TrustRadius

Activating the Different Types of Intent Data

The fastest-growing trend in B2B marketing is using buyer intent data to reach your customers faster and more efficiently. However, with any new trend there is a lot of confusion. Marketers have to decipher how to access and activate the right intent data for their marketing strategy.

The first thing to know is, **not all intent data is the same**. Buyer intent data is derived from aggregated online behavior. These signals can come from many different sources. For example, do the intent signals come from your own properties or from keyword searches across various media websites or specific actions a buyer takes on a review site? These first-, second- and third-party sources can all be used in sales and marketing strategies, but it's important to know how and when.

Which type of intent data is the most relevant?

That depends on what you're looking for. There are three different types of intent data and each type is used for different parts of your marketing strategy.

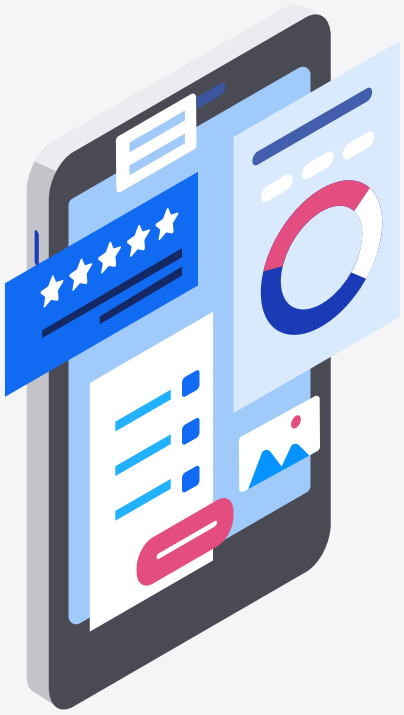
First-party intent data

First-party intent data comes directly from your own web properties— your product websites, your blog, your subscription activity, etc. This data comes from users who interact with content that comes directly from you. You can measure first-party data through tools like Google Analytics or your CRM software.

First-party intent signals can be high-quality, particularly when you measure intent signals from people who navigate directly to your site (direct traffic). These people already know about your brand and are actively looking to learn more about what you have to offer.

Surprisingly, most companies don't squeeze enough value from their first-party intent data—either because they don't know how to measure it or because they haven't figured out how to arm their sales and marketing teams with a comprehensible stream of insights.

Those who do utilize their first-party data typically find that it's lacking in scale since you are only reaching an audience that you generated in the first place. This is especially true for midsize businesses that don't attract thousands of web users per month. Those who want to scale will likely need to invest in additional intent data sources.



Second-party intent data

Second-party intent data is first-party intent data that comes from another company. As a marketer, you're able to purchase this data directly from the source through an intent data partnership.

Second-party intent data is fairly new, with relatively few companies offering it in the market. Right now, the main second-party intent offerings in the B2B world come from software review platforms like **TrustRadius**, which collects lower-funnel signals from an audience of in-market buyers.

We refer to this type of data as downstream intent. This data is highly valuable, since it's derived from real buyers who are reading reviews, running comparisons, and checking pricing of your product and competitors'. It's often the next best thing (after your own data) in terms of quality and impact. Activating this data in digital campaigns will increase your return on ad spend (ROAS). **Some marketers saw a 30% boost in ad performance** when using second-party intent data in their campaigns.

Third-party intent data

Third party intent data comes from large data conglomerates who purchase intent signals from a variety of websites and package it all as a single product for sale. This results in a huge volume of top-funnel intent signals that can be quite helpful.

B2B marketers sometimes complain that third-party intent data "doesn't work" or is too "low quality." That's because only a small percentage of the data signals they receive from third-party sellers are actual users looking to buy their product. The rest is noise.

If you're looking to expand your reach to a large volume of top-funnel users, third-party intent data is a good fit for your needs. Otherwise, you'll want to consider more options of higher data quality.

It is also important to remember that third-party intent data is publicly available to anyone who pays for it. You lose the exclusivity benefits that come with first-party and second-party intent. It's likely that your competitors have access to the same account information and are targeting those accounts in a similar way.

Intent Data Provider	trScore	Free to Try	Intent Data Score	Buying Journey Stage
bombora	8.5	Y	3rd party	Top-funnel
zoominfo	8.3	N	3rd party	Top-funnel
6sense	8.1	Y	3rd party	Top-funnel
DEMANDBASE	7.9	N	3rd party	Top-mid funnel
TechTarget	7.5	N	2rd party	Mid funnel
G2	N/A	N	2rd party	Mid-bottom funnel
ABERDEEN	N/A	N	3rd party	Top-funnel
Clearbit	8.2	N	3rd party	Top-funnel
KickFire	9	Y	3rd party	Top-funnel
TrustRadius	8.9	Y	2rd party	Mid-bottom funnel

Review platforms are an untapped source of intent data

Customer reviews are powerful in the hands of marketing and sales teams. This is especially true when you use review platforms to generate downstream intent data, which is more of a lower-funnel, higher-intent signal from prospects who are ready to buy your product. **Only 26% of vendors who use review sites leverage their second-party intent data.**

Intent data from review sites can be your secret weapon for sourcing leads, increasing conversion, and influencing active, lower-funnel buyers.

At a basic level, here's how to get the most out of your partnership with a review site:

1. Use downstream intent data from review sites to target in-market accounts.
2. Place CTAs on review sites to attract buyers with high purchase intent to your site.
3. Target ads toward buyers who read reviews in your category or for your competitors.
4. Publish review snippets on your landing pages to increase conversion and SEO.
5. Use rich review content in your sales outreach to accelerate the sales cycle.

Getting the data where you need it seamlessly

In addition to accessing the right intent data for your needs, you need it to seamlessly integrate it with your other tools, like CRM and ABM platforms. Only 52% of the companies who use buyer intent data apply it to ABM, and even fewer (46%) apply it to ad retargeting. This is a huge miss. Most marketers find it too cumbersome to get the raw intent data from a provider and then manually upload to their tech stack for activation. Find intent providers that can seamlessly integrate intent data into your tools so you can take action and maximize ROI.

TrustRadius **integrates with Salesforce and 6sense** so you can get the downstream buyer intent that you need to market and sell more effectively and efficiently.

The experts at TrustRadius are here to help. As the most trusted review site, we create a neutral environment that allows buyers to make the right software decisions for their business and where vendors can engage with their audience.

Let us help you.