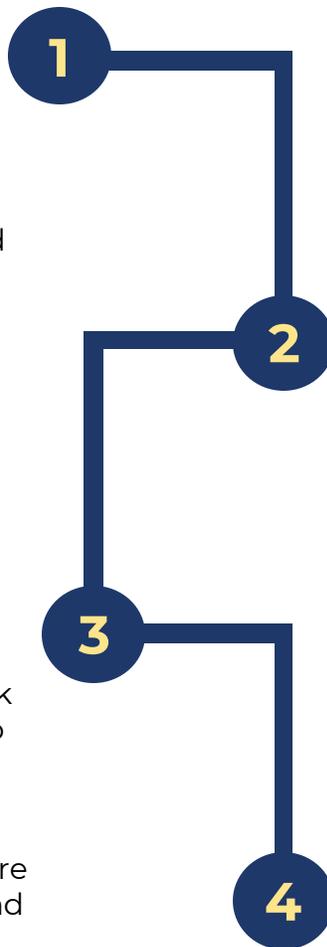


Score Trend

Score trend shows a week-on-week history of the score, allowing you to see if the activity is increasing, decreasing or remain the same.

Scores are calculated weekly and are specific to the domain, category and locations shown.

The score trends will help you to understand where they are in the buyer's journey.



Locations showing activity

Inferred location is determined from the IP address of searcher.

This location will tell us the approximate city, region and country of the search.

Results are grouped based on their determined 'State' location.



Topics showing activity

An Intent topic describes the nature of the online content. It's derived from deep learning and natural language processing models that understand the context and assign it to an Intent topic.

By grouping like-minded topics together into categories you can get a stronger understanding of intent for the business.



What do intent scores relate to?

Much like lead scoring, the intent score reflects a combination of the timing, frequency and number of digital cues that are collected from the browse and search activity for a related topic. The intent score relates to how sales-ready an account might be for a specific product or service.

Intent scores range between 0 to 100 and represents the intensity of research between a business and a topic compared to its historical baseline. Scores range from 1 to 100.

Intent Scores



Below 40
are **decreasing** in
research activity

Lower value. Opportunities are noteworthy, but not necessarily actionable at this time.

Between 40-60
are showing **same or average** research activity

We recommend you qualify the opportunity and send customized email.

Above 60
are **increasing** in
research activity

We recommend to call the account to qualify the opportunity.

Four factors that contribute to the score

Topic consumption by interactions

The number of interactions from a business in the last 3 weeks compared to the previous 12 weeks of historical data.

Topic consumption by unique users

The number of unique individuals from a business researching relevant topics in the last 3 weeks compared to the previous 12 weeks of historical data.

Topic relevancy weight

A measure of the content piece's 'denseness' in the topic of interest, i.e. is the topic the focus of the content piece or mentioned briefly?

Engagement

The depth of an organization's engagement with the content, i.e. dwell time, scroll velocity, scroll depth, etc

