

5 BENEFITS OF INTENT DATA

What Is Intent Data?

Intent data is information about a web user's observed behavior — specifically, web content consumption — that provides insights into their interests. This insight often indicates potential intent to take an action, affording marketers information about who might be inching closer to a buying decision.

Did you know?

BUYERS ARE NEARLY

 **70%**

THROUGH THEIR BUYING RESEARCH BEFORE CONTACTING SALES.

Source: [Worldwide Business Research](#).

Why Should You Use Intent Data?

When used correctly, intent data offers **five** primary benefits to help strengthen your sales and marketing team.

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1 Identify early buyer interest.
Identify prospects before they fill out a form on your site or engage with your sales or marketing teams.
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2 Build targeted lists.
Help your sales team prioritize hot leads who are actively seeking your solutions.
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3 Personalize your messaging.
Know who to reach out to and with what content. Spend less time on the wrong prospects.
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4 Fuel your content marketing.
Customize your messaging to targeted lists to provide relevant resources based on their intent data.
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5 Shorten the sales cycle.
Match content you create to what your target market is searching for, ensuring new prospects are continuously added to your sales funnel.

How Can You Get Started Using Intent Data?

Let us help you make new connections in the training industry using intent data. Download our media kit, or set up a call with one of our marketing specialists today!

[MEDIA KIT](#)
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