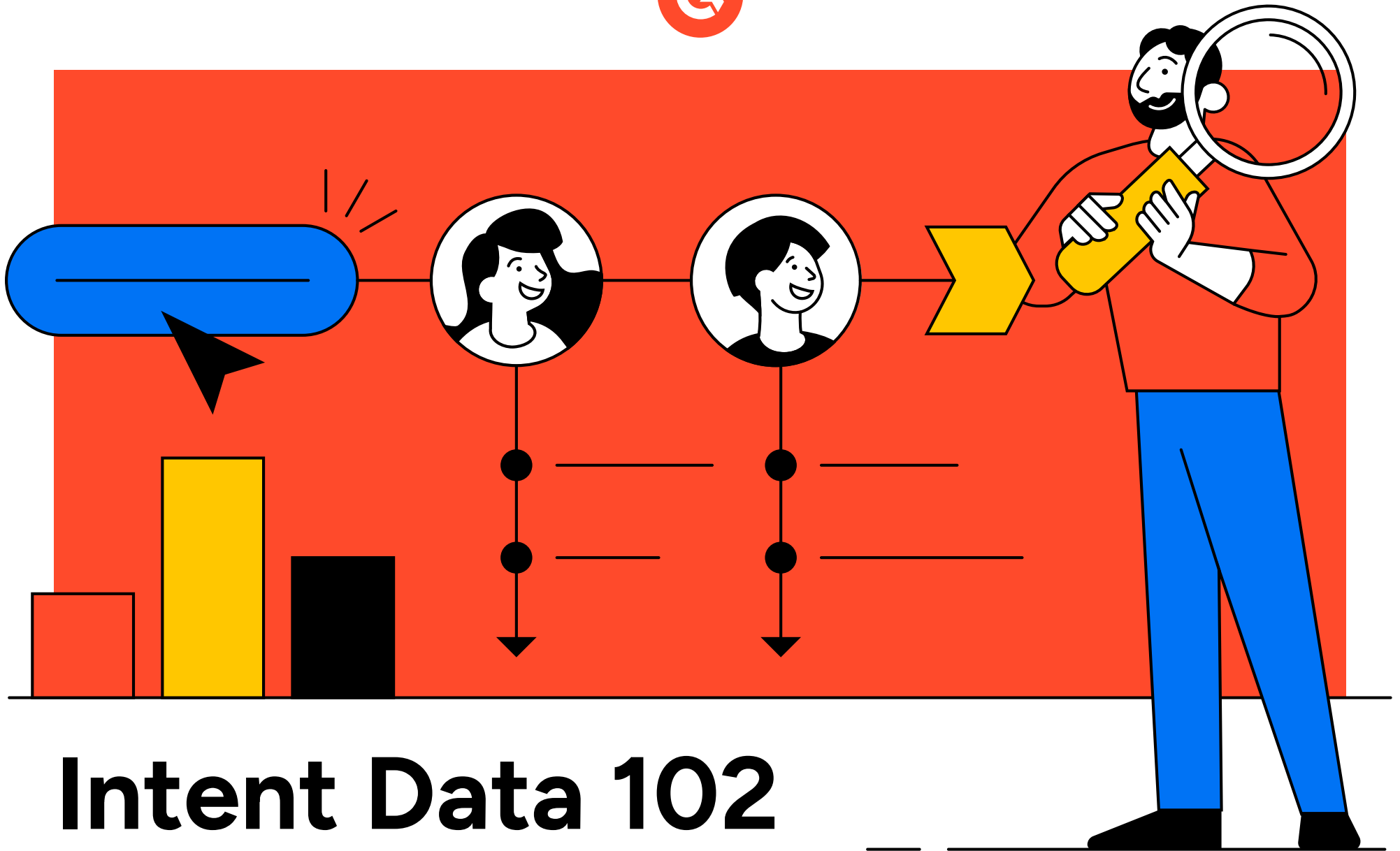


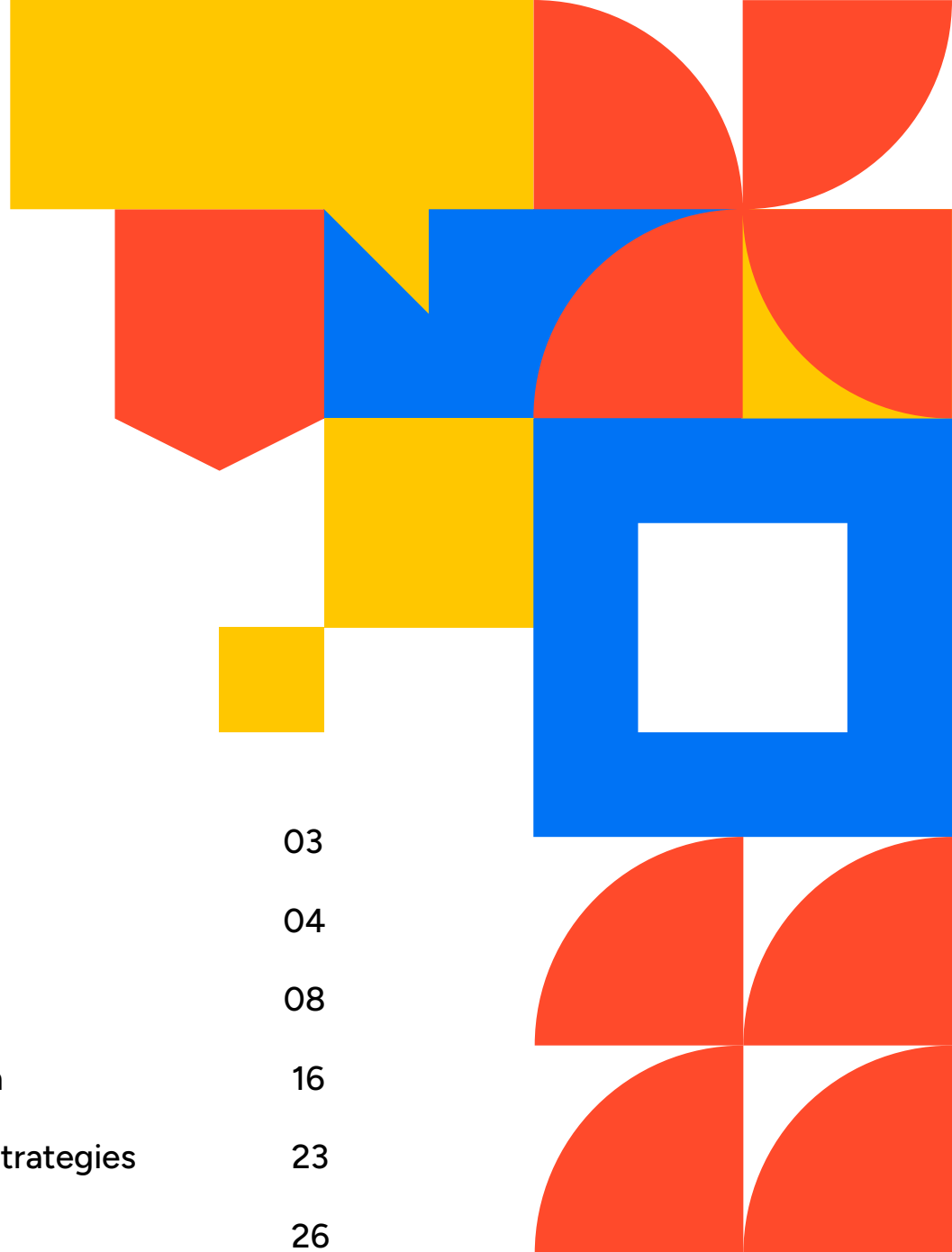


Intent Data 102

Advanced Buyer Intent Tactics
for Marketers and Sellers

Table of contents

Make the most of buyer intent	03
Buyer intent basics	04
Why many roles benefit from buyer intent data	08
Top ways second-party buyer intent powers every team	16
How G2 Buyer Intent fuels high-performing marketing strategies	23
Additional Resources	26





Make the most of buyer intent.

Ever wonder what sets top-performing marketing strategies apart?

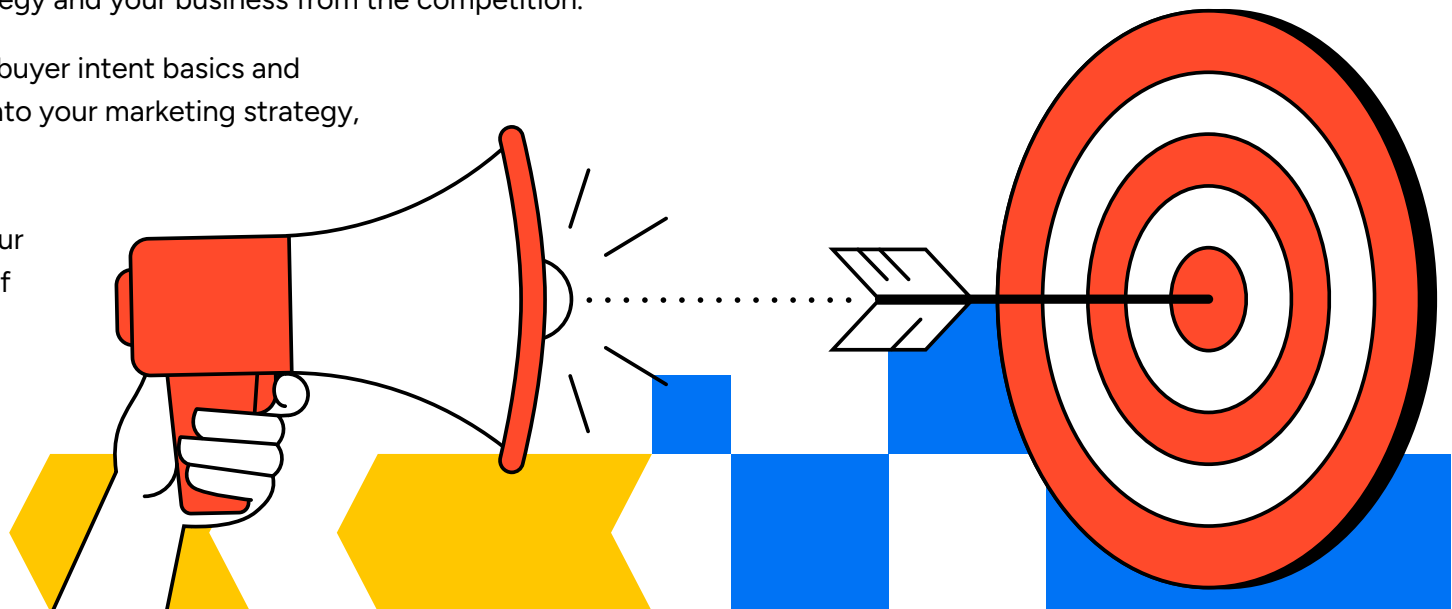
In the [Spring 2024 report of the CMO Survey](#), researchers asked marketers a similar question: Why did their company perform better than the competition? Here's what they told them:

1. An effectively differentiated strategy (60%)
2. The right go-to-market capabilities (55%)
3. A well-executed strategy (49%)

It's no surprise that a differentiated strategy topped the list. As we covered in [Buyer Intent 101](#), an intent-driven, go-to-market strategy is undoubtedly the best way to differentiate your strategy and your business from the competition.

If you need a full refresher on buyer intent basics and best practices for building it into your marketing strategy, start with [Buyer Intent 101](#).

But if you're ready to dive into how other functions within your team can tap into the power of buyer intent in unique ways, grab a cup of coffee (or tea) and read on!



We'll cover:

- Buyer intent data basics
- How marketing and sales roles use it to meet their goals
- Top ways to use buyer intent to maximize investment
- How to use G2 buyer intent to achieve your goals



Part 1:

Buyer intent basics.

An intent-fueled marketing strategy relies on the market, demand, revenue, and full-funnel campaign intelligence generated from [buyer intent data](#).

Capture signals throughout the buying journey.

When a prospect searches a website and clicks a link, ad, post, or button, this behavior produces a buying signal.

Over a given time interval, each buyer intent signal becomes part of a larger data collection. Then, vendors use IP addresses to associate signals with an identified account and apply algorithms to draw inferences about buying behaviors.

With some important distinctions, commodity third-party buyer intent found in native [account-based marketing \(ABM\)](#) platforms, as well as second-party buyer intent, work this way.

Three broad types of intent data:



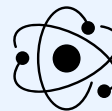
1st party intent data

Data you own like marketing automation or CRM data; collected about customers and prospects, and their interactions with your website, social, and email channels (via any tools you use).



2nd party intent data

Someone else's first-party data, usually collected by trusted publication and review sites.



3rd party intent data

Commoditized data originating from digital sources like web search and engagement, advertising, apps, ad networks, publishing networks, analysts, events, and data cooperatives that is packaged and resold with a built-in time-delay.



Second-party intent data complements third-party intent.

The difference between second- and third-party intent data is the underlying data source and the algorithms that vendors apply.

Second-party buyer intent is proprietary to the website where it was collected. Meanwhile, third-party data is a commodity made of data from search engines and publishing networks.

The most important second-party data source for technology and software comes from marketplaces and review sites like G2.

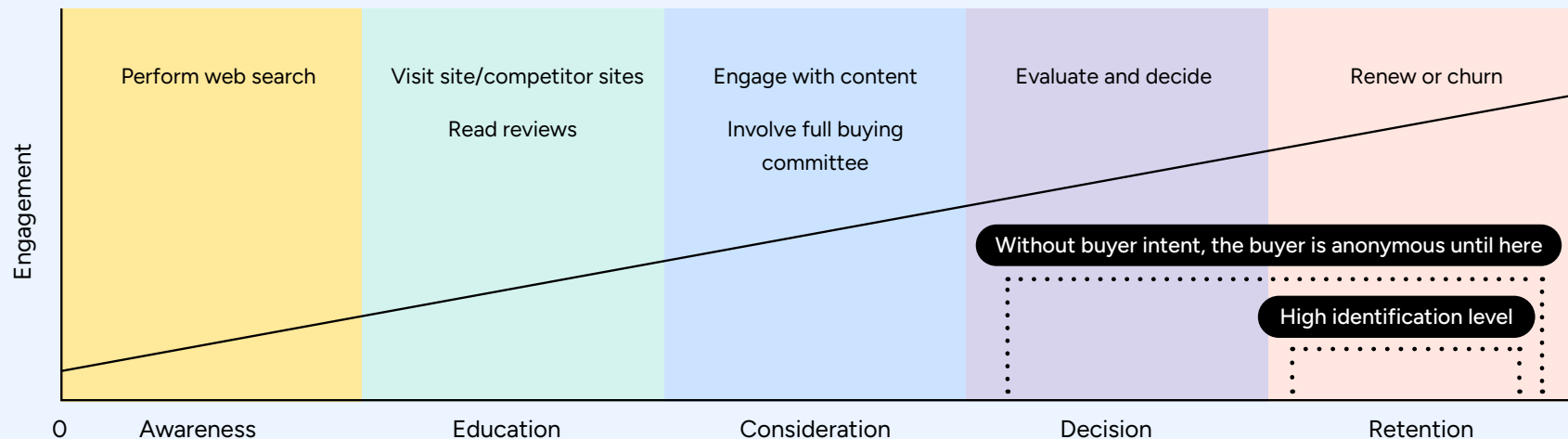
The reason why is simple.

People visit review sites as trusted resources during their [buying journey](#), often navigating to and exploring them for just one purpose: they face urgent challenges that purchasing a new product or service will solve.

This is where second-party intent data shines. It can reliably show you these people — the [5% of a target market that is in-market](#). And no other buyer intent data source can accurately identify in-market status.

Why? Neither third-party nor media-related second-party buyer intent offers the same accuracy simply because people don't visit their sites just to buy.

The B2B Buyer's Journey





Where a prospect visits specifically on a review site gives important context that helps infer the buying stage and activity level.

This works by tracking the millions of buying signals and translating them into actionable **Buying Stage** and **Activity Level filters**.

For the buying stage, algorithms analyze page engagement and signal type as buyers interact across the software marketplace and review site.

Meanwhile, Activity Level is created using general activity across the site and by combining a user's behavior, such as dwell time on a page and total number of pages visited.

With **Buying Stage** and **Activity Level filters**, marketing and sales teams can more efficiently target and convert their ideal buyer.

More products, categories, reviews, and buyers create actionable buyer intent signals.

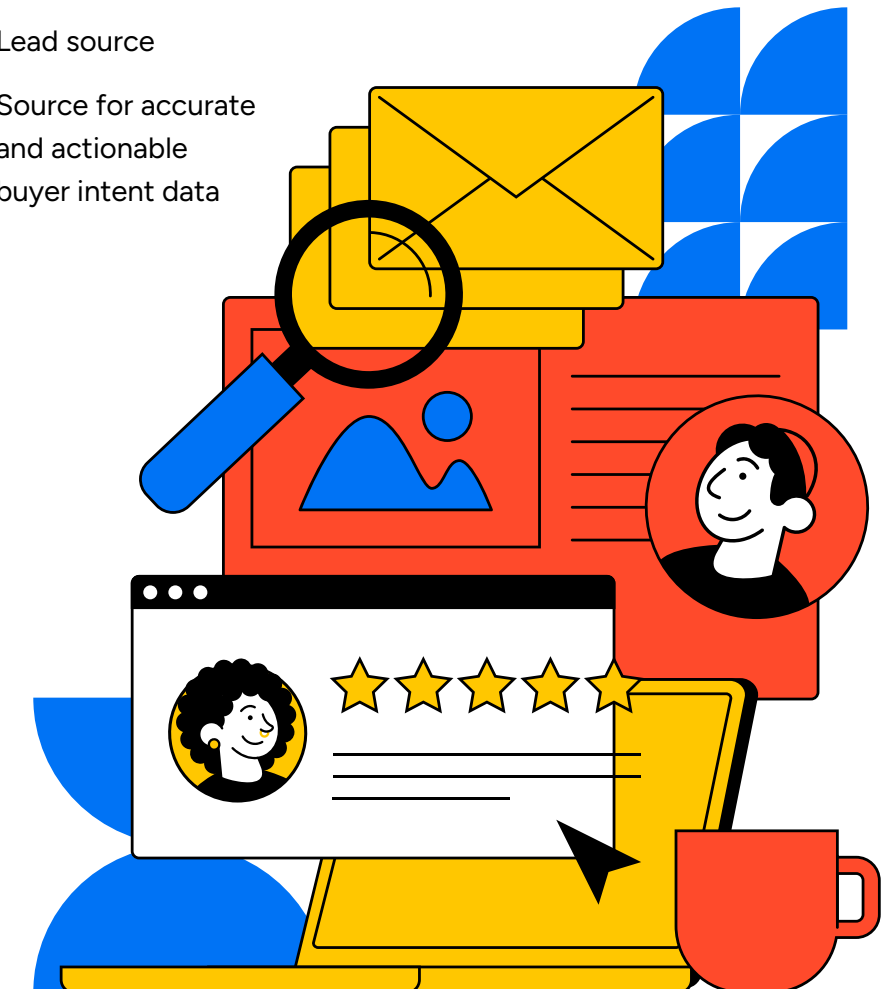
Let's talk traffic. Organic SEO-driven traffic volume is crucial to second-party buyer intent from marketplace and review sites.

When your category or product ranks high on a review site like G2 with powerfully optimized SEO, you're more likely to land on

Google's first page. And we all know that's prime real estate.

That means software marketplace and review sites like G2 do more than host reviews. They're also a:

1. Marketing channel
2. Lead source
3. Source for accurate and actionable buyer intent data





By fueling your marketing strategy with buyer intent data sourced from a marketplace and review site, you:

- Reach millions of buyers
- Collect authentic customer feedback that improves your product and company strategy
- Generate qualified pipeline
- Gather previously hidden insights about your market and accounts
- Improve full-funnel, multi-channel campaigns

Bottom line?

Second-party intent from a software marketplace and review site provides ways to reach actual, high-intent buyers. It also enables you to prioritize them and take action. And with important functionality like ICP filters, you can zero in on exactly who you're looking for.

But how do you maximize buyer intent to ensure a well-executed strategy? It starts with understanding how different members of your team can use it.





Part 2:

Why many roles benefit from buyer intent data.

Getting the most out of buyer intent solutions takes time.

Sure, high-velocity sales outreach and a well-oiled marketing machine are the destination, but they're not always the starting point.

So, where do you start when you're building from scratch? Try layering intent data and ABM with a traditional MQL waterfall model.

To fit into existing marketing infrastructures and processes, start small with a target account list that identifies your ICP and best-fit accounts.

Then, over time, take advantage of [pre-built integrations](#) to evolve the sophistication of your marketing technology, processes, and campaigns to these accounts.

By using integrations, you can get notified in real time via email and Slack when an account in your ICP engages with your product or with a competitor.

The result? Your marketing effectiveness increases, alignment

with sales improves, and overall costs decrease because you're focusing on ready-to-buy accounts that you know are an ICP fit.

Improve marketing results and metrics across the team.

Marketing is a team sport. Day in and day out, your whole team stays focused on growth and retention to keep up with customers, prospects, and their changing needs. But each team, or even each person on your team, also has unique goals specific to their function.

After working with leaders at many different types and sizes of marketing organizations, we've outlined some of the best ways we've seen different roles implement and adapt how they use buyer intent to meet their unique goals.

For content and growth marketers, second-party buyer intent points out topics that prospects clearly want to learn more about.

Customer marketers can catch early warning signs that a customer might be a churn risk.

And demand gen and revenue marketers can create go-to-market tactics that speak directly to prospects ready to buy.

By using second-party buyer intent data, the whole marketing team wins.



Marketing Executive

Top Challenges

- Optimize marketing resources
- Create marketing and pricing strategies to reduce churn and maximize revenue
- Build brand awareness
- Communicate accurate market and customer intelligence
- Build and support a high-performing marketing team
- Maintain competitive advantage

Key Metrics

- Customer acquisition cost (CAC)
- Annual recurring revenue (ARR)
- Brand awareness
- Average contract value (ACV)
- Pipeline size
- Marketing Return on Investment (ROI)

Solve with Intent Data

- ☐ Understand markets, customers, and competitors
- ☐ Implement ABM strategies
- ☐ Build strategies and budgets to grow awareness and revenue and reduce churn
- ☐ Equip demand generation and revenue teams with resources to excel



Demand Generation Marketer

Top Challenges

- Fill and expand a profitable pipeline of quality prospects
- Connect with a larger addressable market
- Expand brand presence and trust
- Maximize conversion opportunities
- Lower cost per acquisition to increase marketing ROI

Key Metrics

- Marketing qualified lead (MQL) volume
- Marketing-sourced pipeline
- Content engagement
- Deal velocity
- Closed/won revenue contribution

Solve with Intent Data

- ☐ Create meaningful content
- ☐ Serve the right message at the right time on the right channel
- ☐ Focus faster on accounts most likely to buy
- ☐ Increase conversions
- ☐ Identify accounts actively in-market



Customer Marketer

Top Challenges

- Build customer advocacy, success, and trust
- Create a library of user-generated content (reviews)
- Upsell new capabilities
- Offer exceptional customer experience
- Increase customer lifetime value (CLTV) by improving retention

Key Metrics

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

Solve with Intent Data

- ☐ Better understand customers
- ☐ Create programs that deepen engagement
- ☐ Check on customers in real time when accounts are researching competitors
- ☐ Promote upselling and renewals



Revenue Operations Leader

Top Challenges

- Find reliable intelligence for optimal strategies and playbooks
- Communicate up-to-date market and customer intelligence, win-loss, and conversion rates
- Map sales segment targets to market need
- Accelerate acquisition and retention
- Create pricing and marketing strategies
- Identify revenue opportunities

Key Metrics

- Cost per acquisition
- Annual recurring revenue
- Average contract value/Total contract value
- Sales team and individual AE goal achievement
- SLAs across pipeline-generating teams

Solve with Intent Data

- ☐ Create insight-based account and territory maps
- ☐ Integrate intent signals into existing processes and software tools
- ☐ Identify/reach in-market accounts
- ☐ Prioritize accounts for aligned sales and marketing
- ☐ Build playbooks, strategies, and budgets around target accounts
- ☐ Improve marketing ROI

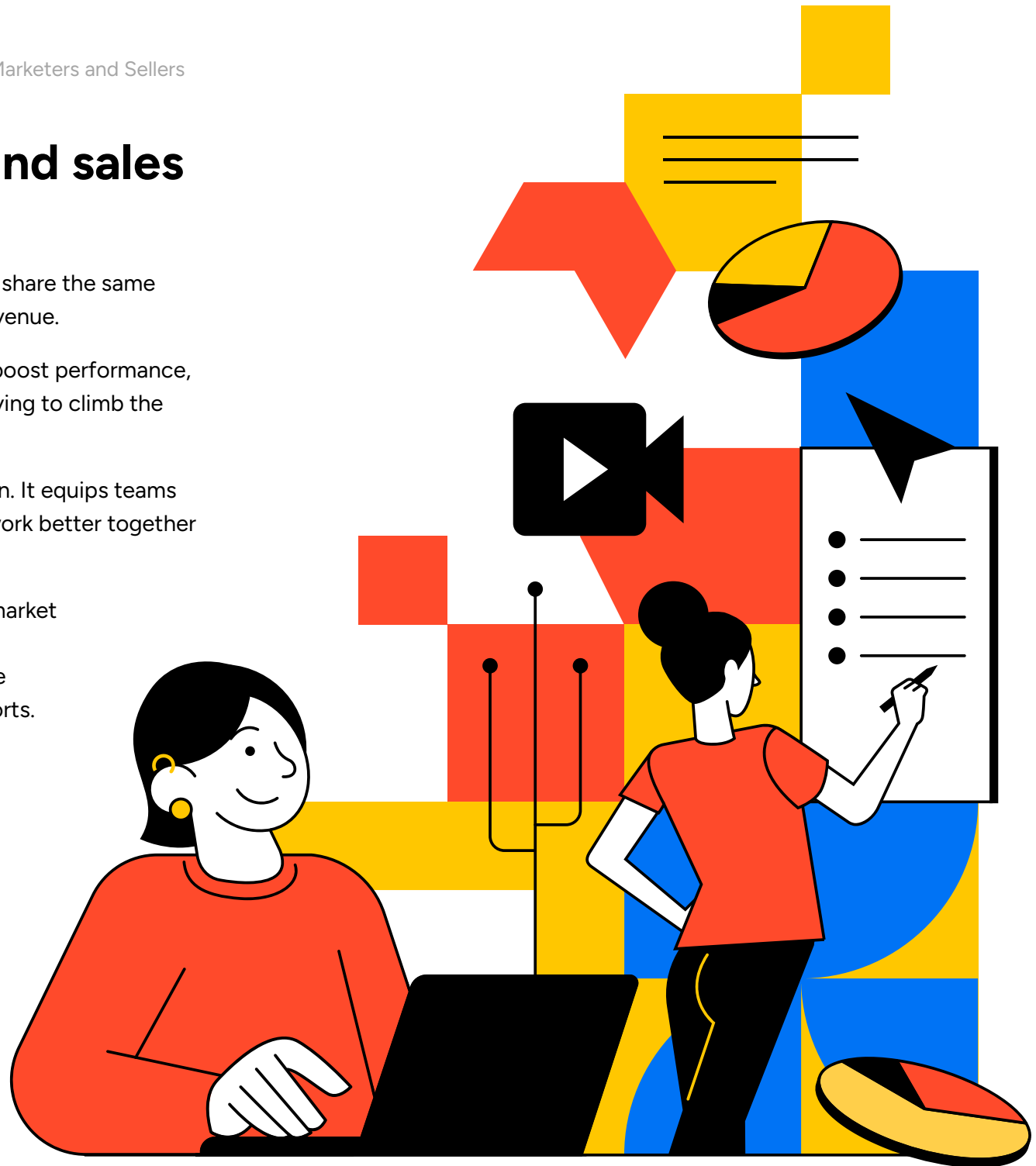
Increase marketing and sales alignment.

Sales and marketing teams in any organization share the same primary goal: grow customers, pipeline, and revenue.

But when the pressure's on to hit metrics and boost performance, things can get a little hectic. Your teams are trying to climb the same mountain but from different sides.

That's where second-party intent data comes in. It equips teams with shared insights. As a result, both teams work better together to achieve goals.

Sales managers use intent data to identify in-market accounts, and SDR/BDRs use it to understand exactly who they should call, email, and engage with in less time — and where to prioritize efforts.





Sales Development Representative

Top Challenges

- Prioritize higher-quality leads
- Optimize speed to lead
- Hit SLAs consistently

Goals

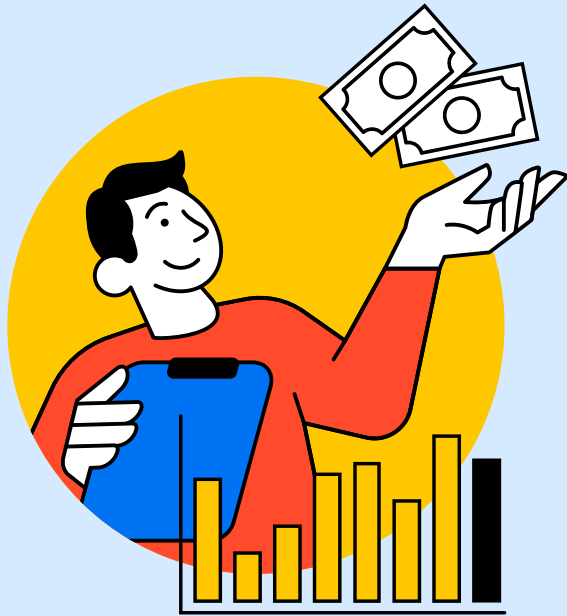
- Follow up with inbound leads with the right message at the right time
- Set meetings with qualified leads
- Follow the lead lifecycle process

Key Metrics

- Speed to lead
- Number of meetings set and held
- Meeting-to-pipe conversion rates
- SDR contribution to total sourced pipe

Solve with Intent Data

- ☐ Improve outreach efficacy
- ☐ Source pipeline with in-market accounts
- ☐ Focus on accounts with high intent
- ☐ Set meetings with more qualified accounts



Sales Leader

Top Challenges

- Onboard new reps quickly
- Optimize outreach
- Align with account executives

Goals

- Increase rep performance and outbound lead performance
- Obtain accurate intelligence on top accounts
- Do optimal outreach by mapping to persona and challenge

Key Metrics

- Sourced pipeline
- Pipeline to revenue conversion (win rate)
- Total pipeline contribution
- Average opportunity value

Solve with Intent Data

- ☐ Identify in-market accounts
- ☐ Align with account executives
- ☐ Provide customized, meaningful outreach



Part 3:

Top ways second-party buyer intent powers every team.

Now that you know more about which roles can benefit from second-party buyer intent data, let's dive into some real-world ways it fuels high-performing marketing strategies.

Demand generation:

1. **Target in-market prospects:** Reach buyers in real time as they actively research your product category, your G2 Product Page, or your competitors. Then, advertise or re-target them since you know they're actively in-market. This improves advertising efficacy and budget efficiency, so you always stay one step ahead of the competition.
2. **Fill pipeline with qualified leads:** Build a demand engine by mapping your ideal customer profile (ICP), contacts, and target accounts to real-time intent signals that trigger alerts, email campaigns, workflows, and more.

The best part? You don't need a sophisticated tech stack and dozens of integrations to run powerful plays with G2 Buyer Intent.

Download a simple CSV file containing the accounts viewing your product page, your competitors' pages, or even your product category.

Or, you can use integrations and set up a custom Slack channel to instantly ping your reps the moment an account as an account engages.

3. **Improve lead scoring to better identify high-value accounts:** Lead scores that help rank prospects require continuous improvement. Done well, scoring identifies how well a lead fits the ICP and how likely they are to become a customer.

Simply integrate G2 Buyer Intent with your marketing automation platform and then add intent signals to your scoring model.

For example, a G2 category view could mean raising a contact's score by 5 points. For viewing your G2 Product Page, increase their score to 10.

Or use a G2 intent signal to create an MQL and route the contact for SDR follow-up.



PRO TIP

Don't forget to make sure teams use attribution and UTM tagging where possible.

UTM tagging is very reliable for attribution of intent-driven marketing tactics. Even using a parameter as simple as "BI" allows for analysis. This way your team can know what works, what doesn't, and make the right mid-course corrections.

Content marketing:

1. **Nurture leads with relevant content:** Depending on where target accounts are in their buying journey, it's essential that your messaging and content have the most impact. Intent data helps you personalize messaging and content throughout the buyer's journey. Whether you want to explore new content creation opportunities, how to strengthen your messaging, or how to utilize your content best, G2 Buyer Intent can help guide focus.
2. **Drive personalized content:** Use buyer intent signals to get inside your prospects' heads. What keeps them up at night? What are they hungry to learn more about? Develop hyper-personalized content for targeted campaigns that speak directly to prospects' needs.

Account-based marketing (ABM):

1. **Create hyper-targeted ABM segments:** You know your ICP better than anyone. Boost ROI by marrying data from CRM and any other marketing and sales software with intent data. When assessing intent activity on G2, dig deeper and identify your ICP within those accounts. This maximizes your ICP strategy and ad targeting while cutting spend.
2. **Increase ABM effectiveness in the late stages of the buyer journey:** The content topics accounts downloaded from your G2 Product Page hint at the funnel stage and messaging that resonates best. And when the account's buying committee views the G2 Comparison and G2 Product Pricing pages, it shows that the account will decide soon.

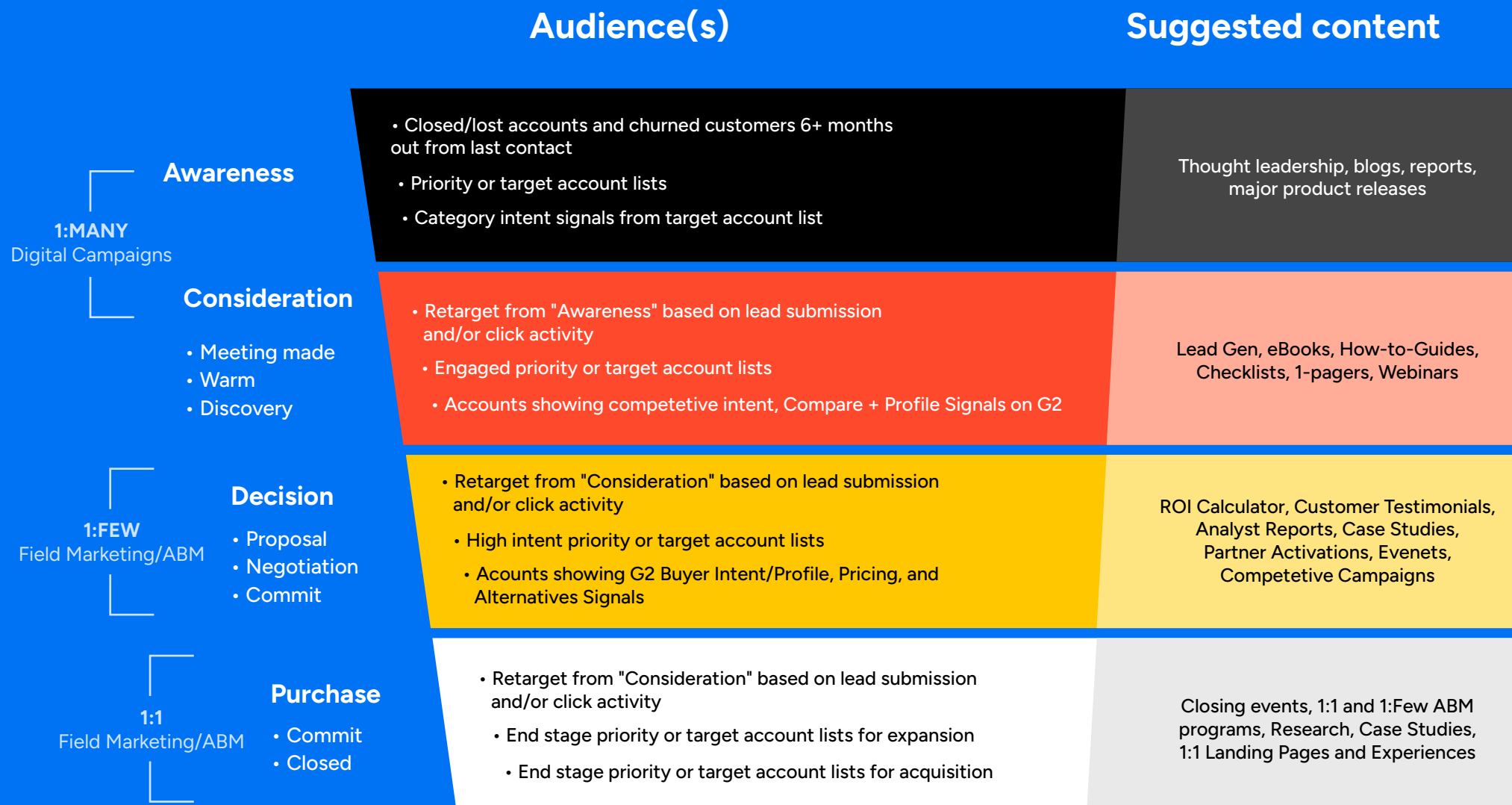
Use these signals to nurture accounts with the right message at the right time to close sales faster.

3. **Refine targeting for high-intent accounts using multiple intent data sources:** Uncover a high-intent audience by using second and third-party buyer intent data. Operationalize both sources to reveal broader buyer behavior throughout the funnel.

Then, sales can use these insights to find contacts at surfaced in-market accounts and send an outbound message — all in near real time.



Use G2 intent signals in a full-funnel ABM strategy





4. **Power on-demand personalization with real-time alerts:**

Automate alerts based on real-time intent activity. You get immediate notifications for G2 Product Page views, category page views, and competitive comparisons.

Plus, if your team uses Slack, Marketo, HubSpot, or Zapier, you can also deploy a simple integration to G2 that offers real-time alerts when there's activity on targeted accounts. These alerts can inform SDRs about a new lead or a customer success manager (CSM) to check on an account.

5. **Fuel demand with always-on, triggered campaigns:**

An engagement event based on an intent signal can trigger custom workflows.

For example, you can trigger a promotional campaign to register for your latest on-demand webinar as soon as an account hits your product or category page on G2.com.

You can also create custom workflows triggered by a G2 Buyer Intent signal to perform tasks like adding new accounts to existing target account lists or even campaigns to nurture smart lists (target accounts).

Customer success and customer marketing:

1. **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.

If G2 integrates with your CRM, which contains account-level information, this buyer intent signal kicks off content workflows and automation rules across your email, web, and social channels. The result? You stay ahead of your customer journey.

2. **Run campaigns to expand existing accounts:**

Launch new features or products to current customers. Target customers looking at competitors offering similar functionality as your new feature or product

3. **Engage customer success as soon as a customer shows churn signs:**

Customers generate intent signals when they explore comparisons within your category or look at alternatives. G2's integration with Slack sends an alert to the CSM, who immediately reviews the account's engagement activity. Once this happens, a CSM contacts the customer to learn about their challenges or where your solution falls short.



Digital advertising:

1. **Accelerate performance marketing ROI:** Using intent data is an effective way to make sure paid marketing campaigns connect faster with target audiences.

[The first step is to integrate LinkedIn Matched Audiences with G2 Buyer Intent.](#)

To create campaigns informed by intent signals in real time, focus on the criteria and timelines and get granular in targeting criteria with fields like job title or location.

PRO TIP

Organizations big and small can harness second-party 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.

When the criteria mix is just right, launch your campaign. Monitor real-time activity to understand your narrowed audience's engagement and their top activities at every step in their buying journey.

2. **Launch competitive retargeting campaigns:** Target the accounts that research competitors. Why? They're already in the market for a product like yours.

When a prospect compares options in your category or sizes you up against a competitor on G2, use these buyer intent signals to add prospect accounts to a "competitive" audience on G2.

Then, target them with display and paid social ads highlighting your competitive advantage.

3. **Run ultra-targeted ad campaigns:** Deliver ads pointing to content directly related to second-party buyer intent signals.

For example, G2 Buyer Intent signals indicate that a prospect in the decision stage is looking at your closest competitor's G2 Profile Page.

Target the prospect with highly relevant LinkedIn ads to keep your brand front and center. Ads then go to a microsite that gives a detailed comparison of your solution to your competitor's.



Sales and marketing alignment:

1. Establish SLAs for actioning buyer intent signals:

Intent signals can surface within moments of your buyer interacting with and browsing G2.

You can learn a lot from intent data, but there are instances when timely follow-ups can have a huge impact.

Consider establishing SLAs around actioning intent signals for greater accountability and to help find more opportunities for improvement.

2. Identify key decision-makers at prospective accounts:

Use a free integration to bring G2 Buyer Intent into [sales intelligence tools](#) such as ZoomInfo, Cognism, and LinkedIn Sales Navigator. This will identify the right decision makers at the accounts showing intent for your products on G2.

3. Optimize intent-driven outbound sales flows: Use personalized sales engagement to reach the accounts that are in-market for a product like yours and show interest in relevant solutions on G2. These accounts are more likely to convert.

When a prospect visits G2 to research your category or categories, competitors, and product pages, the resulting buyer intent signals can automatically add the prospect account to your ICP.

It can also kick off a G2 [sales engagement](#) workflow integrated with a sales platform, like Salesloft, Outreach, or even Slack, for sales to get contacts at prospect accounts. From there, sales can send an outbound tailored sales message.



We leverage G2 with the 6Sense and the LinkedIn Matched Audiences integrations so we can put the right message in front of prospects at the right time."

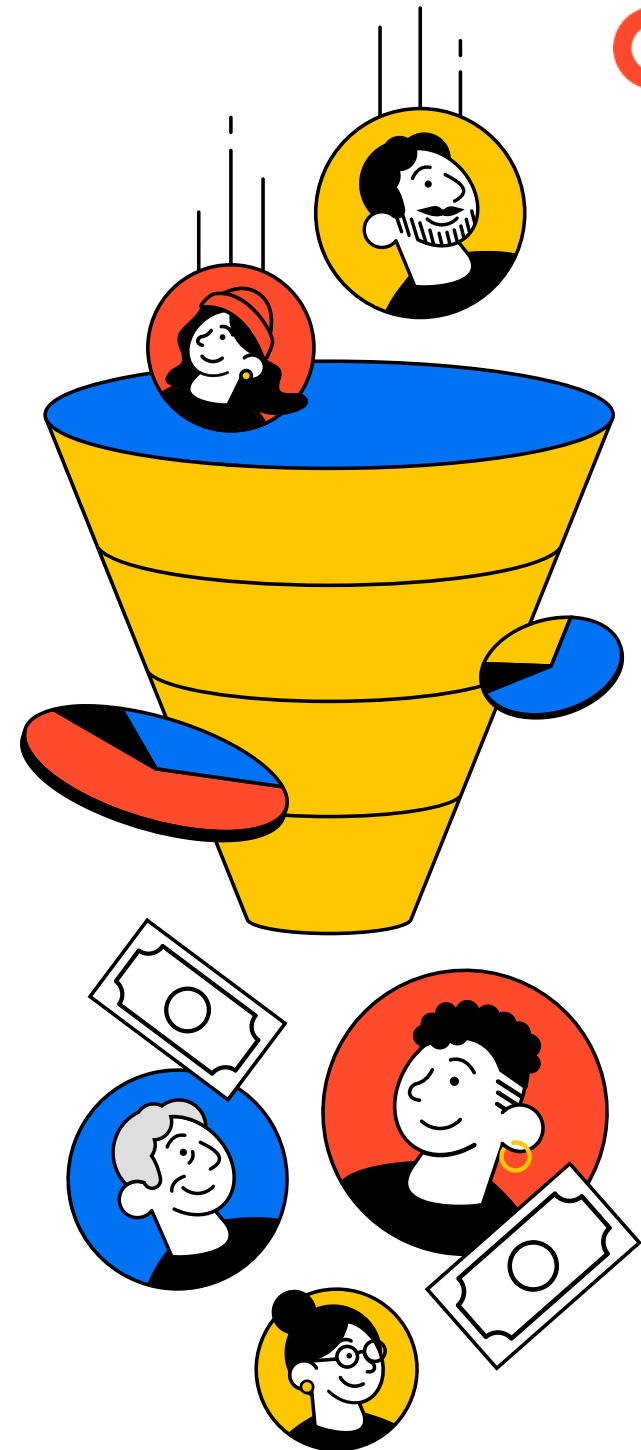
Whitney Donaldson

Director of Demand Generation, [impact.com](#)

moengage

G2's Buyer Intent data has helped us to better reach out to in-market accounts, which has led to sales closing faster from leads who have already done their research."

Arti Prasad
Director of Digital Marketing, [MoEngage](#)





Part 4:

How G2 Buyer Intent fuels high-performing marketing strategies.

To execute your intent-fueled strategy that grows demand, leads, and revenue, your first step is finding and using the best second-party buyer intent solution available.

You need to evaluate:

1. In-market accuracy, quality, and reach
2. Ease of deployment and use

Remember: Prospects use marketplaces and review sites because they're on a mission. They're gearing up to make a purchase. Unlike third-party buyer intent and many other second-party buyer intent solutions, there's no mystery as to why a prospect is there.

That means that a G2.com visitor and the second-party buyer intent signals they generate accurately reveal an in-market buyer for your team to engage.

Second party intent from G2 also indicates:

- Buyer journey stage — shown by engagement with given page types — even later buying stages
- Urgency to buy — revealed by activity level across the buying stages.

G2's scale and reach.

Powered by G2's best-in-class, proprietary search engine optimization (SEO), any search for your solution or product category is highly likely to land on Google's first page.

In addition, G2's SEO drives G2 Buyer Intent's value by generating millions of buyer intent signals around the world from the highest, and always-growing number of:

- Reviews
- Products and services
- Product and services categories
- Website visitors and B2B shoppers

G2 attracts 90+ million annual software buyers from all over the world, so you can easily surface your 5% of in-market accounts and fuel your intent-based marketing strategy.

As a result, you accelerate sales, reduce churn, expand accounts, and grow revenue.



G2 has become table stakes for SaaS businesses due to its impact on software buying decisions."

Adithya Krishnaswamy
Head of Marketing, [Everstage](#)



**Learn more about
our integrations**

Ease of deployment and use.

It's easy to assume that executing an intent-fueled marketing strategy means a long integration period with new tools and an even longer time to see ROI.

The good news: That's not the case with G2 Buyer Intent.

In fact, executing a productive, intent-fueled strategy to find, engage, and close in-market buyers is easy because G2 Buyer Intent:

- Works easily with existing marketing and sales infrastructure and processes, so teams keep using the tools they already know and love
- Integrates with native ABM platforms like Terminus, Triblio, 6sense, and Demandbase
- Deploys on day one with native, pre-built integrations to leading marketing and sales technologies, including Marketo, HubSpot, Salesloft, Outreach, and more
- Enables real-time account engagement without processing delays
- Helps make the whole marketing team more productive
- Maximizes marketing and sales productivity
- Improves marketing and sales alignment



Grow with powerful, flexible G2 Buyer Intent.

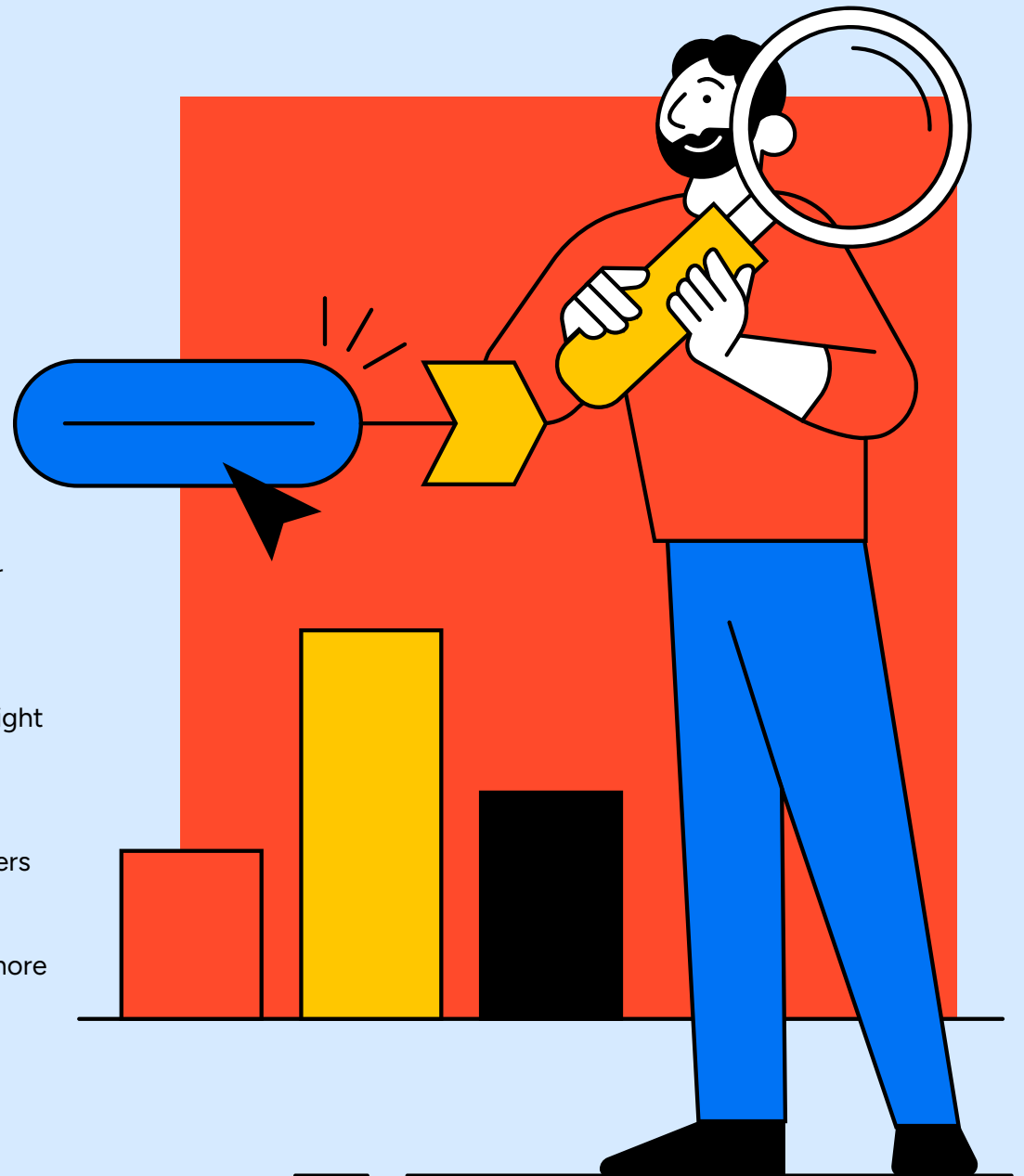
G2 Buyer Intent helps your whole marketing team achieve their marketing and growth goals while maximizing productivity.

It identifies in-market buyers in real time and informs how you move buyers along the journey via the right channel, with the right message, at the right time.

As you integrate and scale G2 Buyer Intent through your entire marketing and sales funnel, prospects quickly become customers with no wasted time or wasted spend.

The result is a well-executed marketing strategy that delivers more leads, customers, growth, and revenue.

Ready to learn how G2 Buyer Intent can fuel your marketing strategy? [Reach out now.](#)





Explore more resources on intent data:

eBooks

[ROI Study: G2 Marketing Solutions](#)

[Secrets to Proving ROI with Intent Data](#)

[Unlocking the Power of Intent Data in Advertising](#)

[Easy and Actionable Account-based Marketing](#)

Blogs

[Clicks to Customers - 5 Best Ways to Use Buyer Intent Data](#)

[6 Ways to Amp Up Your Sales with G2 – An Interview with Opensense](#)

Case Studies

[How impact.com Cut Their Cost Per Lead in Half with G2](#)

[ZoomInfo Sees 17% Higher Conversion Rate and 27% Lower CPL with G2](#)

[How Siemens is Leveraging G2 to Drive Competitive Advantage](#)

Videos

[How impact.com Cut Their Cost per Lead in Half with G2](#)

[How GoodUnited Achieved 400% ROI with G2](#)

Webinars

[Stop Marketing in the Dark: Reach In-Market Buyers with Intent Data](#)

[The Hard Facts about Intent Data](#)

[Churn No More: Harness the Power of G2 to Retain \(and Grow!\) Your Customers](#)





About G2:

G2 is the world's largest and most trusted software marketplace. More than 90 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 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 [LinkedIn](#).