

INTENT-DRIVEN MARKETING

LEVERAGE BUYER INTENT TO DRIVE DEMAND



Our data-driven solution is designed to target buyers that are actively consuming content related to your service, product, or business. We combine our comprehensive intent data and deep understanding of buyer behaviors to reach lower funnel prospects that meet your ideal profile – delivering you leads that are more likely to act.

3X TRIPLE THREAT INTENT SIGNALING

Our unique Intent-Driven Engine receives signaling data from not one, not two, but three independent data warehouses. We categorize, prioritize, and assemble the data for your demand project. Looking for patterns, we use the data to power our content marketing engine—improving the chances of converting your lead faster. It’s all about unleashing the power of Triple Threat to help you beat your competition.

WE CAPTURE INTENT SIGNALS FROM A VARIETY OF SOURCES, INCLUDING:



Attended Webinar



Whitepaper Download



Read Case Study



Viewed Infographic



Article Interest



Search



Watched Video



Social Activity



IP Address

Generate Higher-Quality Leads

Increase Conversion Rates

Drive Deeper Engagement

Accelerate the Sales Process

WANT TO LEARN MORE ABOUT HOW OUR DEMAND SOLUTIONS CAN HELP YOUR ORGANIZATION?

LEAD GENERATION AND CONTENT MARKETING

LEARN MORE →



ACCOUNT BASED MARKETING

LEARN MORE →



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