Customer? Customer?
Wherefore art thou’ next customer?

Tools, tips and martech to help you identify your audience's purchase intent

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In a digital world in which 68% of B2B customers prefer to research independently online (Forrester), how do you know which businesses are most likely to be interested in purchasing your product or service?
The strategic B2B marketing activation partner for technology brands.

- We help B2B technology marketers harness data, AI and martech to identify audiences, map-out customer buying journeys and uncover in-market prospects.

- We use that intelligence to build and execute strategic, insight-driven marketing campaigns that grow brands and engage, nurture and acquire business customers and partners.

Accreditations

- First Data
- Microsoft
- 8x8
- worldpay
- VMware
- Commvault
- LogRhythm
- BAE Systems
- Trend Micro
- McAfee
- Quest
- ClickSoftware

Awards

- B2B Tech Marketing Agency of the Year (Computing, 2018)
- Lead Generation Campaign of the Year (Computing, 2018)
- Multi-Channel Campaign of the Year (Computing, 2017)
- B2B Agency of the Year (Finalist) (The Drum, 2017)

Accreditations

- The Drum Recommended
- Top 10 UK B2B marcomms agencies 2018
- Google Partner
- ABM Certified Strategist
- Accredited Professional
- Bing ads
Biggest Challenges – Martech usage and how to get the best from them

Source – Kingpin and B2B Marketing Global Tech Trends report
What’s typically being deployed?

Source – Kingpin and B2B Marketing Global Tech Trends report
ABM remains an immature discipline

Three stages of ABM maturity

Source – Kingpin and B2B Marketing Global Tech Trends report
Revenue is the most important KPI

‘Most important’ marketing metric

Source – Kingpin and B2B Marketing Global Tech Trends report
The three biggest challenges for B2B marketers

**Generating leads and revenue**
Sales teams are demanding more from marketers, and with more transparency and data available, the pressure for marketers to consistently nurture and deliver qualified leads through the pipeline is bigger than ever before.

**Harnessing martech**
According to ChiefMartech, there are nearly 7,000 types of Martech products.

Combine that with the technological advancements of media buying, AR, AI, VR, ad-tech, social, automation etc. and it's enough to make any marketers head hurt.

**Measuring success**
58% of marketers say their current ability to measure and analyse marketing performance ‘needs improvement’, according to the 2018 DemandGen Report.

Understanding what affect your marketing is having is one of the biggest and most important challenges.
So, what is Intent Data?
B2B purchase intent data (intent data) captures online buyer behaviour, tracking a specific company’s research level with regard to a specific product/solutions category. This data is used to generate an intent score. As research activity with regard to a given category increases, the intent score also increases, reflecting an ever higher likelihood that the researching company will purchase products or services in that category.

In short - You need to know if your target audience prefers “Don’t Stop Believing” or “Wheel in the Sky.” It’s vital to understand your buyer’s Journey.
Where does intent data sit in the journey?

- Traditional Prospecting to a criteria
- Early stage Nurturing
- Late stage Nurture
- BDR Conversation
- Sales conversation
Where does intent data sit in the journey?

Traditional Prospecting to a criteria

Early stage Nurturing

Late stage Nurture

BDR Conversation

Sales conversation

Intent data sits here

Information

Likely to Purchase
Life before intent

No Activity Running

2017
- Airbus
- Atos
- M&T Bank Corporation
- Magellan Health
- Pfizer

2018
- Barclays
- City National Bank
- Cox Communications
- Magellan Health
- Pfizer
- Sanlam Group
- Unilever

Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep
Life after intent

No Activity Running But Access to Intent

2017
- Airbus
- Atos
- M&T Bank Corporation
- Magellan Health
- Pfizer

2018
- City National Bank
- Cox Communications
- Sanlam Group
- Unilever
The benefits of Intent Data?

1. **Efficiency**
   - Reduce wastage

2. **Pipeline speed**
   - Buyers enter sales environment quicker

3. **Pipeline conversion**
   - Better information = better conversations

Several early adopters of intent data shared internal reports with us showing 3-5x ROI on their intent data programs.
The Intent Data Landscape

Selection
- Identify and prioritize target accounts, align on resources by Tier 1, 2, and 3

Contacts
- Discover contacts and map to your accounts, ensure quality data

Insights
- Understand what is relevant and resonant at accounts (triggers, priorities, etc.)

Content
- Create account-specific content and messaging that reflects insights

Interactions
- Manage 11 account-based interactions in channel - events, outbound, digital (ads, web)

Orchestration
- Synchronize interactions into coordinated plays that align to account plans and goals

Infrastructure
- Map leads to accounts, identify hot accounts (MQAs), show impact of ABM efforts

Predictive
- LeadSpace, Minrigo

Content
- InsideView, Docurated, IDG, Freya News

Interactions
- vendeMore, Azalead, LinkedIn, Madison Logic, PersistIQ

Infrastructure
- Marketo, Eloqua, salesforce, HubSpot

Ads
- Demandbase, Demandbase, Terminus

Events
- Eventbrite, Eventbrite, Eventbrite

Direct
- Monitor, Optimize, GetSmartContent

Complementary
- BrightFunnel, bizible

Attribution Analytics
- Node, DataFox, DataJax, Sociali23, Oceans11
The Good, the Bad and the Ugly

Not all intent data providers are the same.

Vet your data providers to select the right one.
How intent providers build intent data

1. Online behaviour is captured

**Bidstream data**

The meta data made available through programmatic advertising platforms.

**Website tags**

Website owners agree to place a javascript tag or pixel on their website and share their visitor data with 3rd parties (bombora etc.).

**Form-fill data**

Users fills in a form to register for a trial or to access a piece of content.
# How intent providers build intent data

## 1. Online behaviour is captured

<table>
<thead>
<tr>
<th>Bidstream data</th>
<th>Website tags</th>
<th>Form-fill data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach</td>
<td>✓ Billions of pages giving scale</td>
<td>✓ Thousands of pages giving some scale</td>
</tr>
<tr>
<td>Geography</td>
<td>✓ Global Coverage</td>
<td>✓</td>
</tr>
<tr>
<td>Understanding of intent scoring</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Intent from noise</td>
<td>✖ Too many layers of information to show this clearly</td>
<td>✖</td>
</tr>
<tr>
<td>Ad targeting</td>
<td>✓ Yes</td>
<td>✓</td>
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</tbody>
</table>

- Difficult to cut through data layers to understand this in any real fashion
- Rare to get visibility outside of a “number”
How intent providers build intent data

1. Online behaviour is captured

2. Apply a topic to that online behaviour
   Ensures that these engagements are posted into keywords or topics and tied to potential purchases

3. Separate intent from the noise
   E.g. is the user reading an article out of general interest, or for researching a business solution?
Common pitfalls when using Intent Data

- Don’t treat intent data as just another score to pipe into automation or CRM
- Careful using partners that provide little or no insights into the content / data points that is used to generate that intent
- Poor or small sets of data powering intent
- Treating all intent data providers as equal
So we created our own platform...

**Digital Engagements**
Email opens and banner engagements are all scored alongside page interactions.

**Telemarketing**
Kingpin TM activity is analysed and captured – from research, MQL and SQL generation to company profiling.

**Search Activity**
Search data and insights from page lands are included into scoring.

**Web Events**
Click or engagement through digital activity e.g. programmatic ads and site visits.

**Digital & Physical Events**
Event registration and attendee data from tradeshows, smaller events, webinars and roundtables is captured, analysed and scored.

**Content Downloads**
All content downloads, including data sheets, infographics and general whitepapers.
What Argus delivers

Active accounts & individuals in the market for your offering

Access insights into the accounts and individuals who are actively seeking and engaging with content and events relevant to your business.

Scored engagement with your content and campaigns

Score accounts and individuals based on the levels of engagement with your campaigns, giving you the opportunity to prioritise sales follow up of the most ‘likely to buy’ prospects.
Intent data works!

- **CTR**: Intent - 1.8%, Standard data - 1.6%
- **Form Fill Rate**: Intent - 29.0%, Standard data - 20.0%
How organisations purchase technology
Mapping the journey with real-life insights

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Thank you.

Any questions?

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