

The Intent Edge 2025

From Signals to Strategy: It's Go Time

See how B2B GTM professionals are ditching old playbooks for smarter, faster intent data that works

What's inside:

We surveyed 300+ B2B decision-makers across marketing, sales, and operations to find out what's working in 2025.

No theory – just real data on how top-performing teams are using intent intelligence to cut through the noise and drive results. The benchmarks, pain points, and next-gen tactics that will make or break your strategy this year.

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Exec. Summary

The Intent Data Advantage



Key Insights from the 2025 Intent Data Survey

After surveying 320 B2B professionals across multiple sectors, we've extracted the key findings that will shape your GTM strategy. These insights shed light on the power of intent data, current challenges, and the potential for growth when teams effectively leverage intent signals.

- 01. Intent Data Adoption Is on the Rise 76% of respondents are already using or exploring intent data as part of their GTM strategy, with many focusing on lead prioritization and ABM. Intent data has shifted from a "nice-to-have" to a core component of B2B marketing and sales strategies.
- 02. Gaps in Strategy and Execution Despite the growing interest, 53% of teams report that they haven't fully integrated intent data into their broader marketing stack. The main obstacles include data silos, lack of actionable insights, and difficulty connecting intent signals with CRM tools. These hurdles are preventing teams from maximizing their ROI.
- 03. Personalization and Targeting Are Key Use Cases 67% of teams use intent data primarily to personalize content and target high-value accounts. However, personalization extends beyond tailoring emails: it involves delivering content, ads, and sales outreach that aligns directly with buyers' specific pain points and needs.
- 04. Results Matter: ROI Is on the Horizon Among those fully implementing intent data, 72% report improved lead quality and 65% see increased conversion rates. These results prove that intent-driven strategies are not just theoretical; they are delivering measurable business outcomes.

05. The Future Is Intent-Driven ABM Looking toward 2025, intent-based account-based marketing (ABM) will become the dominant strategy for high-growth teams. 62% of respondents who use intent data say it plays a central role in their ABM programs, enabling targeted outreach that aligns with buyer behavior in real-time.

Impact: What These Insights Mean for Your Strategy

As we move into 2026, intent data will be the foundation of successful GTM strategies.

Here's how these insights will impact marketing across various industries and sectors:

- **For SaaS and Technology Teams:** Using intent data for personalized outreach and optimizing trial-to-paid conversions can significantly boost customer acquisition rates. As buyer signals become more sophisticated, SaaS teams can target prospects with hyper-relevant messaging at every stage of the funnel.
- **In Financial Services and Healthcare:** Personalization is critical in these regulated sectors. Intent data allows financial and healthcare marketers to align content and outreach with highly specific buyer needs, particularly as regulatory changes demand more individualized engagement.
- **For Manufacturing and B2B Retailers:** These industries are catching up on digital transformation. Intent data enables smarter lead scoring and prioritization, helping manufacturers and B2B retailers speed up long sales cycles and engage buyers already deep in research or actively searching for solutions.

— **In Media and Advertising:** For ad tech companies and media agencies, predicting intent signals means creating more relevant and timely ads. As media spend becomes increasingly scrutinized, intent data provides measurable results on campaign performance, ensuring that every dollar is spent wisely.

Actionable Takeaways

Marketers must prepare for an intent-powered future. The shift from mass marketing to highly personalized, data-driven strategies requires investment in tools, tech stacks, and workflows that capture and act on intent signals. This isn't optional anymore; it's a necessity for staying competitive.

To stay ahead of the curve, companies must:

- 01. Break down data silos and ensure smooth integration across CRM, marketing automation, and analytics platforms.
- 02. Use intent data to sharpen targeting and personalize at scale, move beyond generic segments.
- 03. Track the impact: Make sure your team tracks KPIs, such as lead quality, conversion rates, and revenue, that reflect the success of intent-driven efforts.

The companies who invest in this shift today will gain a strategic edge tomorrow, allowing their teams to turn signals into sales and opportunities into revenue.



02.

Introduction The Rise of Buyer Intent



Why This Report, Why Now?

In a world where buyers ghost, funnels feel more like black holes, and attention spans are toast, B2B marketers and revenue teams are rethinking how they show up in-market. The truth? Traditional tactics are hitting a wall, not because buyers aren't interested. It's because teams are flying blind, chasing leads without knowing who's in-market, why, or when.

This report* unpacks how leading B2B teams are using intent signals to flip that dynamic, moving from reactive campaigns to proactive plays, and from guesswork to revenue precision.

What You'll Get Inside

- Survey-driven insights from 320 B2B professionals actively working with or evaluating intent data.
- Benchmarks on adoption, challenges, and performance metrics so you can see where you stand.
- Real-world examples and tactical takeaways to help your GTM strategy go from meh to money.
- A future-focused POV on where intent data is headed, and how to build for what's next.

Whether you're leading a fast-scaling SaaS team, running demand gen, or optimizing revenue ops at an enterprise org, this report is your field guide to turning buyer signals into pipeline, and pipeline into predictable growth.

Who This Report Is For

This whitepaper is built for the bold B2B pros who are done with status quo strategies and ready to scale smarter. If you're in any of these seats, this one's got your name all over it:

- **CMOs & VPs of Marketing**
Looking to align spend with buyer behavior and build high-velocity pipeline
- **Demand Generation Leaders**
Want better targeting, higher conversions, and smarter ABM programs
- **Sales & SDR Leaders**
Ready to stop chasing cold leads and start prioritizing in-market buyers
- **Revenue & Marketing Ops Pros**
Focused on tech stack ROI, data integration, and GTM efficiency
- **Growth & Strategy Execs**
Tasked with hitting revenue goals while future-proofing go-to-market motions

Whether you're already using intent data or still figuring out where it fits in your stack, this report gives you the insight (and inspiration) to take action.

Scope of This Report

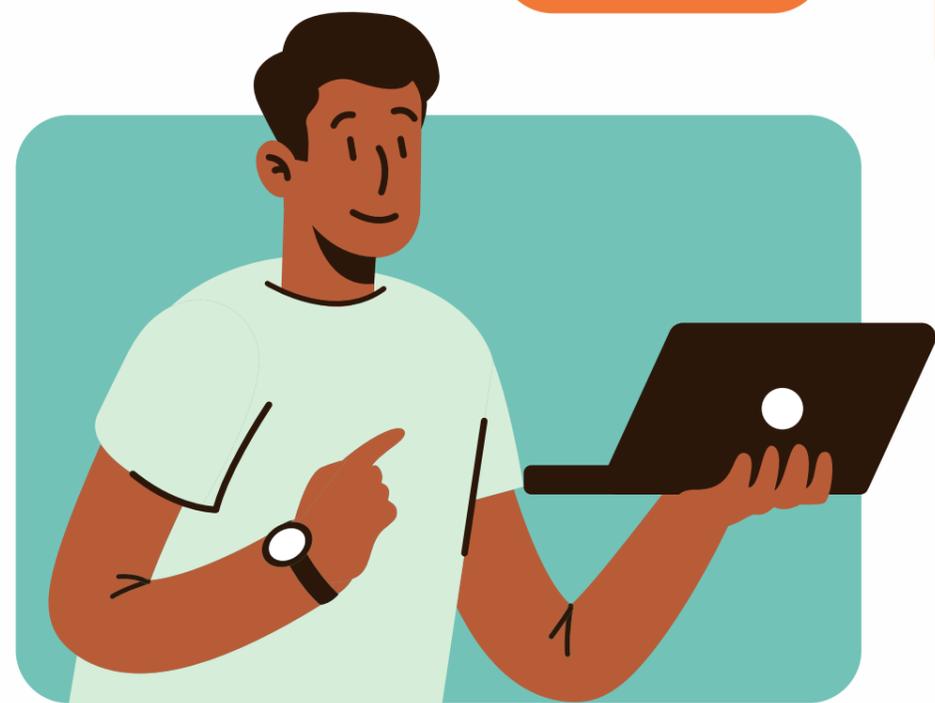
The survey captured perspectives from a varied group of B2B professionals* across:

- Industries like Technology/SaaS, Financial Services, Healthcare, Manufacturing, Media, and more
- Company sizes from startups with <\$10M revenue to enterprise players topping \$500M+
- Departments spanning marketing, sales, and revenue operations

The findings are distilled into key themes:

- 01. The State of Intent Adoption** – how and why teams are integrating intent data now
- 02. Use Cases and Activation** – real applications across marketing and sales motions
- 03. Challenges & Roadblocks** – where intent data efforts are stalling and why
- 04. Success Metrics** – how teams are measuring value and ROI
- 05. Looking Forward** – key developments and trends to watch in 2025 and beyond

This isn't just a snapshot. It's a signal boost for B2B teams looking to evolve how they target, engage, and convert buyers in a post-cookie, always-on world.



*Based on a survey of 320 marketers, sales leaders, and operations pros, this whitepaper digs into what's working, where the gaps are, and how you can get ahead of the curve with an intent-powered GTM strategy.

03.

Methodology

Data, Compliance, and
Seamless Execution



Data Sources

The insights in this report are derived from a combination of primary survey data and trusted secondary sources. The primary data comes from the survey of 320 B2B professionals, and secondary data includes reputable industry reports and research publications.

Here is a breakdown:

— **Survey of 320 B2B Marketing and Sales Professionals**

The core of this report comes from a survey conducted among B2B professionals, including marketers, sales leaders, and revenue operations experts. The survey spans a diverse range of industries, ensuring a well-rounded view of intent data usage across different sectors.

— **Secondary Sources**

To complement the survey data, we utilized insights from reputable sources like Gartner, Forrester, HubSpot, and industry-specific case studies. These reports provided additional benchmarks, trends, and industry best practices to enrich our findings.

Data Collection Process

The survey was conducted online, targeting B2B professionals with expertise in marketing, sales, and operations. Respondents were selected to represent a variety of industries, company sizes, and experience with intent data.

Key aspects of the survey included:

- Adoption rates and use cases for intent data
- Challenges in implementing and scaling intent data strategies
- Key success metrics and ROI indicators
- Looking ahead: emerging trends in intent data and GTM strategies

To ensure accuracy and reliability, we employed both quantitative and qualitative analysis:

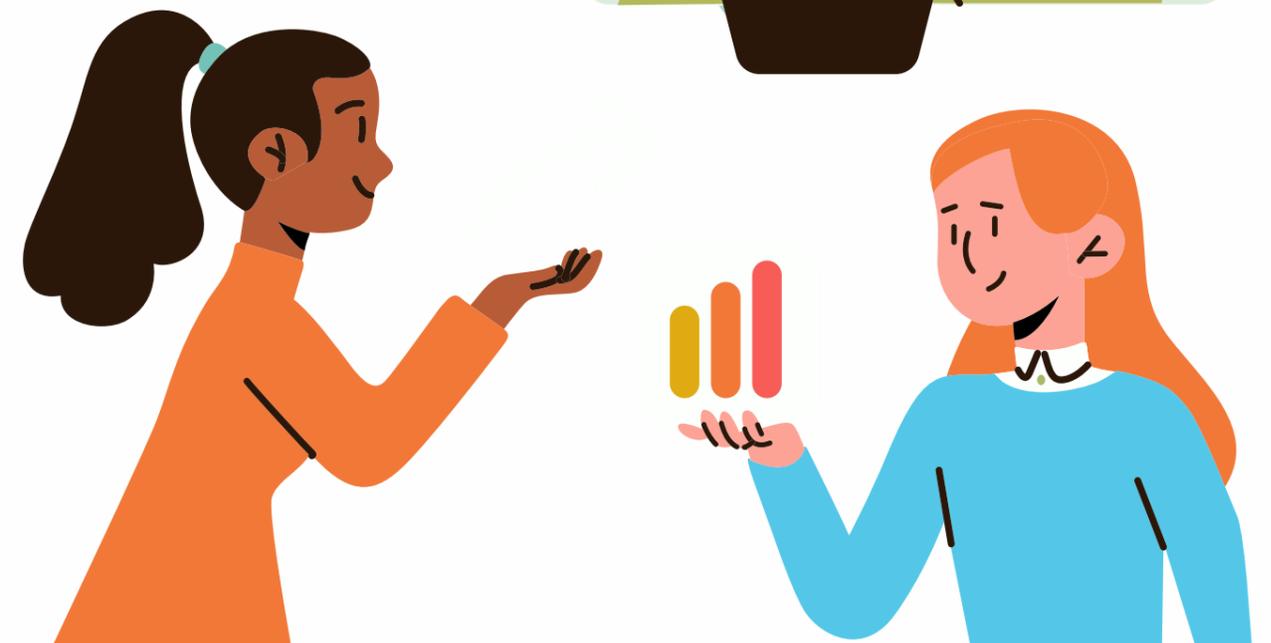
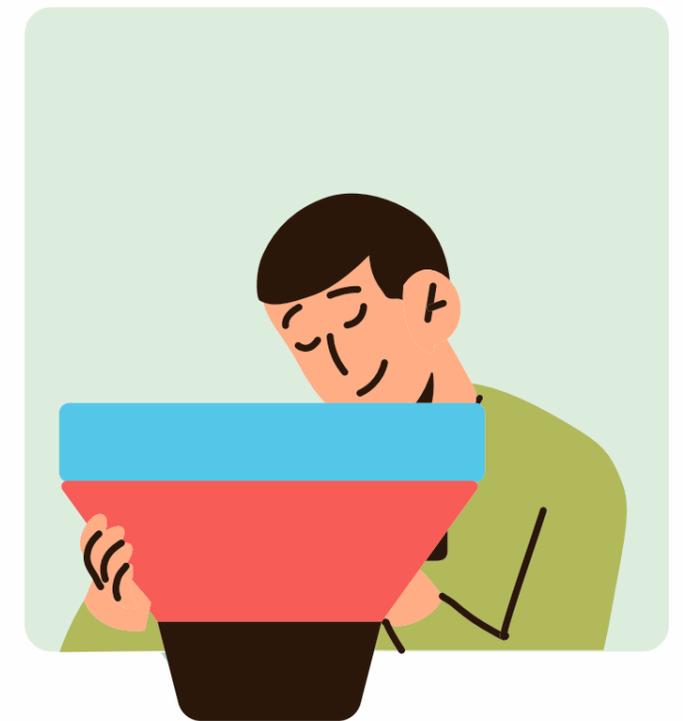
- 01. Quantitative Analysis:** We analyzed numerical data on adoption rates, intent data usage, and ROI to establish industry benchmarks.
- 02. Qualitative Insights:** Open-ended survey responses were reviewed to extract deeper insights into the challenges, pain points, and future outlook for intent data.

Industry-Specific Data

We segmented the survey responses by industry to gain a deeper understanding of how intent data is applied in different sectors, such as SaaS, healthcare, financial services, and manufacturing. This allowed us to:

- Identify sector-specific challenges (e.g., compliance in financial services, longer sales cycles in manufacturing)
- Understand the varying levels of intent data adoption across different industries
- Highlight use cases that are particularly relevant to each sector, such as ABM strategies for tech companies or lead qualification in B2B retail

By combining survey results with industry-specific research, we ensured that the insights in this report are actionable and relevant to a wide range of B2B marketers and revenue teams.



04.

Key Learnings

The State of Intent Data



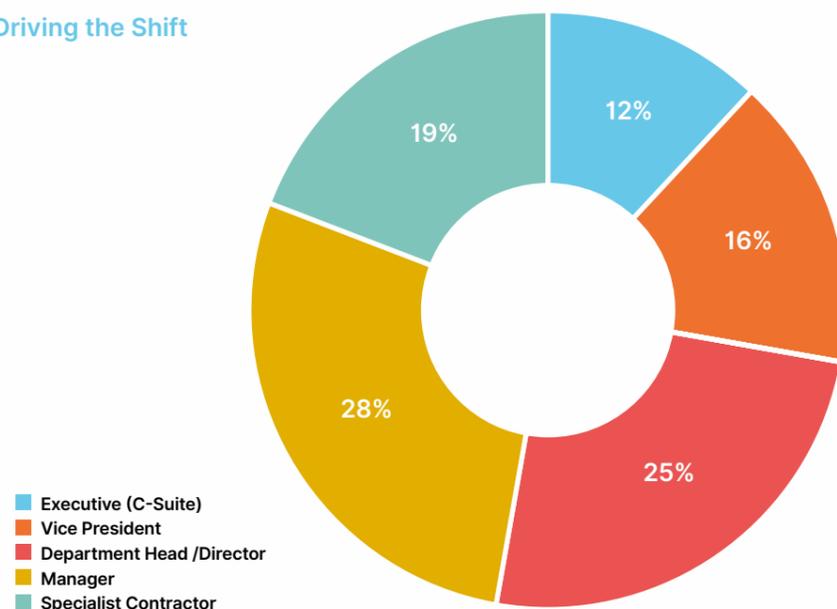
Who's Using Intent Data: A Snapshot of Today's B2B Decision-Makers

To understand the adoption and impact of intent data, it's essential to know who's behind the strategy. Here's what their profiles reveal:

Job Level: Mid-to-Senior Leaders are Driving the Shift

Insight: The largest group of respondents (53.1%) consists of managers and department heads, suggesting that mid-to-senior operational leaders are actively leading the adoption and execution of intent data strategies. C-Suite involvement is present but less dominant, indicating that while executive buy-in exists, much of the decision-making is delegated to functional leaders closer to the day-to-day GTM execution.

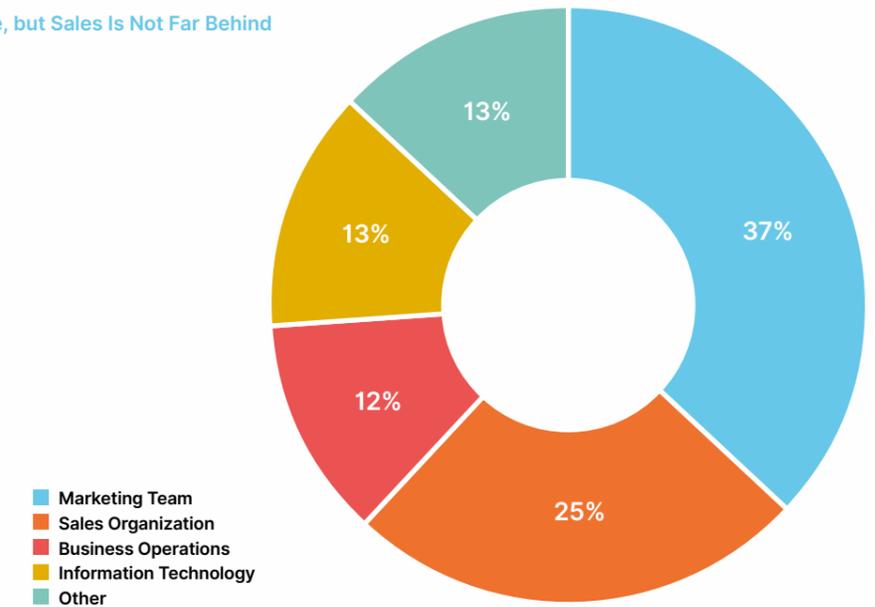
Trend: Intent data is becoming a tactical lever for teams responsible for demand generation, campaign strategy, and revenue performance, not just a top-down mandate.



Job Function: Marketing Still Owns the Charge, but Sales Is Not Far Behind

Insight: Marketing leads the charge in intent data use, owning nearly 38% of responses. However, Sales is playing a significant supporting role, with a quarter of respondents representing sales teams.

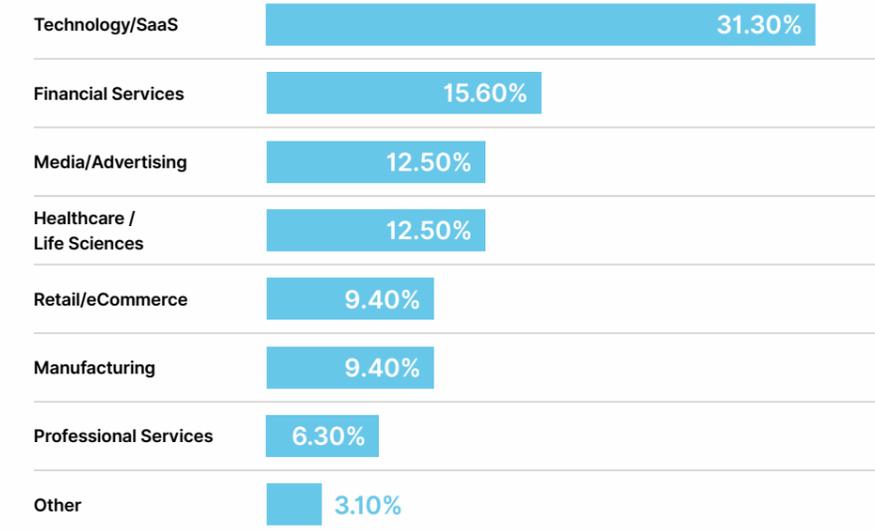
Trend: This indicates a maturing collaboration between Marketing and Sales in go-to-market alignment. As organizations push for more synchronized strategies, intent data is serving as a bridge, giving both sides visibility into buyer behavior and interest.



Industry: Tech Takes the Lead, But Momentum Is Building Elsewhere

Insight: No surprises here: Tech and SaaS companies are leading in intent data usage, representing nearly a third of our sample. However, other industries like Financial Services, Healthcare, and Media are following close behind, showing increasing interest.

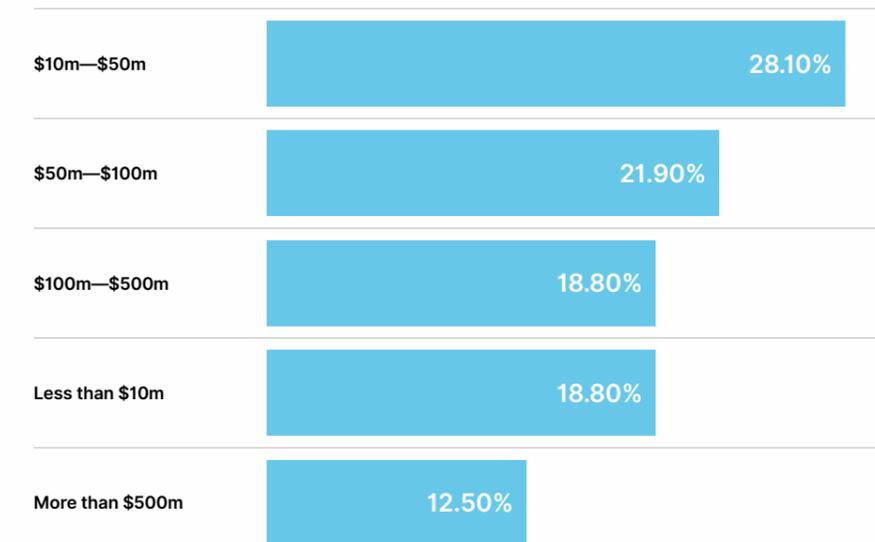
Trend: Intent data has broken free of its "tech bubble." Companies across verticals are recognizing its value, especially in highly competitive or compliance-heavy sectors like finance and healthcare.



Annual Revenue: Mid-Market Is the Sweet Spot

Insight: The majority of responses come from companies in the \$10M—\$100M range (a combined 50%). These are typically growth-stage organizations where every marketing dollar counts, and intent data can give them a competitive edge in targeting the right accounts at the right time.

Trend: Large enterprises may have slower adoption curves due to complexity, while smaller and mid-sized businesses are proving more agile and experimental with new data strategies.



Knowledge of Intent Data

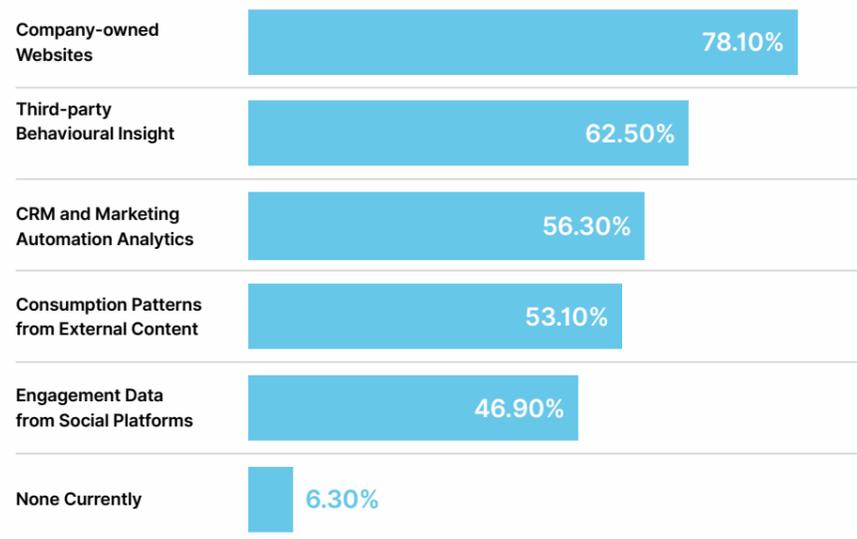
Overall familiarity with intent data is growing across roles and industries. While not everyone claims deep expertise, the sheer number of respondents using advanced data sources like third-party behavioral signals and technographics indicates that many teams are moving beyond buzzwords into tactical execution. This signals a broader organizational shift, where knowledge gaps are narrowing, and intent data is transitioning from “nice to have” to “need to know.” This isn't just early adopters anymore. As more teams gain access to tools and education around intent data, it's quickly becoming part of the standard GTM toolkit.

Intent Data: Familiarity Is Growing, But Application Still Has Room to Mature

Insight: When it comes to sourcing intent data, respondents favor first-party website engagement (28.1%) and third-party behavioral signals (25%) – indicating a balanced strategy between owned and external insights. Internal CRM and sales data also play a critical role (18.8%), which shows that many teams are layering intent signals with historical customer intelligence for more accurate targeting.

Interestingly, social media intent remains underutilized at 12.5%, suggesting an opportunity for teams to expand their data horizons and tap into more behavioral signals happening in real time across platforms.

Trend: Marketers are no longer relying on just one source: they're diversifying. The blending of digital breadcrumbs from websites, CRMs, and third-party platforms reflects a maturing understanding of how to stitch together a full picture of buyer interest.

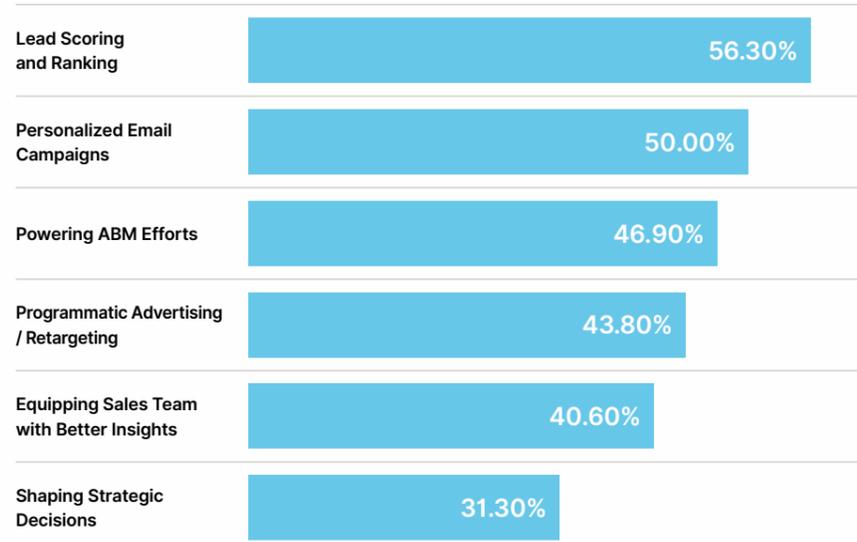


From Strategy to Satisfaction: How Marketers Are Using Intent Data (and How They Feel About It)

Insight: Campaign targeting and personalization lead usage (31.3%), with lead scoring close behind (25%). GTM teams are clearly using intent data to sharpen engagement across the funnel – from smarter campaigns to hotter leads.

ABM (15.6%) and sales enablement (18.8%) show intent data's reach beyond marketing, while competitor monitoring trails at 9.4%, hinting at untapped potential.

Trend: Intent data has officially gone mainstream. What started as a tool for top-funnel optimization is now embedded across various GTM functions, and its usage is evolving into a cross-functional powerhouse.



Satisfaction with Results

Despite growing adoption, satisfaction levels suggest room for optimization. While most respondents are seeing measurable improvements in lead quality and campaign performance, many are still navigating how to best interpret and act on intent signals.

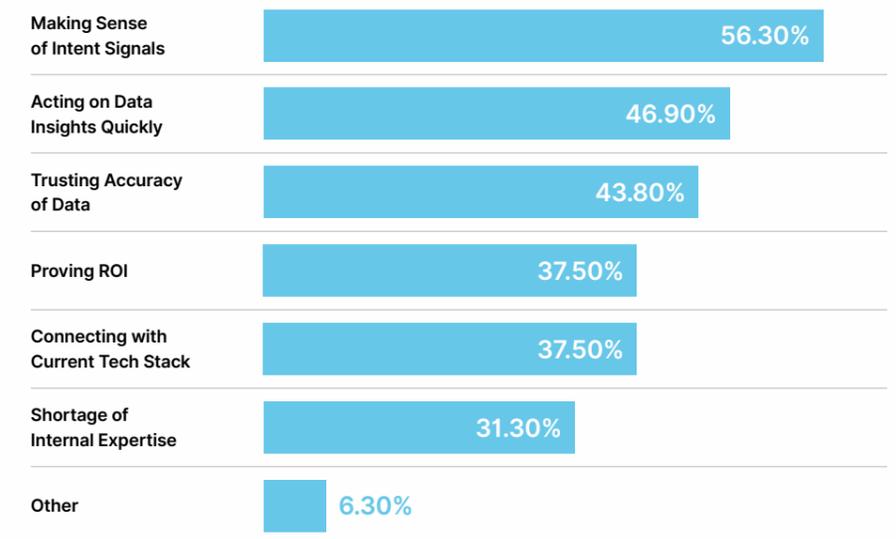
This gap between usage and satisfaction underscores a common B2B challenge: intent data is only as powerful as the strategy behind it. The tech is working; but the tactics need tuning. Organizations need better frameworks, more education, and clearer alignment between sales and marketing to fully unlock intent data's value.

The Roadblocks to Real-Time Relevance: What's Slowing Down Intent Data Adoption?

Insight: The real challenge isn't getting intent data – it's knowing how to use it. Nearly a third (28.1%) struggle to interpret or operationalize insights, pointing to the need for better enablement, tooling, and processes.

Lack of expertise or training (25%) adds to the gap, as many teams have the tools but not the playbooks. Concerns over reliability (18.8%) and integration (15.6%) show the issue isn't whether intent data works, but how to make it work seamlessly.

Trend: This is a classic MarTech maturity moment: adoption is high, but true optimization is lagging. The good news? These are fixable problems. With the right education, cross-functional alignment, and platform support, most organizations can convert confusion into clarity – and results.

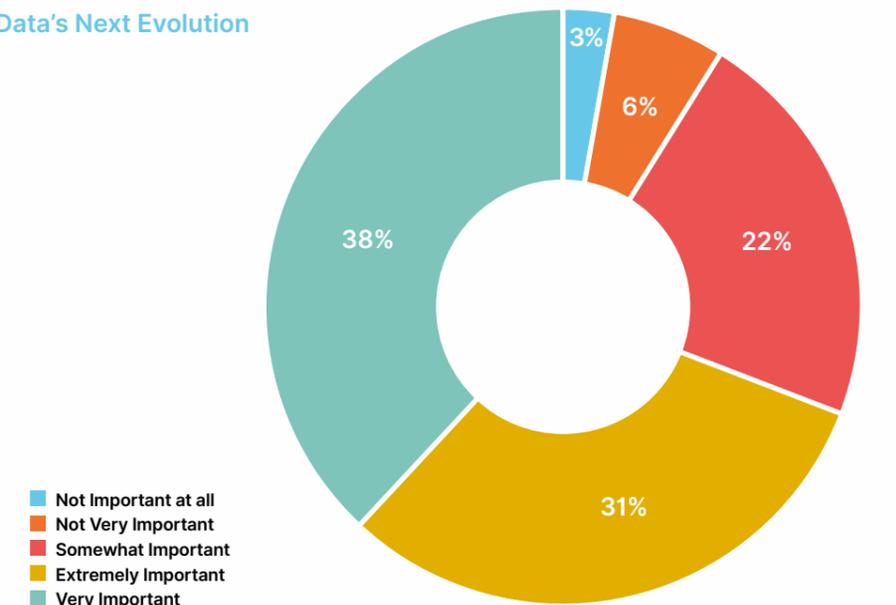


AI & ML: The Engine Powering Intent Data's Next Evolution

A commanding 75% of respondents believe AI and ML are either extremely or somewhat important to effectively leveraging intent data. This shows a clear shift in mindset, from manual signal interpretation to intelligent automation. Marketers no longer just want access to intent data; they want systems that can learn, adapt, and predict.

Interestingly, a small but notable group remains unsure or unconvinced, with ~9% saying AI/ML isn't very important or not important at all. This could reflect skepticism, lack of exposure, or simply teams early in their data maturity journey.

As intent data becomes more complex and multi-sourced, AI/ML will be the difference between signal overload and strategic clarity. Whether it's scoring leads, triggering workflows, or optimizing content delivery, machine learning isn't just a value-add anymore, it's becoming the backbone of modern intent-driven strategies.

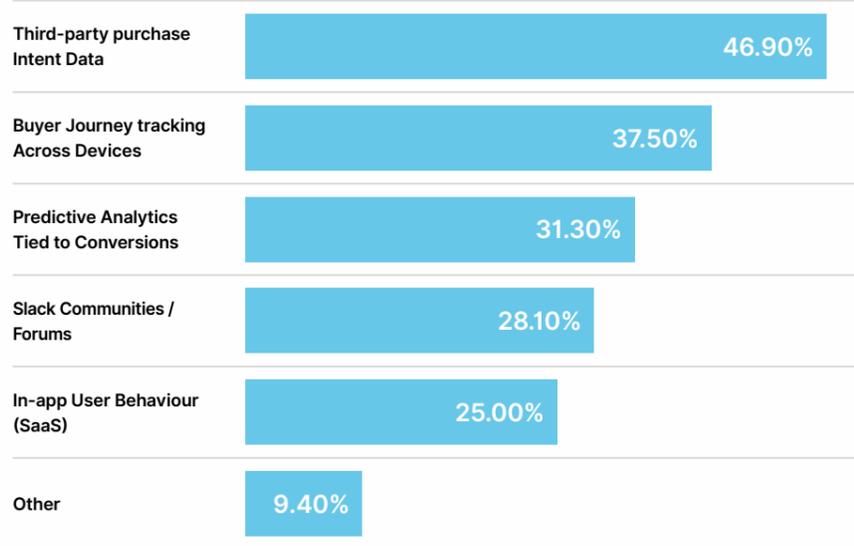


The Intent Data Wishlist: What Marketers Want More of

Insight: Marketers are clearly hungry for real-time, precision-level insights, with 31.3% craving real-time website behavior and 25% asking for buyer-level intent signals. Translation? They want to know exactly who's interested and what they're doing, as it's happening.

Demand for cross-channel engagement data (18.8%) and social media interactions (15.6%) shows a desire to build a fuller, more behavioral view of the buyer journey. And while competitor engagement is lower on the list (9.4%), it still signals growing interest in using intent to inform competitive strategy, not just campaign plays.

Trend: Marketers are moving past aggregate-level insights. They want sharper tools, deeper granularity, and unified signals that help them act with confidence across multiple touchpoints. This wish list makes one thing clear: intent data is no longer a single-source solution; it's becoming a 360° expectation.

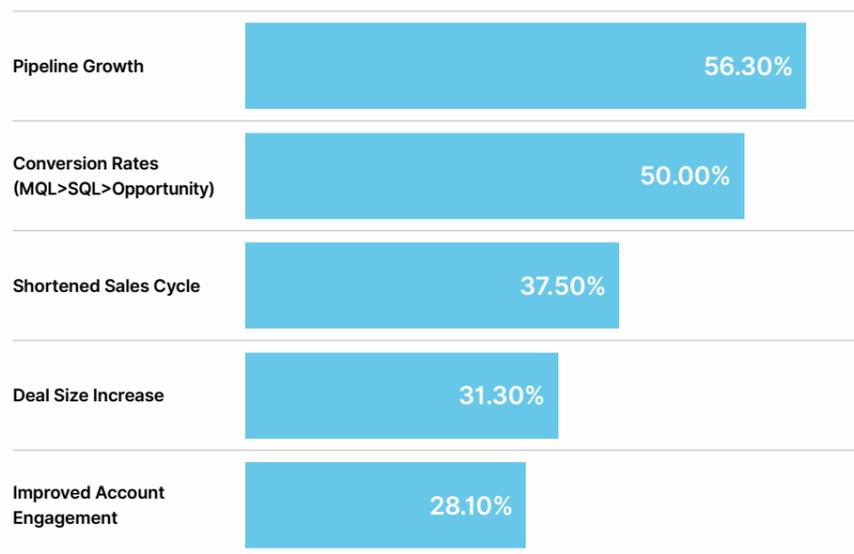


Measuring What Matters: The KPIs That Define Intent Data Success

Insight: Lead quality tops the list for intent data success (34.4%), as marketers shift from chasing cold leads to prioritizing in-market accounts. Conversion rates (25%) and faster sales cycles (18.8%) also prove intent drives more than just funnel fill – it accelerates revenue.

ROI (15.6%) and reduced spend (6.3%) rank lower, less from lack of value than from the challenge of tying intent to attribution models.

Trend: Marketers are laser-focused on efficiency and effectiveness. Intent data is being judged less on its presence and more on how well it performs at moving the needle on quality and velocity. Expect more teams to double down on KPI tracking as intent data gets tied deeper into revenue conversations.



Intent Data's Rising Role in 2025

Intent data isn't just holding steady, it's ascending the priority list. A significant majority of respondents say intent data will become even more critical to their go-to-market success in the coming year. This shift signals growing confidence in its ability to deliver measurable impact across demand gen, ABM, and sales enablement.

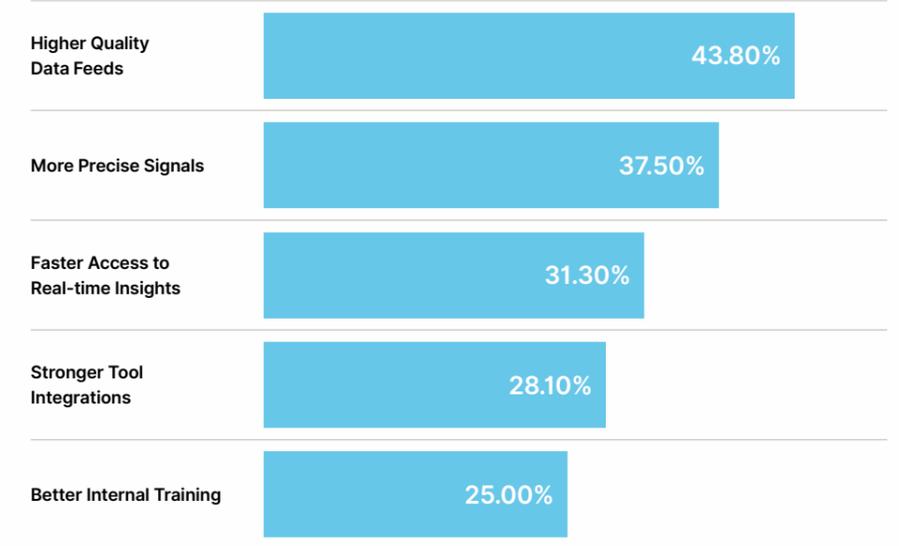
Whether it's adapting to longer B2B sales cycles, rising buyer anonymity, or pressure to prove ROI, GTM teams are betting big on intent to help them work smarter, not harder. The takeaway? If you're not leveling up your intent data strategy in the next 12 months, you're likely to fall behind the pack. 2025 will be less about whether you're using intent data, and more about how well you're using it. Expect rising investments in AI-powered intent tools, cross-channel data fusion, and real-time activation strategies.

Upgrades That Matter: Enhancements Marketers Want for Maximum Intent Impact

Insight: Marketers agree – quality beats quantity. The top need is better data accuracy and reliability (31.3%), showing trust is still catching up with adoption. Close behind, 28.1% want more actionable insights and recommendations, not just raw data.

Integration challenges (18.8%) remain a pain point, while real-time availability (12.5%) and training (9.4%) matter but take a back seat to data quality and usability.

Trend: The next evolution of intent data isn't just about having it; it's about operationalizing it with speed, clarity, and confidence. Marketers want tools that don't just signal interest but also show exactly what to do next.

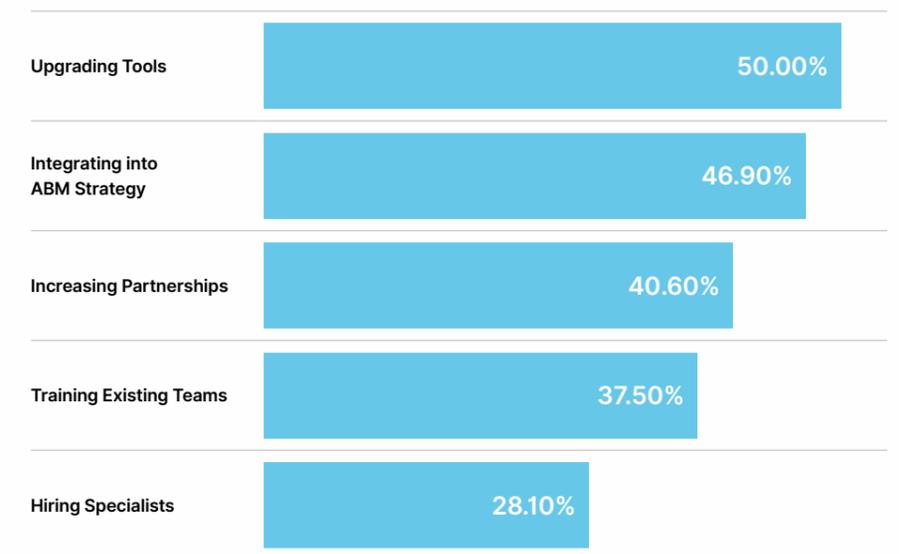


Buying Intent: How Marketers Plan to Invest in Intent Data Solutions

Insight: Nearly 60% of marketers plan to increase their investment in intent data over the next year, with 28.1% going all in with significant increases. That's a huge vote of confidence in the value of intent-driven strategies. The message? Intent data isn't just surviving tight budgets; it's thriving.

On the flip side, only a small fraction (6.3%) plan to cut back, and 25% are holding steady, suggesting that even the cautious players aren't walking away. Budget-wise, this trend positions intent data as a "must-have," not a "nice-to-have."

Now combine that with preferences around how marketers want to buy or access their intent data, and things get even more interesting.



Additional Insight: Data Solution Preferences

While investment is increasing, marketers are becoming more strategic about the solutions they choose. The majority now show a preference for platforms that bundle intent data with activation capabilities, not just raw data feeds. Why? Because it shortens the gap between signal and action.

Some still opt for standalone intent data providers, especially teams with strong in-house analytics. But overall, the trend is shifting toward solutions that offer ease of use, integration readiness, and direct ROI impact.

As investment ramps up, marketers are increasingly favoring all-in-one platforms and seamless tech-stack integration over piecemeal tools. Providers that simplify workflows, connect to activation tools (like CRMs or MAPs), and offer smarter, AI-powered insights will be the ones getting the budget love in 2025.

Impact on Marketing

How Intent Data is Reshaping Strategies Across Industries

The findings from our survey reveal that intent data is no longer a sidekick; it's becoming the strategic hero in B2B marketing playbooks. As adoption grows and understanding deepens, marketers across industries are rethinking how they identify, engage, and convert buyers.

Here's how it's shifting the landscape:

Smarter Targeting, Better Leads: With lead quality ranked as the #1 KPI, it's clear that intent data is helping marketers cut through the noise and focus on prospects who are actively researching solutions making outreach timelier and more relevant.

Budget Alignment & Confidence:

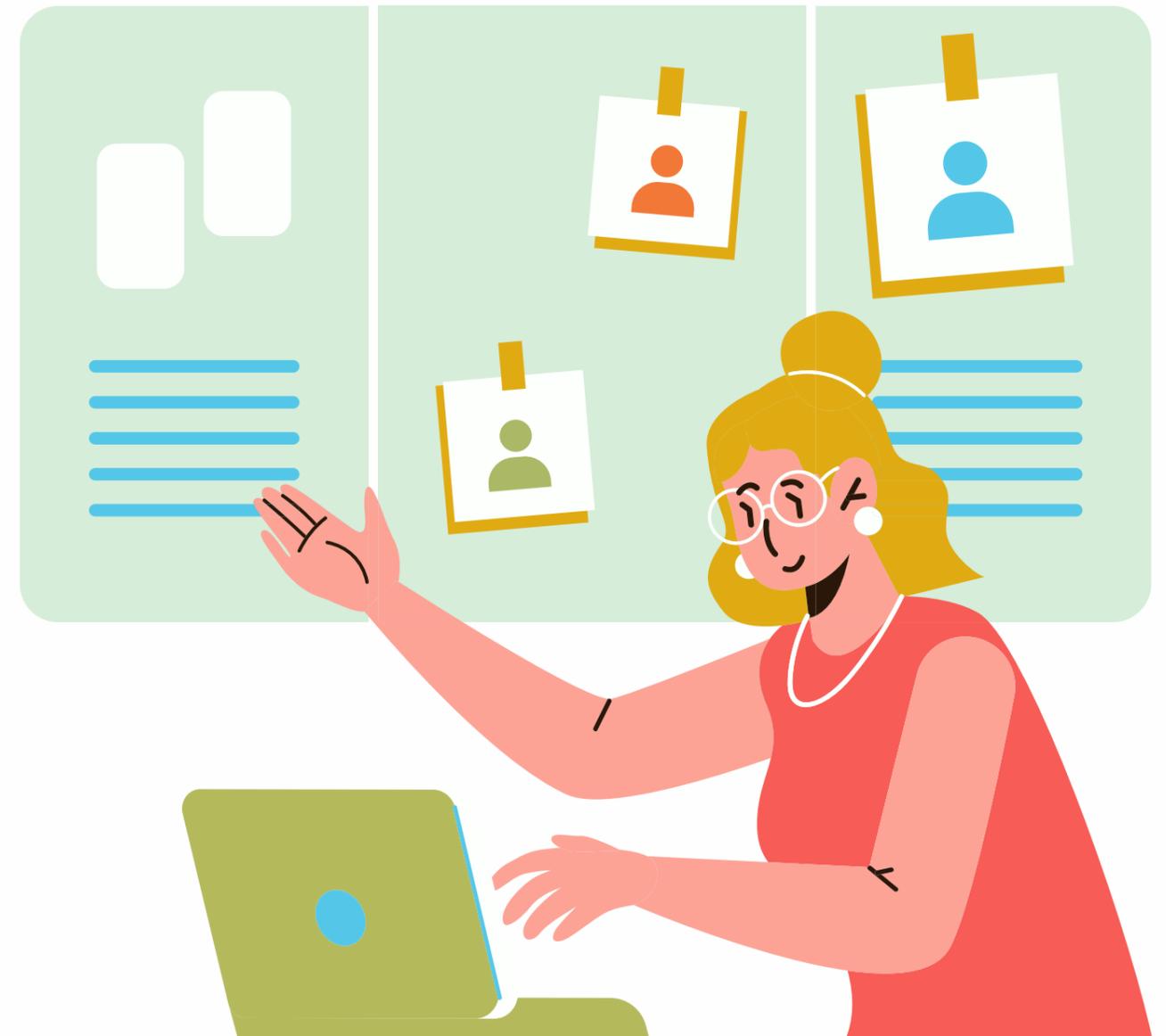
Over 59% of respondents plan to increase their investment in intent data tools this year, signaling growing confidence in the channel's ROI. This is especially crucial in industries where budget justification is tied directly to impact metrics like conversion rates and sales acceleration.

From Data to Action: Marketers aren't just collecting intent signals, they're demanding actionable insights and seamless tech integration. Whether it's through AI, real-time dashboards, or cross-platform orchestration, teams are moving toward intent systems that enable faster, smarter execution.

Customization Across Industries: The desire for diverse data sources, such as real-time behavior, social media activity, and competitor engagement, shows that different sectors are personalizing their intent strategies based on their unique buyer journeys and sales cycles.

Upskilling & Enablement: With a noticeable gap in internal training, especially in traditional industries like manufacturing or professional services, there's a growing need for education and enablement to fully unlock the value of intent data investments.

In short, intent data is fueling a more agile, insights-led, and outcome-driven approach to B2B marketing. From high-growth tech startups to enterprise-level players, it's influencing how teams prioritize accounts, personalize experiences, and ultimately drive revenue.



05.

Industry Learnings

Intent Data's Expanding Influence
Across B2B Marketing



Personalized Marketing Gets Supercharged

Intent data is the secret sauce behind today's most effective personalized campaigns. Instead of casting wide nets, marketers are finally fishing with spears delivering hyper-targeted messages based on real-time behavior.

According to survey insights and broader industry trends, a whopping 86% of B2B marketers believe 1:1 personalization is essential for success. That belief is no longer just aspirational it's operational, thanks to intent data.

- By identifying what topics buyers are researching (and when),
- Delivering timely content tailored to their stage in the funnel,
- And activating this across channels (email, ads, ABM platforms, and even sales outreach).

Pro tip: ABM programs that layer in intent data are seeing 2x—3x improvements in engagement rates.

Lead Quality is Leveling Up

Goodbye to tired, recycled leads. Hello to fit + intent = pipeline.

Marketers across industries are using intent signals to prioritize prospects showing in-market behavior, which means:

- Higher quality leads,
- Shorter sales cycles,
- And higher conversion rates.

This is especially valuable in crowded industries like tech and professional services, where multiple vendors fight for the same audience.

Stat-backed truth: 59.4% of marketers in our survey say intent data improves lead quality, making it one of the top-reported benefits across all company sizes.

Sector-Specific Insights: How Different Industries are Using Intent Data

Different industries are vibing with intent data in very different ways – here's the inside scoop:

Technology

- Focused on early-stage signals to feed ABM engines.
- Heavy use of intent to align sales and marketing around the same ICPs.
- Use case: Identifying prospects showing interest in competitor solutions.

Healthcare

- Navigating strict privacy regulations, so intent data is used more for content targeting and educational nurture than direct outreach.

- Signals are especially useful for identifying hospital or practice-level intent rather than individual practitioners.

Finance & Fintech

- High value placed on data security and compliance.

- Intent data is used for identifying strategic decision-makers at institutions researching investment platforms, compliance software, or analytics tools.

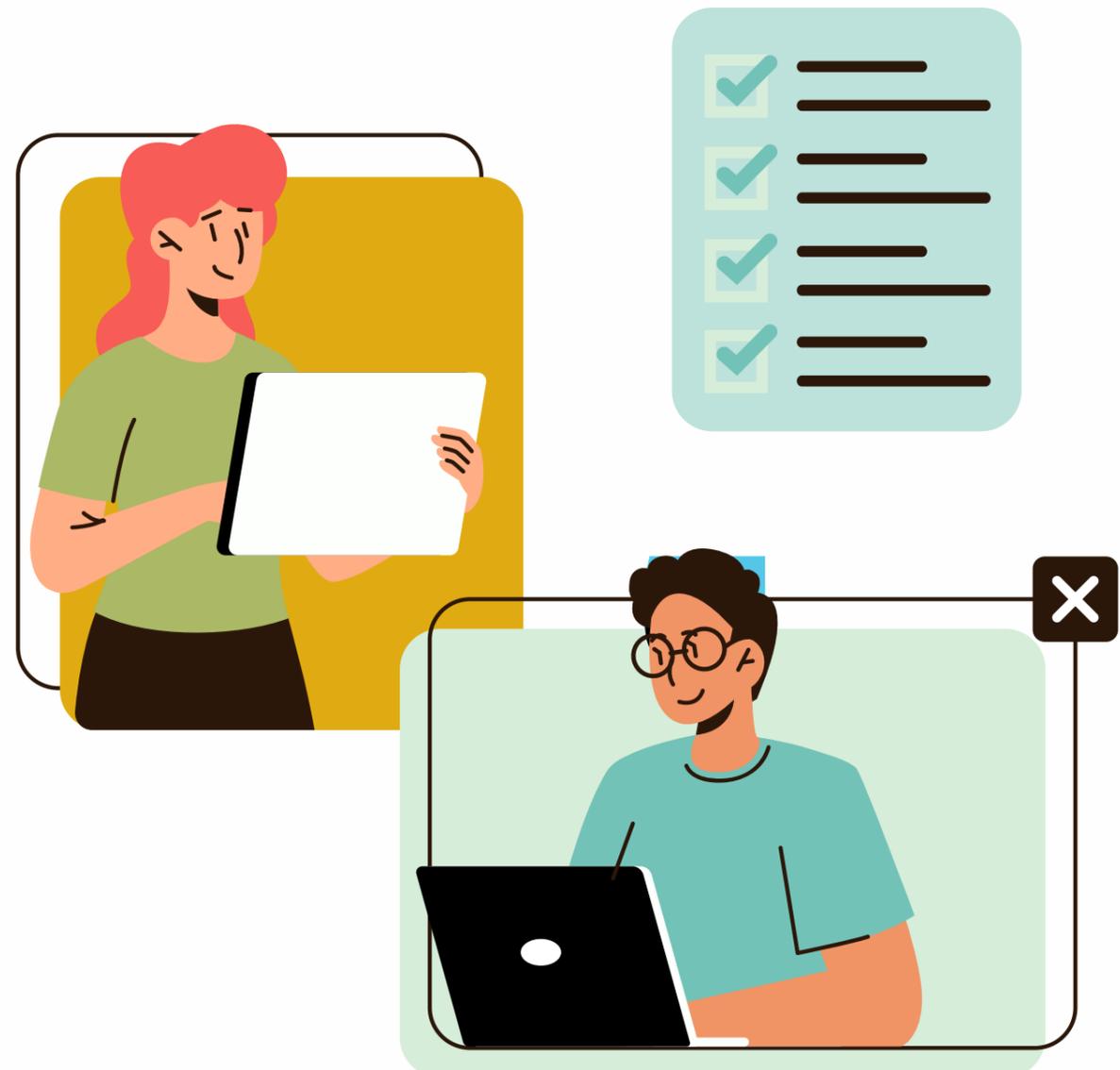
Manufacturing / Industrial

- Still in early adoption stages, but intent data is helping marketers break into long, complex sales cycles by identifying buyers earlier in their research phase.

- Use case: Targeting engineering and procurement roles based on technical topic interest.

The Takeaway

Intent data is no longer a "nice to have": it's an engine powering personalization, lead quality, and precision marketing. No matter the sector, the trend is clear: companies that embrace intent data are becoming more efficient, more targeted, and more competitive.



06.

Challenges

What's Holding Marketers Back
from Intent Data Greatness



Intent data is powerful, but it's not plug-and-play perfection

Like any critical marketing asset, it demands structure, strategy, and solid foundations. Here's where teams are struggling the most:

Data Quality Issues: Garbage In, Garbage Out

One of the biggest hurdles? Bad data. It's the silent killer of marketing performance.

According to industry benchmarks, 30—40% of B2B database records are inaccurate, incomplete, or outdated. That's a huge issue when layering intent data on top, because if your CRM is a mess, even the smartest intent signals can't help.

Common culprits:

- Duplicates and outdated contact records
- Incorrect firmographic or demographic data
- Inconsistent data entry standards
- Inaccurate tagging of buyer stage or engagement level

The impact? Poor targeting, wasted ad spend, missed opportunities, and burnt-out sales teams chasing ghost leads.

Integration Challenges: Getting Intent into the Stack

You've got the signals: now what? For many teams, the biggest issue isn't acquiring intent data: it's operationalizing it.

Key pain points:

- Intent data not syncing cleanly with CRMs, MAPs (like HubSpot or Marketo), or sales enablement tools
- Lack of centralized platforms to unify signal sources
- Difficulty triggering real-time workflows based on data (e.g., intent-based nurture tracks or SDR alerts)

Bottom line: If your data isn't accessible and actionable within your daily tools, it's just noise.

Data Governance: Who Owns What?

As intent data flows in from multiple sources, governance becomes crucial. Without it, things get chaotic fast.

Questions every org should be asking:

- Who owns the data strategy: marketing ops, sales ops, or IT?
- Are we compliant with data privacy regulations (GDPR, CCPA, HIPAA)?
- Are we documenting and auditing how intent data is stored, used, and shared?

Inconsistent policies around data hygiene, access controls, and compliance can quickly turn a strategic asset into a liability.

Sector-Specific Challenges: It's Not One-size-fits-all

Intent data doesn't land equally across industries. Different sectors face unique friction points:

Healthcare

- Strict compliance requirements (HIPAA)
- Sensitivity around targeting based on personal data
- Challenges reaching decision-makers at scale

Finance

- Highly regulated environment means slower adoption
- Extra scrutiny on data sourcing, consent, and usage
- Cybersecurity concerns lead to rigid IT approval cycles

Manufacturing

- Slower digital transformation leads to tech stack limitations
- Buyer journeys are longer and more complex
- Often missing internal expertise to activate data effectively

The 4 Big Barriers to Intent Data Success

Challenge Category	Core Issue	Impact on Marketing
Data Quality	Outdated, or inconsistent records	Poor targeting and inefficient campaigns
Integration	Siloed systems and lack of automation	Delays in activation and missed opportunities
Data Governance	Lack of ownership, processes, and compliance focus	Risk of legal issues and data mismanagement
Industry-Specific	Varies by vertical (compliance, access, resources)	Slower adoption, reduced ROI



07.

Solutions

Turning Insight into Action



After diving into the challenges, one thing is abundantly clear:

Intent data only delivers true ROI when it's clean, connected, and tailored to fit seamlessly into your existing ecosystem. Simply put, raw intent data is like a treasure chest without a map: valuable, but not useful until it's organized, structured, and aligned with your goals. Here's how to turn that data into action and see measurable results.

Best Practices: The Clean Data Playbook

01. Audit Before You Add

Before you start gathering more intent data, take a step back and evaluate what you already have. Your current database might be riddled with outdated, incomplete, or duplicate records. A solid audit is the first step to making sure you're working with quality data.

During this audit, look for:

- **Incomplete Records:** Missing critical information (e.g., emails, job titles, phone numbers).
- **Duplicates:** Multiple entries for the same contact, which can skew your insights and waste resources.
- **Outdated Info:** Old job titles, outdated company names, and irrelevant contact details that no longer match the prospect's current situation.

Pro Tip: Set up regular database health checks, quarterly or biannually, so you can stay on top of any data issues before they snowball.

02. Implement Real-Time Data Validation

The faster you can catch bad data, the better. Junk data slipping through the cracks at the point of entry can undermine all your efforts. By implementing real-time data validation tools, you can ensure the quality of incoming data immediately after it's collected.

Look for tools that help you with:

- **Email Formatting & Verification:** Ensure emails are valid and formatted correctly to avoid bounce rates and wasted marketing efforts.
- **Correct Job Titles & Firmographics:** Check for accuracy in job titles, company size, industry, and other firmographic data to ensure your leads match your ICP (Ideal Customer Profile).
- **De-Duplication:** Ensure that when multiple people at a company show intent, you don't accidentally treat them as separate leads.

Example: Tools like Clearbit, ZoomInfo Enrich, or Kickbox can help clean and enrich your data on the fly. They'll validate incoming leads, match job titles to real people, and update outdated information – all automatically.

03. Standardize Fields Across Platforms

Whether you're using a CRM, a marketing automation platform, or a sales tool, the data needs to talk to each other. Without a standardized set of data fields across platforms, you risk confusion, misalignment, and missed opportunities. Create shared naming conventions, data structures, and integrations to ensure that data is consistent and flows seamlessly across all systems.

This might mean:

- Standardizing country names, industry classifications, or even how you categorize lead statuses.
- Ensuring that data entered in your marketing automation platform is reflected accurately in your CRM, without requiring manual intervention.

Pro Tip: Use integration platforms like Zapier, Segment, or Workato to ensure your systems are communicating with each other in real time. Automation minimizes errors, and alignment keeps your data streamlined.

04. Score and Route Leads Intelligently

Not all intent data is created equal. The goal is to take firmographic and behavioral data and use it to prioritize leads that not only fit your Ideal Customer Profile (ICP) but also demonstrate active buying intent. This helps you route the highest-value leads to sales teams in real time.

For instance:

- Combine firmographic data (like company size, industry, etc.) with behavioral signals (such as website visits, content engagement, or keyword searches).
- Set lead scoring criteria to help you identify and prioritize leads who are most likely to convert, then route those leads to the appropriate sales rep based on established thresholds.

Example: Using tools like HubSpot, Salesforce, or LeanData can help score and route leads based on a combination of intent signals and firmographic fit, ensuring that no hot leads fall through the cracks.

Tools & Tech: What Belongs in Your Intent Data Stack

Now that we've laid out the best practices, let's dive into the tech that can help you implement them effectively. Here's a quick reference of recommended tools to help you leverage intent data:

Pro Tip: Don't just buy a tool: build an intent ops layer where your systems talk to each other, and decisions are automated. The goal is to create an ecosystem where tools aren't isolated but instead integrate into a cohesive and dynamic workflow.

Tools & Tech: What Belongs in Your Intent Data Stack

Category	Recommended Tools / Features
Intent Data Providers	6sense, G2 Buyer Intent
Data Validation	Clearbit, Kickbox, BriteVerify, Cognism
Integration Platforms	Zapier, Tray.io, Workato, Segment
Lead Scoring & Routing	HubSpot, Salesforce, LeanData, Chili Piper
ABM Activation	Terminus, RollWorks
Workflow Automation	Marketo, Pardot, HubSpot, Outreach, Salesloft, Gong

Industry-Specific Solutions: Tailoring for the Vertical Hustle

Different industries face unique challenges when it comes to leveraging intent data. Let's break it down:

Healthcare

- **Segment by Institution or Facility:** Since healthcare is subject to strict privacy laws like HIPAA, you should segment by institution or facility rather than individual practitioners.
- **Prioritize HIPAA-compliant Platforms:** Ensure that all tools handling patient or healthcare provider data are HIPAA-compliant.
- **Content Personalization:** Use intent data to personalize content focused on compliance, new care delivery models, or emerging healthcare technologies.

Finance & Fintech

- **Vet Data Providers for Compliance:** Financial industries must stay compliant with regulations such as GDPR, FINRA, and other local laws. Ensure every data provider is compliant.
- **Intent Signals:** Use intent data to pinpoint financial institutions researching risk management, analytics, or compliance solutions.
- **Cross-Department Alignment:** Before implementing intent data in the financial sector, ensure that your legal, IT, and marketing teams align on usage policies.

Manufacturing

- **Early Buying Signals:** Manufacturing has longer sales cycles. Focus on tracking early buying signals such as interest in automation or new equipment.
- **Technographic Intent:** Identify companies researching automation software, logistics solutions, or industrial IoT technologies that can help drive your ABM efforts.
- **CRM Compatibility:** Ensure your platforms integrate with legacy systems, such as Microsoft Dynamics, to avoid friction in the sales process.

SaaS & Tech

- **Layer Intent with Product Usage Data:** For SaaS, leverage intent data in conjunction with product usage to identify upsell or expansion opportunities.
- **Competitive Intent:** Use competitive insights to tailor your outreach to companies actively researching competing products.
- **Automate Full-Funnel Workflows:** Build automated workflows for inbound leads, outbound outreach, and retargeting, using tools like HubSpot or Outreach.

08.

Recommendations

Activating your Intent Data Strategy



To truly capitalize on the potential of intent data...

...Businesses need a strategic, systematic approach. Here's how you can fine-tune your intent data strategy, leverage actionable steps for improvement, and consider the power of expert partnerships.

Actionable Steps: Improving Data Quality and Leveraging Intent Data Effectively

01. Standardize Data Across All Sources

- **Consistency is Key:** Whether your data is coming from your CRM, marketing automation tools, or third-party intent providers, consistency in how data is entered and stored is critical. Standardizing data formats (e.g., country codes, industry classifications, lead stages) will reduce confusion and improve cross-platform functionality.
- **Pro Tip:** Implement data governance frameworks to ensure consistency, accuracy, and accessibility of data across your organization.

02. Regularly Clean and Audit Your Data

- **Maintain Quality Control:** An ongoing process of data cleaning is necessary. Conduct routine audits to remove duplicates, update outdated information, and address incomplete records. This prevents your team from working with inaccurate or misleading data, which could skew decision-making.
- **Pro Tip:** Set up a quarterly schedule for data audits and encourage collaboration between marketing, sales, and IT to make this process seamless.

03. Invest in Real-time Data Validation and Enrichment

- **Catch Data Errors at the Source:** Real-time validation tools will allow you to capture accurate and clean data as it's being entered. Leverage enrichment platforms to enhance your leads with critical firmographic and demographic information, ensuring that each record is as complete and relevant as possible.
- **Pro Tip:** Choose tools that allow for dynamic data enrichment (like ZoomInfo or Clearbit) to keep information fresh and actionable.
- **04. Leverage Predictive Lead Scoring**
- **Make Smarter Prioritization Decisions:** With intent data, your leads will signal which accounts are actively researching solutions. Layer predictive scoring on top of firmographic and behavioral data to help prioritize leads who are most likely to convert.
- **Pro Tip:** Use AI-powered scoring models that continuously learn from your data and improve lead qualification as more data is fed into the system.

05. Automate Workflows to Maximize Efficiency

- **Streamline Your Operations:** Automating lead routing, nurturing sequences, and follow-ups based on intent signals will save time and allow your teams to focus on high-impact activities. Set triggers based on behavioral actions, such as website visits, content downloads, or engagement with specific product pages.
- **Pro Tip:** Utilize workflow automation tools like Marketo or Salesforce to create intelligent workflows that react instantly to intent signals, ensuring that no lead falls through the cracks.

Partnering with Experts: The Benefits of Trusted Advisors

In addition to implementing these actionable steps internally, don't underestimate the value of collaborating with experts. Trusted advisors can bring immense value in navigating the complexity of intent data and ensuring that your efforts are aligned with best practices and industry trends.

01. Gain Market Insights and Competitive Advantage

- **Expert Insights:** Partnering with First party Data providers gives you access to exclusive market intelligence and competitor insights. These experts often have access to data that you might not be able to gather on your own.
- **Benchmarking:** They can help you benchmark your intent data performance against industry standards, ensuring you're on track with your goals.

02. Industry-Specific Guidance

- **Leverage Specialized Knowledge:** Expert advisors can provide tailored insights for your sector. Whether you're in healthcare, finance, manufacturing, or SaaS, they understand the unique challenges and opportunities faced when using intent data.
- **Pro Tip:** Look for advisors or consultants who specialize in your industry, ensuring that their recommendations are relevant to your vertical.

03. Implementation Support

- **Expert-Driven Strategy:** Developing a comprehensive intent data strategy can be a complex process, especially for organizations without a dedicated team of data scientists or strategists. Bringing in trusted experts will give you a clear, actionable roadmap for success.
- **Pro Tip:** Choose advisors who have a proven track record in working with similar-sized companies or within your industry to ensure their recommendations will be effective and scalable.

Industry-Specific Recommendations: Tailored Approaches to Maximize Impact

Different industries have varying needs when it comes to leveraging intent data. Here's how you can optimize your strategy based on your sector:

01. Healthcare

- **Focus on Facility-Level Intent Data:** Due to the nature of healthcare, individual data is often limited by privacy laws. Instead, focus on intent data from institutions or facilities, like hospitals or clinics, to ensure compliance with privacy regulations.
- **Tailor Messaging Around Healthcare Compliance:** Use intent signals to create content that's specific to healthcare regulations, technology adoption, and care delivery models. This will speak directly to the pain points and interests of your target audience.

02. Finance & Fintech

- **Ensure Regulatory Compliance:** The finance industry is heavily regulated, so it's crucial to vet all your intent data providers for compliance with GDPR, FINRA, and other applicable laws. Ensure that your data collection methods respect consumer privacy and adhere to industry regulations.

- **Target Risk and Compliance Needs:** Use intent data to identify institutions looking into risk management or compliance software, and craft messaging that speaks directly to these issues. Personalizing content for specific use cases (e.g., risk mitigation, financial forecasting) can increase engagement.

03. Manufacturing

- **Identify Early Buying Signals:** Manufacturing has long buying cycles, so it's critical to focus on early intent signals – such as interest in automation, logistics, or equipment updates – before these prospects are fully in the market.
- **Embrace Technographic Data:** Combine intent data with technographic insights to target manufacturers looking for new technologies or processes to streamline production. Integrating this with your ABM (Account-Based Marketing) efforts will maximize ROI.

4. SaaS & Tech

- **Product Usage + Intent Data:** For SaaS companies, combining product usage data with intent data allows you to understand not just which prospects are researching your solution, but also how they're engaging with your product. Use this to identify upsell or expansion opportunities.
- **Target Competitor Research:** Use intent data to identify when prospects are actively researching competing solutions. This provides a unique opportunity to reach out with tailored offers, product comparisons, and demos designed to show how your product solves their pain points.

09.

Conclusion

From Signals to Strategy:
It's Go Time



You've got the roadmap. The next step?

Execution. Intent data is no longer a “nice to have”: it's the intel that separates reactive brands from proactive category leaders. But turning a signal into a strategy means doing more than buying another tool or uploading a list.

It means:

- Cleaning house, so every data point counts.
- Building systems that talk to each other and take action automatically.
- Customizing your approach by industry, buyer journey, and business priorities.

The brands winning today aren't just tracking intent. They're acting on it: faster, smarter, and more personally than ever before.

So here's your challenge: start small, move fast, and optimize often. Whether it's aligning your sales and marketing teams, fixing your lead scoring logic, or finally getting that intent data enrichment integration off the ground, progress beats perfection.

Your future pipeline is already out there showing buying signals. Now is your chance to meet them halfway: with relevance, precision, and timing that feels like magic (but is really just good ops).

Let's turn intent into impact...



London Office

8 Devonshire Sq.,
Spitalfields
London EC2M 4PL
United Kingdom

Pune Office

B-1, The Cerebrum IT Park
Wadgaon Sheri Road,
Marigold Complex,
Kalyani Nagar, Pune
Maharashtra 411014

Belfast Office

41 Arthur Street,
Belfast BT1 4GB
Northern Ireland

New York City Office

1345 Avenue of the America
33rd Floor, New York
NY. 10105 USA

E globalmarketing@s2wmedia.com

W www.s2wmedia.com

