The Big Book of Intent

How to grow revenue by identifying and targeting prospects when they're ready to buy



Driving Intentional Demand Is a Modern-Day Must.

Gary Halbert, widely considered one of the most brilliant marketing minds of the modern era, gave a group of B2B professionals a thought experiment:

"If you were selling hamburgers, and you could have ANY advantage, what would it be?"

Some said they'd want the best-tasting burger in the world. Some said an ideal location. Others said they'd want the lowest price available.

Gary said his advantage would sell more hamburgers than all of theirs combined.

So...what was it?

Hungry customers.

Whether it's hamburgers or software, the question that weighs heavily on every organization is where do we find the people who ~~want~~ *need* our product the most?

Audiences are constantly overwhelmed by blogs, social media posts, TikTok videos, and endless digital noise. The irony is, many times after being force-fed all this content, they're still left hungry for the information they're looking for.

Imagine how effective your go-to-market campaigns could be if your marketing and sales teams knew precisely about the things that mattered most to your prospects.

What if you had a crystal ball and not only knew WHO was looking for your product but exactly WHEN they were looking?

This is the purpose of intent data.

Intent data is like having access to a live feed of what your prospects are looking to learn about *throughout* their buying journey.

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Collected in real time, intent data ensures your brand is explicitly visible to current in-market buyers. It gives B2B growth marketers the advantage they need to drive forward overwhelming growth goals in an uncertain, competitive, and ever-changing digital landscape. This guide will help you understand how to gain that advantage by putting an end to "spray and pray" prospecting, cutting through the clutter, and ultimately smashing your quarterly targets by knowing more about who your future customers are, when they want to be found.



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Part I: Intent Data 101

Intent Data, Simplified.

When teams are tasked with growing a more qualified demand pipeline, they look for software that can help. Questions like "Can we afford it? Will it integrate with our existing tech stack? What value will it add to our bottom line?" add to the anxiety of the search. They want to gather as much information as possible about the product experience, key capabilities, and competing solutions to make the best choice for their team and (technology) stack.

Savvy sales and marketing teams know that the buying journey starts with online research and content that helps cut through the noise. Most buying journeys start familiarly:

- Case-driven Google searches
- Product/customer reviews and testimonials
- Educational (top-of-funnel) articles/ whitepapers/eBooks
- Video content, including webinars, recorded demos, and testimonials
- Social media thought leadership, peer reviews, and "nods of approval/dislikes"

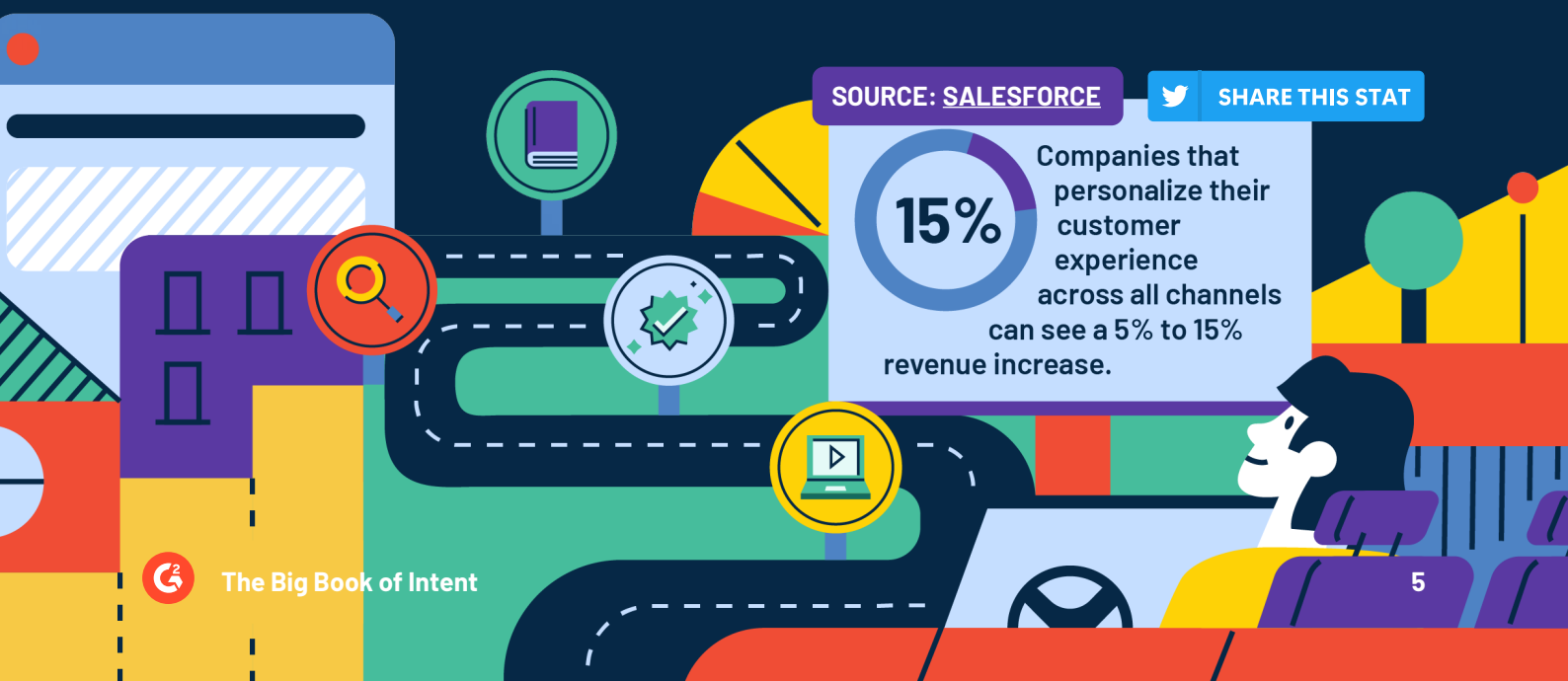
That's where intent data comes in.

Intent data is a collection of precise data points, or "signals," that provide insights into prospects' buying intentions. These signals can show you where the prospect is in their buying process, competitive intelligence on other solutions they're considering, engagement activity with top content, and more.

We tend to trust our peers before we trust a brand. And because of that, a growth advantage comes from using these actionable insights to drive efficiency and personalization in your prospecting and marketing outreach.

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Since intent data provides an intuitive look into real-time behavior, it allows your sales and marketing teams to make connections when they're most influential—right at the start of the prospect's research journey. Suppose you sell an enterprise product where your prospects are infrequently in-market. How valuable would it be to get an alert when a company searches your product, product category, or competitor?



Types of Intent Data.

There are three main sources of intent data:



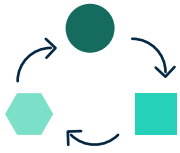
First-party

This is the data you collect *directly* from your customers and your owned web properties. If you track email campaigns or use website cookies, marketing automation workflows, or social listening tools, congrats! You're already collecting first-party intent data.



Second-party

This is first-party data owned or used by a company other than the original entity that sourced the information. For example, insurance companies have data on when someone's been in an accident. They then sell their first-party data to a car dealership so the dealership knows the prospect may be looking to buy a new car. That's second-party data.

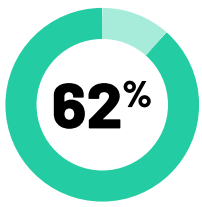


Third-party

Third-party data comes from companies that focus on selling data, which means it comes from various digital sources, such as web engagement, ad impressions, events, and intelligence across multiple digital channels. It can also be sourced from a data co-op, where publishers offer privacy-compliant audience data gathered from browsing and purchase activity of online prospects. While it can give you a broader scope of web activities to pull audience insights from, you risk collecting a very high volume of signals, raising the volume on your campaign noise dial, and using data that's non-compliant with privacy standards and global regulations.

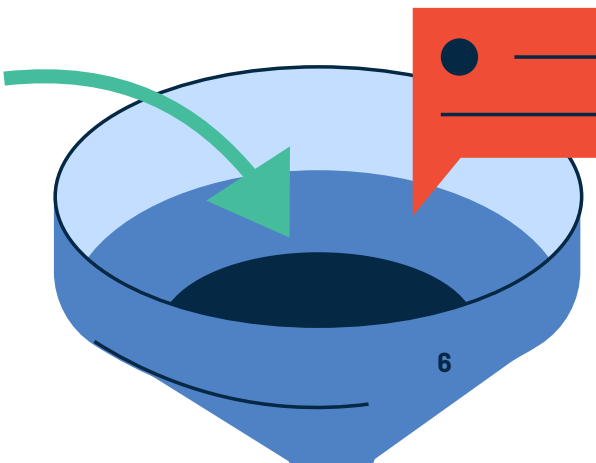


Buyer beware! *Using data gathered from web activity without due consent—intentionally or unintentionally—goes against* ***GDPR and CCPA*** *regulations and can result in heavy fines. If you aren't completely sure about the validity of where your data is coming from, proceed with extreme caution.*



According to a recent Dun & Bradstreet report, 62% of surveyed marketing leaders said good data and good data governance allow them to accurately identify target audiences for sales and marketing campaigns.

SOURCE: (DNB)



Who's Ready for Intent Data?

Intent data is most commonly used by companies that take an account-based marketing (ABM) approach to sales and marketing. While it's helpful to have high-velocity sales outreach and a well-oiled marketing machine, intent data and ABM can be layered in with a traditional MQL waterfall model. Regardless of MarTech stack, intent data can drive sales and marketing alignment and contribute to building quality pipeline.

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It takes teams and leaders focused on growth and retention day in and day out to keep up with the ever-evolving needs of their target personas. So who should hold the main responsibility of optimizing their marketing and sales intelligence with intent data?

Since it's a team effort, let's dive into a few roles.





The Growth Marketer a.k.a the Demand Generation Marketer

Chief challenge

- Keeping the pipeline pumped with quality leads, connecting with a larger addressable market, and increasing marketing ROI

Goals

- Build brand presence and trust in a crowded marketplace
- Intelligently grow a profitable pipeline with quality prospects
- Maximize conversion opportunities
- Lower cost per acquisition

Key metrics

- Marketing qualified lead (MQL) volume
- Marketing-sourced pipeline
- Content/brand engagement
- Deal velocity
- Marketing's contribution to closed/won revenue

Winning with intent data

As a growth marketer, insight into your prospects' intent can help you create meaningful content to help influence their purchase decisions. By identifying what stage of the sales funnel they're in, you can increase your MQL to sales-qualified lead (SQL) conversion rates because you'll be serving the right message at the right time, leading to faster sales cycles. Not to mention, effective budgeting is always a challenge. Intent data can help by focusing your budget on accounts that are most likely to buy, which reduces wasted revenue. You can also have greater influence on the buyers' journey with real-time data about in-market buyers when they start ramping up their research activity at the Zero Moment of Truth (but more on that later).

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The Customer Marketer

Chief challenge

- Reducing churn while maintaining a strong competitive advantage, and brand trust validated by customer success

Goals

- Build customer advocacy and a library of user-generated content
- Increase lifetime value (LTV) of retained customers
- Upsell new capabilities and maintain an exceptional customer experience

Key metrics

- Net retention rate
- Customer adoption
- Community engagement
- Number of referrals

Winning with intent data

Intent data helps you better understand your customers and create programs that deepen their engagement with your product. With **G2 Buyer Intent**, you can receive signals in real time indicating that a customer is researching one of your competitors. Use these insights to check in on your accounts, reduce churn, and increase stickiness and value from your product.

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The Revenue Operations (RevOps) Leader

Chief challenge

- Gaining reliable intelligence to drive optimal strategies and playbooks, mapping sales segment targets to market need

Goals

- Inform effective pricing strategies to accelerate acquisition and retention targets
- Inform the revenue organization on win/loss trends and conversion rates
- Use automation and customer intelligence to inform new commercial strategies and revenue opportunities

Key metrics

- Cost per acquisition
- Annual recurring revenue
- Total contract value
- Sales team and individual AE goal achievement
- Meeting SLAs across pipeline-generating teams for optimized growth

Winning with intent data

As a RevOps pro, you can gain insights for account and territory mapping, and help inform playbooks. Integrate intent signals with your CRM and other sales tools to help prioritize accounts. You can even structure a tiering system of "best bet" accounts for sales and marketing to align on. Tier A accounts, for example, can include the ideal firmographic profile, along with intent signals that indicate the account is in-market for a solution like yours.

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The Sales Development Representative (SDR)

Chief challenge

- Prioritizing higher quality leads, optimizing speed to lead, and consistently hitting SLAs

Goals

- Follow up with inbound leads with the right message at the right time
- Set meetings with qualified leads
- Ensure meetings are held
- Follow lead lifecycle process

Key metrics

- Speed to lead
- Meetings set and held
- Meeting to pipe conversion rates
- Contribution to total pipe sourced by SDRs

Winning with intent data

As an SDR, you can leverage intent to improve the efficacy of your outreach and your team's ability to source pipeline with in-market accounts. If you have a large volume of inbound interest, knowing which accounts have high intent will change your focus and help you set meetings with more qualified accounts.

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The Business Development Manager (BDM)

Chief challenge

- Onboarding new reps quickly while continually optimizing outreach and aligning with account executives (AEs)

Goals

- Increase rep performance and outbound lead performance
- Obtain accurate intelligence on top accounts
- Perform optimal outreach that maps to the prospect's specific persona and challenge

Key metrics

- Amount of sourced pipeline
- Conversion from pipeline to revenue (win rate)
- Contribution of total pipeline
- Average opportunity value

Winning with intent data

By leveraging intent signals, you can identify in-market accounts, align with AEs, and pursue outreach with a customized, more meaningful approach. The real win? A reduced sales cycle, a better experience for your prospects, and ultimately, more wins for the revenue organization.

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How to Craft a Customer-focused Marketing Strategy with Intent.

It doesn't take much convincing that understanding the intent of your prospects' actions can be beneficial in multiple areas of sales and marketing. Still, few understand how to operationalize and scale the data across the buyer journey.

In a **recently G2-hosted webinar**, B2B marketers were asked what their biggest challenge was when implementing intent data for their business. Overwhelmingly, 68.2% of respondents said creating a strategy around using intent data.

It's clear that the No.1 question on many marketing minds is: *"How do you actually get started using intent data to grow qualified pipeline and, ultimately, top-line revenue?"*

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Let's find out.

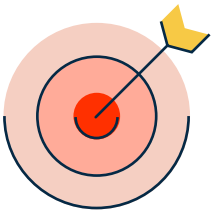


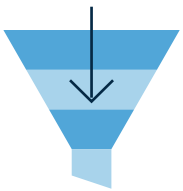
Full-funnel marketing

Building brand presence (and trust) is a tall order for any organization. It's a long game and takes a measured, intentional approach among marketing, sales, and customer success leadership.

As marketers, we run omni-channel campaigns to target, engage, and convert—constantly looking for new levers and channels to reach our target audience with the right message at the right time. Intent data allows you to market with purpose, refining your messaging and improving funnel performance at every stage.

With G2 Buyer Intent, for example, you might see an account returning to your category time and again. Use the intel to retarget that account with content that differentiates your product from others in the category—keeping your offering front-and-center along the buyer's journey.







Awareness	Consideration	Loyalty
Blog posts	Case studies	FAQ resources
Social media promotions	Peer/industry reviews	Technical guides
Paid campaigns	Landing pages	Customer success stories
Calls to action	Sales outreach (email workflows, personalized SMS, outbound calls)	Cross/upselling landing pages
Newsletters		
eBooks		
Webinars		

Intent-powered marketing, across the buyer journey

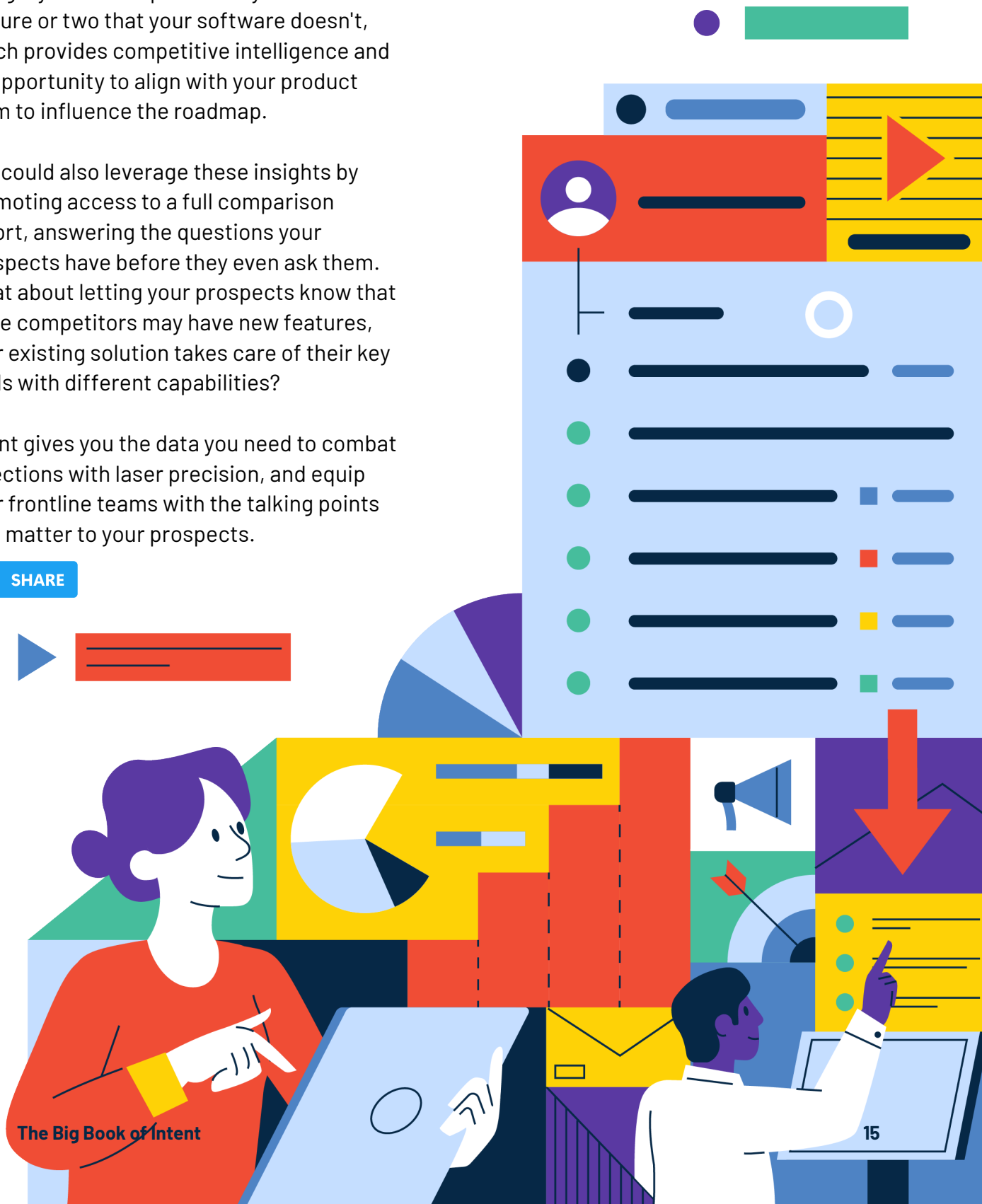
Competitive positioning

Intent signals can alert you when target accounts compare your software to a competitor. More specifically, G2 Buyer Intent can reveal the companies comparing your software to other vendors in your category. Your competitor may have a feature or two that your software doesn't, which provides competitive intelligence and an opportunity to align with your product team to influence the roadmap.

You could also leverage these insights by promoting access to a full comparison report, answering the questions your prospects have before they even ask them. What about letting your prospects know that while competitors may have new features, your existing solution takes care of their key goals with different capabilities?

Intent gives you the data you need to combat objections with laser precision, and equip your frontline teams with the talking points that matter to your prospects.

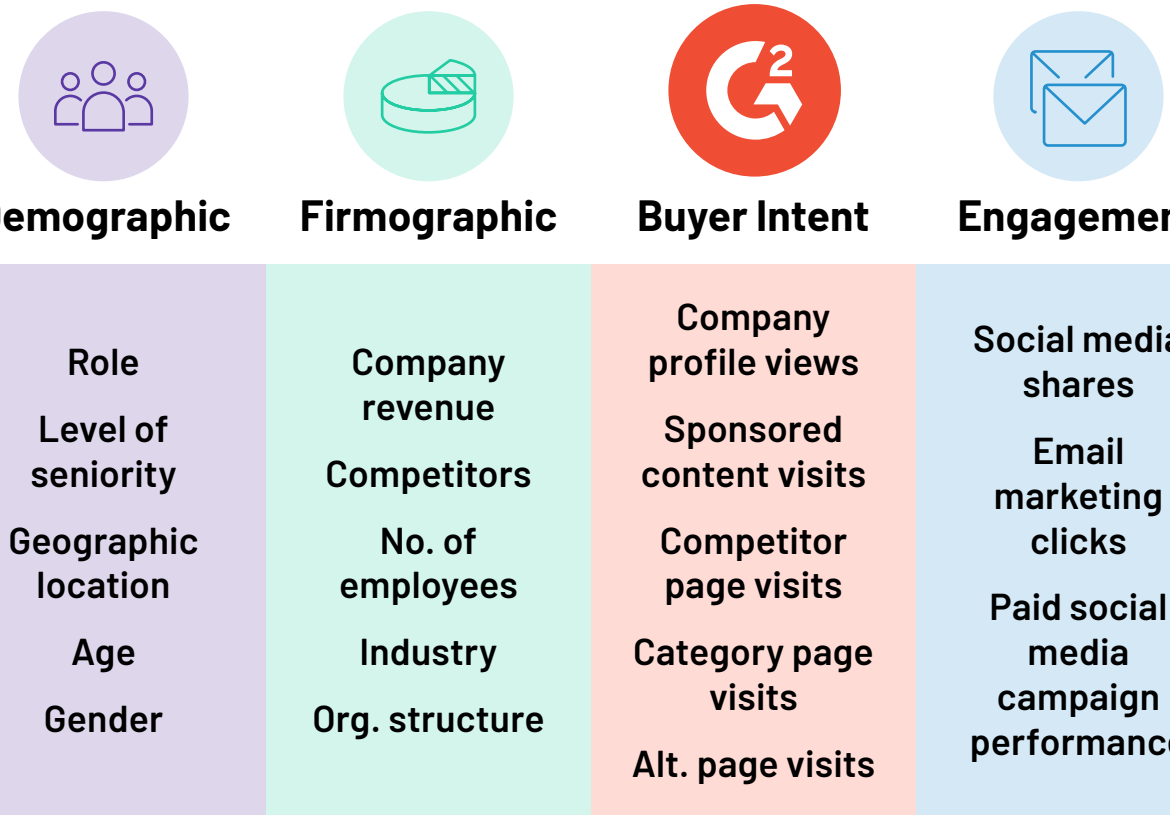
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Demand intelligence

In every marketplace, growth opportunities are hiding in plain sight. Intent data shines a light on them, allowing you to see which audiences may have been overlooked. If you notice a spike in intent signals from prospects in an industry outside of your ideal customer profile (ICP), that could indicate a vertical with product/market fit—opening possibilities for new revenue streams.

Intent signals that can influence pipeline growth



The sources of intent data represented in this graphic are not exhaustive but are mentioned to showcase the main types of intent data used by organizations today.

Revenue intelligence

Building and maintaining profitable revenue requires seemingly superhero levels of agility. Prospects are buried in claims of personalized product experiences, but even when you've won them over, they need to be wooed and won again and again for as long as you want to retain them. The goalposts for acquisition (net new business) and customer growth (upselling, cross-selling, and retention) seem constantly moving.

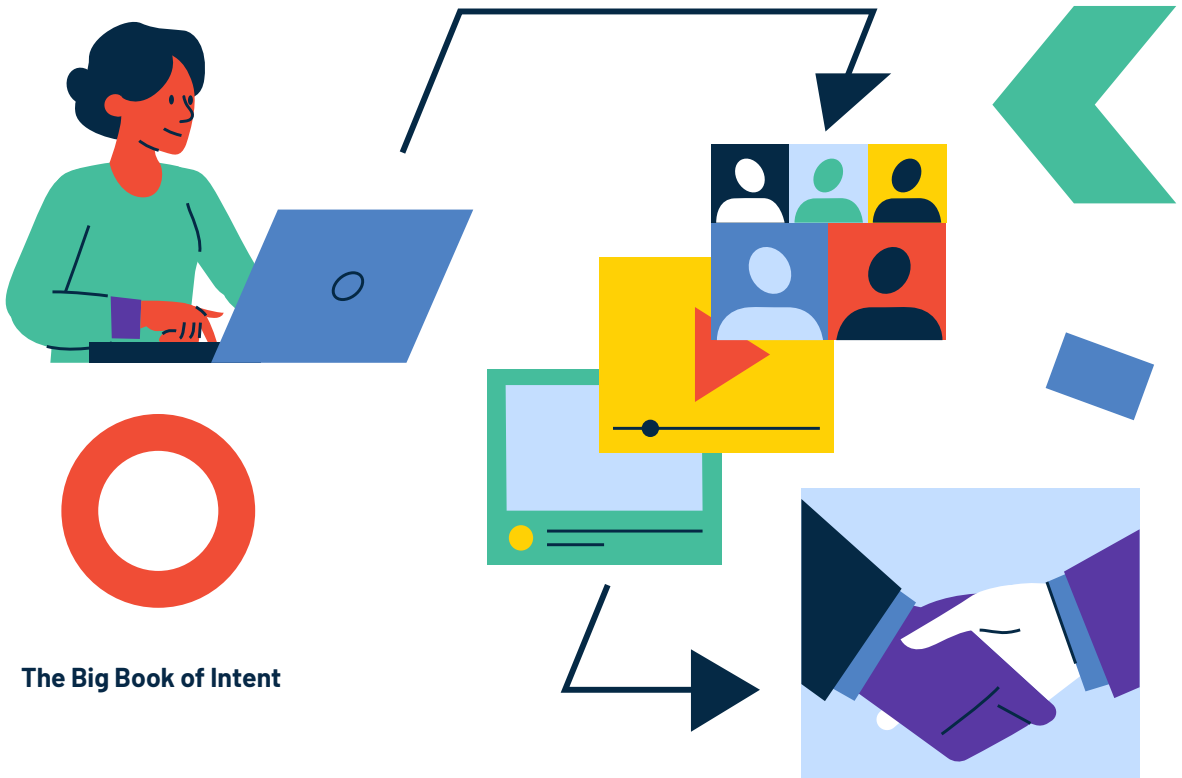
That being said, customer adoption and satisfaction scores have become key metrics for tracking long-term success.

Intent data is empathy. It allows you to understand your customer, what's important to them, and, ultimately, how to create an intentional buying journey that optimizes acquisition and retention.

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RevOps before intent data insights:
"We've got to reduce our churn rate by 10% this year. Do we have any customer insights that can help us pivot our go-to-market tactics, upsell some of our lesser-known products and improve our new business win rate?"

RevOps after using intent data insights:
"It seems like those accounts keep returning to our add-on product pages. They may be looking to leverage more of our suite rather than point solutions. Let's also look at the alternatives they're viewing in the same product category. Let's align sales and marketing to create playbooks that amplify our value."



Increasing marketing and sales alignment

Fundamentally, sales and marketing teams in any organization share the same main goal: to grow customers, pipeline, and revenue. But as with any work environment where metrics matter, friction can arise when both teams are experiencing pressure to be more productive and increase performance at challenging rates.

With shared insights, intent data can diminish challenges for both teams. It allows BDRs to understand who they should be calling, emailing, and engaging (faster) with. Meanwhile, it'll also point growth marketers to what topics the client is most interested in learning about. It also gives them the incentive to create educational content to address those pain points across the funnel.

Essentially, intent data provides teams with the laser precision to build personalized messaging and go-to-market tactics that speak directly to the prospects who have the highest propensity to buy. It helps guide them effortlessly from "I think I know a bit about this product" to "This is the solution I need for our team and stack."

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Fill this out and save as a snapshot!

Key questions sales and marketing can solve with intent data:

- [ ] Do we have an idea of what our typical sales cycle looks like?
- [ ] Have we gotten our buyer personas right based on the latest conversion numbers?
    - [ ] i.e., Are we converting prospects who fit our target criteria, or are we missing key traits of their ideal customer profile (ICP)?
- [ ] Which campaigns are getting us the most qualified leads?
- [ ] Why are we losing 15% of our MQLs when they're passed over to sales?
- [ ] How many sales and marketing interactions is it taking to convert a prospect into a customer?

The Intent Buyer Cheat Sheet



Now that you're ready to incorporate intent data into your sales & marketing playbook, it's time to evaluate options. Here's a list of questions that will ensure the data you're getting is reliable, verifiable, and will work for your specific needs.

1. Do you collect first-, second-, and/or third-party data, and how do you ensure it's privacy compliant?

2. Do you know who is researching and using my competitors' products?

3. What capabilities do you have to optimize the delivery of net-new in-market accounts?

4. How does your intent data help fill the gaps and enrich my existing data?

5. Do your intent signals provide real-time insights into buyers' behaviors when researching potential solutions?

6. Can you track and collect signals when buyers are engaged in active research?

7. How smoothly can the data and insights be used in existing workflows and other marketing automation software?

8. What level of customization can you offer for our marketing operations?



Now save this page and share with your team to compare research notes!

How to Measure the Effectiveness of Intent Data.

Measuring the effectiveness of intent data on your demand strategy and sales cycle might seem intimidating, but it's reasonably straightforward. So how can you get started driving a performance-driven mindset?



1. Establish a baseline

Take a look at an existing campaign and pick specific KPIs you want to track, e.g., lowering customer acquisition costs and social media advertising spend. Now you have a starting point to measure performance after intent data has been gathered and incorporated into your strategy.

Hot tip! An intent-driven strategy is not transactional—it's a long game. Don't approach it as a one-off activity. Instead, consider using intent signals to inform your targeting, content, and offers, and incorporate them through your funnel.

2. Run A/B tests on both your organic and paid campaigns

By split-testing paid ads (for example, one with messaging informed by intent data and one without), you can see what influence it has on performance. Not to mention you can use intent signals to tailor your 1:1 outreach, test different messaging, and employ new campaign methods to drive engagement. For instance, this can be a great opportunity to send a personalized gift to a high-value contact who's also showing intent!

Hot tip! Align messaging to the intent signal. Signals imply different things about your buyers and where they are in the journey. Make sure your messaging meets your buyer where they are.

3. Strengthen sales and marketing alignment

Align sales and marketing and reduce cross-team friction. For organizations that have adopted ABM, intent data can help define your top accounts and focus your attention and resources to your best bets. For customer retention and growth, intent can help you identify churn-risk and ensure you're delivering greater value to your customers.

Hot tip! Organizations big and small can harness intent data. No matter where your company sits in its maturity model or level of sophistication, intent data can be a game-changer. Intent data can help you craft the right messaging to win target accounts, even if you're a smaller player.

Note: Even savvy teams struggle with how to capture and report the impact of intent on pipeline and revenue. G2 Buyer Intent integrations allow you to pull this data into your CRM and reporting tools so you can see which accounts have an intent signal associated with them.

Calculating the ROI of Intent Data.

Return on investment is a priority for any growth marketer, but in an uncertain economy, budgets tighten and marketing teams often feel the squeeze. When you have to make every dollar count, you don't want to make the wrong choice about where to spend it. So how will an investment in intent data pay off?

G2 Buyer Intent is about efficiency and smart growth. It enables your marketing team to run faster, work smarter, and spend valued time on the accounts that can impact your pipeline and revenue.

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Intent-powered impact at a glance

- **You can create a more effective content strategy to resonate with your in-market audience.**
- **Drive smarter growth by increasing your return on ad spend with campaigns that meet your prospect where they are.**
- **Build trust with the revenue organization by delivering higher-quality leads.**
- **Increase funnel velocity and impact marketing's influence on closed/won revenue.**
- **Gain a deeper understanding of your prospects and how to differentiate your product as they compare solutions.**
- **Leverage insights from intent data to drive marketing and sales alignment and to partner with your customer success team.**

Part II: How to win with G2 Buyer Intent

Understanding the Zero Moment of Truth.

And we're finally here!

The internet hasn't just changed the way people buy—it's changed the way people think about buying. So how do you use intent-powered growth tactics and signal interpretation when it matters most?

Traditionally, people would have their initial interaction with a product in what marketers call the first "Moment of Truth." Now, long before a prospect interacts with a product, or is willing to take a call with sales, they arrive at the **"Zero Moment of Truth" (ZMOT)**. ZMOT is a term coined by Jim Lecinski, Vice President of Sales for Google, that describes the change in the consumer's buying decision journey following the advent of digital media. During this stage, prospects are performing Google searches, comparing products, and reading verified peer reviews.

It's the ideal time for your brand to step up and demonstrate its explicit value to claim your prospects' attention.

The more education you provide in the ZMOT stage, the stronger the connection to your prospect's pain points and desired use cases. Conversely, if the information you're providing is hard to find or not relevant, you're creating friction in the buyers' journey that might send them straight to the competition. By now, you understand the overarching advantages intent data can have on your business's bottom line.

Let's take a closer look at real-world ways you can incorporate and operationalize G2 Buyer Intent.



When retargeting audiences with G2 Buyer Intent, our customers typically see the ROI down funnel: as MQLs convert to pipeline and revenue. Check out the case studies on page 30 for real-world examples of how marketing teams drive smarter growth with intent-fueled campaigns.





Power on-demand personalization with real-time alerts

Does your team use Slack, Marketo, HubSpot, Zapier, or other leading integrations to get real-time alerts on account activity? Now with G2's Buyer Intent, your sales and marketing teams can watch real-time intent activity and receive immediate alerts for page views, category views, and competitive comparisons. Having visibility into the accounts that are viewing those pages can be powerful for sales and marketing alignment, but having the power to initiate personalized outreach for top accounts immediately and inform CSMs that it might be time to check on the health of the account can be a game changer when optimizing opportunity wins on your daily to-do list.

Check out G2's Partner Hub for more info on integrating Buyer Intent with your tech stack, and the tools you already know and love.

Identify high-value accounts by adding intent to a lead scoring model

By integrating G2 Buyer Intent with Marketo and other marketing automation platforms, you can add intent signals to your scoring model. For G2 category views, for example, you might raise a contact's score by 5 points. For views of your product page on G2, you might increase by 10. Some G2 customers consider a G2 intent signal valuable enough to create an MQL and route the contact to an inbound SDR for follow up.

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Fuel demand with always-on, triggered campaigns

Marketers can leverage G2 Buyer Intent signals to create custom workflows to nurture smart lists, trigger engagement events, and add net-new accounts to existing smart lists to keep your pipeline pumped with qualified demand. For instance, when an account hits your product or category page on G2.com, you can trigger a promotional campaign to register for your latest on-demand webinar. Then you can watch your lead scores kick up a notch for the accounts showing they're a few steps closer to picking your product over the rest.



Create customer-first workflows to stop churn before it starts

When a current customer is looking at alternatives to your product or comparing you against a competitor on G2.com, a G2 Buyer Intent signal is created. You can now use this account-level information within your CRM to set up content workflows and automation rules across your email, web, and social channels to stay ahead in your customer's buyer journey. Take action immediately when it comes to checking in with key decision-makers within your account, measuring the health of the account's engagement activity, and making a difference with differentiated outreach when it's you or your competitor on the line.

Accelerate your performance marketing ROI

Using intent data is an effective way to ensure your paid marketing campaigns are helping you connect faster with target audiences in your ideal customer profile (ICP). For example, integrating LinkedIn Matched Audiences with G2 Buyer Intent can be a great start. By focusing on the criteria and timelines that matter most to your business and creating buyer-first performance campaigns informed by intent signals in real time, getting granular in your targeting criteria with fields like job title or location can be done with the click of a button. When the criteria mix is just right, you can launch your campaign and watch real-time activity on how your narrowed audience performs in terms of engagement, as well as monitor their top activities every step in their buying journey.

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Fill your pipeline with qualified leads

Many organizations use their CRM to automate and scale marketing programs, including email campaigns, paid ad campaigns, and social media content management. With **65% of businesses** adopting CRM technology within the first five years of launch, adding intent data into your stack will make it even easier to prioritize the most valuable leads—especially when you're in critical stages of growth.

From mapping existing leads, contacts, and accounts to real-time intent signals, to building dynamic smart lists that trigger alerts, email campaigns, ABM workflows, and more, you're building a demand engine that fuels qualified pipeline for the revenue organization.

And even without a sophisticated tech stack and dozens of integrations, you can still run powerful plays with G2 Buyer Intent. A simple CSV download of the accounts viewing your product page, your competitors, or even your category, can provide you with a demand gen and biz dev playbook to drive pipeline and revenue.

It's like handing your SDRs a stack of "hot" leads to work until your automation has matured to include custom workflows and sophisticated segmentation.

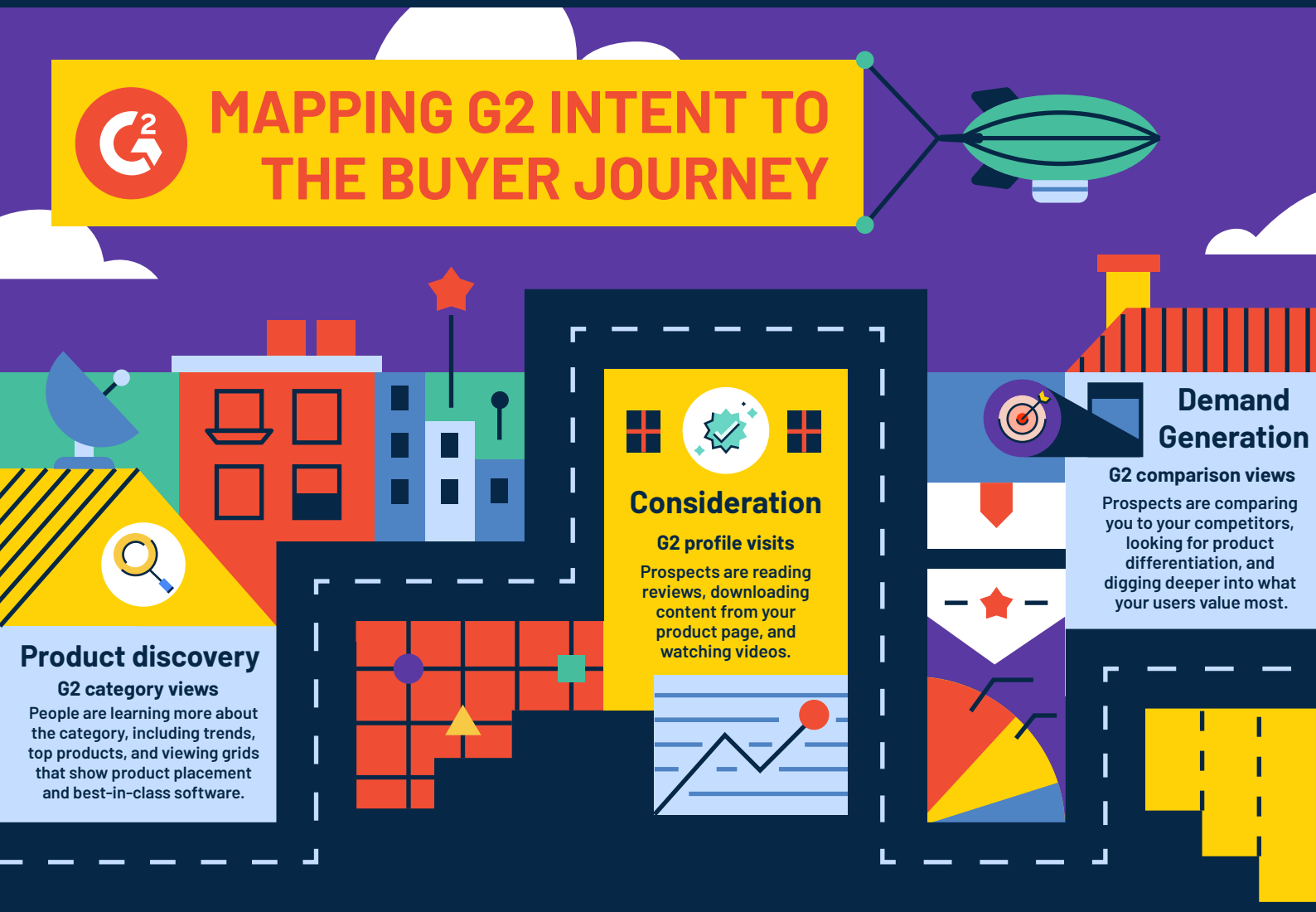
Enable better prospecting in the tools that sales teams know and love

Adoption across the rev org is always a challenge. Through G2's integration with ZoomInfo, sales can leverage G2 Buyer Intent from a prospecting platform they use every day. AEs and BDRs can see G2 Buyer Intent signals in their target account lists and prioritize accordingly. They can even set up notifications and trigger outreach within ZoomInfo's SalesOS, targeting in-market prospects seamlessly and at scale. Learn more about the G2 + ZoomInfo integration on G2's Partner Hub.

The [Intent] Signal Matters.

G2's savviest customers know how to map their content and ad strategy to the G2 Buyer Intent signal. For example, category views on G2 offer an opportunity to serve thought leadership and education-focused content, while profile, comparison, and alternative visits are perfect for more middle-of-the-funnel engagement. If someone is researching your product or comparing you to your top competitors on G2, wouldn't you want to know? And wouldn't you want to retarget those companies with meaningful outreach?

G2 Buyer Intent tells you the companies currently viewing and comparing your G2 profile so you can nail your outreach and be pointed to the content you're serving up. Learn which companies are researching your product, category, and competitors—then use platforms like LinkedIn to find the right person at those companies to contact.



Did you know?

Unlike third-party data, which can be noisy and offer too many signals to be meaningful, G2's intent data comes from research taking place on the G2 platform. Signals come from people and businesses actively searching for your product, a competitor, or category. That means no vague, out-of-focus insights—just actionable second-party data (collected directly from G2 users) that's relevant to your funnel.

Drawing from a pool of more than 60 million software buyers annually, G2 provides precise intent signals and audience behavioral insights at scale, which can inform a stronger go-to-market position, more personalized connections with top prospects, and, ultimately, a reliable source of qualified demand.

Types of G2 Buyer Intent signals:

G2 Profile Visit	A Buyer who visited G2.com and visited your profile page.
Sponsored Content Visit	A Buyer who viewed your sponsored content on a competitor profile on G2.com.
Category Visit	A Buyer who visited your category page. (The name of the category is available if you're in multiple categories.)
Alternatives Visit	A Buyer who visited an alternatives page for someone in your category, where you were listed as one of the alternative options. (The name of the competitor is available in the data.)
Comparison Visit	A Buyer compared your product to up to four other products.

And speaking of some of G2's savviest customers, here are a few examples of how real marketers use G2 Buyer Intent to fuel demand and feed the funnel.

Growth marketing challenge	Solutions driven by G2 Buyer Intent	Performance
metadata.io Metadata was reaching out to cold audiences and had no way to know if their target audience was in-market to buy.	Metadata leveraged G2 Buyer Intent to build targeted audiences with high buying intent.	12% increase in conversion rates for ads using G2 Buyer Intent 18% increase in average deal size for ads using G2 Buyer Intent 114% higher click-to-open rate for ads using G2 Buyer Intent
KIBO™ Kibo needed a way to scale their outbound outreach efforts and drive pipeline— without sacrificing efficiency.	Kibo leveraged G2 Buyer Intent data to identify in-market buyers and help their SDRs book more effective meetings.	14% conversion rate among high-Intent accounts from G2 Integrated Solutions with Demandbase to drive accounts down the sales funnel 2.9x higher conversion rate in accounts identified as high Intent by G2
GOCARDLESS GoCardless wanted to break into the North American market but had limited brand awareness and was struggling to educate the market on pain-point solutions.	GoCardless ran G2 Review Campaigns to solicit marketable user feedback, leveraged G2 Buyer Intent data to target high-Intent prospects, and used the G2 Content Subscription to build brand awareness.	No. 1 ranking on 9 different G2 reports, based on 97 new reviews 28% lower bounce rate for users who come from G2 to the GoCardless site
Chargebee Chargebee had no way to capture missed opportunities from inbound searches against competitors.	Chargebee leveraged G2 to make the right information available to high-Intent leads.	280+ new top-of-funnel leads generated in one year 3x growth YOY in ICP deals from competitor campaigns 4x growth YOY in leads for Europe-based competitor campaigns

Drive Intentional Demand with G2 Buyer Intent.

When Sir Arthur Conan Doyle wrote about the legendary detective Sherlock Holmes, he described a man with almost supernatural abilities. He could deduce who committed the crime, their methods, and the motivation behind their devious actions. His abilities, however, were not rooted in magic but in gathering evidence-based facts, i.e., trustworthy data.

Your prospects can be just as elusive. Intent data gives you the clues you need to reach them on the buying journey, and meet them with meaningful engagement that can elevate your brand, differentiate your value, and create demand.

With G2 Buyer Intent you can integrate, operationalize, and scale that engagement all the way through your sales and marketing funnel—ensuring your prospect becomes your customer in shorter, more efficient cycles.

Intent data gives you the clues you need to reach them when the right signals indicate they want to be found.

With G2, you get the opportunity to join them on that journey right from the start. Whether they're diving into your product category, product page, or competitor pages, you'll get alerts in real time and the ability to activate these signals through integrations with your favorite tools.

SHARE

Meet prospects where they are—with the right message, in the right channel, at the right time.

Additional Resources.

Reading

The Buyer Intent Playbook - Complete PDF

Intent-Driven Advertising Guide: How to Lower Your CAC on LinkedIn - Complete PDF

5 Tips to Crush Your Intent Data Goals from G2 and ZoomInfo - Blog

Lost in the Grid: How to Rise Above the Noise on G2 - Blog

How to Turn Accounts into Contacts with G2 Buyer Intent - Blog

The Buyer Intent Playbook - Blog

Watching

How-To with G2- YouTube Playlist

Why Integrated Full Funnel Intent Data is Critical for Your Success - Webinar with G2's CMO Amanda Malko and ZoomInfo's CMO Bryan Law

The Art and Science of Intent-Driven Campaigns - Webinar with G2's VP of Revenue Marketing, Robin Izsak-Tseng and ZoomInfo's SVP of Special Projects, Ben Salzman

Studying

G2 University - Log in to my.g2.com and power your marketing strategy with G2

G2 Buyer Intent can be integrated with many of the popular tools in your stack, giving you the ability to operationalize intent at scale. Here are a few examples, but visit the G2 Partner Hub to learn more about each integration.

salesforce HubSpot LinkedIn

Outreach 6sense Marketo An Adobe Company

slack metadata.io Triblio

Salesloft. RollWorks

zoominfo bombora

terminus Demandbase

Talk to us!

G2 is a great place to market your software and services. Grab 15 minutes to learn more about G2 Marketing Solutions.

Book a meeting

Want to talk marketer-to-marketer? Email Robin and get ready to nerd out about all things G2, demand, and intent.



Robin Izsak-Tseng
VP Revenue Marketing, G2

Email Robin



G2 is the world's largest and most trusted software marketplace. More than 80 million people annually — including employees at all Fortune 500 companies — use G2 to make smarter software decisions based on authentic peer reviews. Thousands of software and services companies of all sizes partner with G2 to build their reputation, manage their software spend, and grow their business — including Salesforce, HubSpot, Zoom, and Adobe. To learn more about where you go for software, visit www.g2.com and follow us on Twitter and LinkedIn.