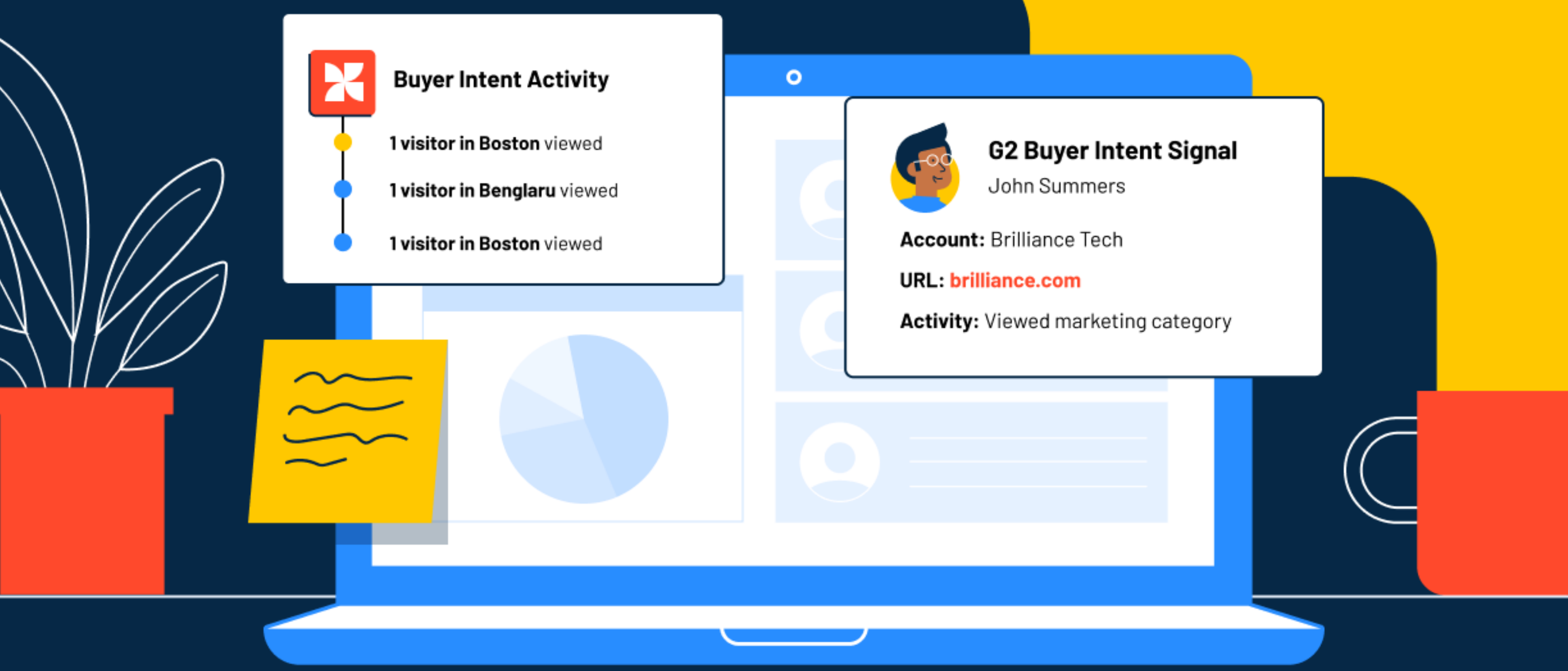
Smarter Targeting, Higher Conversion: Unlocking the Power of Intent Data in Advertising

Learn how intent data can increase conversions, reduce costs, and help target buyers who are *actually* in-market.



The Official G2 Guide

Time to trade market murkiness for in-market buyer visibility.

Times have changed in B2B. Long gone are the days of fast growth at-any-cost. Sustainable growth is the new north star. Yet, just one in eight companies in the S&P 500 achieved 10% annual growth over the past decade, and one in 10 maintained growth rates above GDP growth for more than 30 years, according to McKinsey & Company.

While difficult to achieve, sustainable growth and profitability are possible. For B2B marketers, this means they must not only drive new customer acquisition, but also improve customer renewals and account expansion – all while more efficiently using resources and squeezing out wasted ad spend.

It's a tall order.

We know we must run more effective ad campaigns, but how can we overcome visibility limitations? This is especially challenging considering that only 5% of ideal customer profiles (ICP) are actively looking to buy at any one time.

Without knowing who that 5% is, marketing efforts can feel like shouting into the void or searching aimlessly for a needle in the haystack — all while spiraling up costs, driving down results, and wasting precious advertising dollars. Overcoming this visibility challenge and building a successful advertising strategy is the focus of this guide.

Read on to learn:

What’s driving current SaaS marketing & advertising imperatives.

Nothing happens in isolation, so it’s always good to retrench and understand the business and marketing trends impacting all of us.

First, the good news. Software is still growing, albeit at a slower rate than in previous years. In fact, G2’s Q4 2023 State of Software Report reveals that the number of software applications is growing at a quarterly rate of 7%.

Now for the bad news: budgets are leveling off. According to an Insight Partners’ article, total market spend grew modestly in 2023. However, this was significantly lower than the 79% growth from the previous year.

The piece also reports a shift away from program spend, generally used for acquiring new customers. Its share of the total marketing budget fell to 47% from the prior year’s 51%. These findings underscore the need for more sustainable, efficient growth.

Growth stage shapes marketing budget strategies.

When it comes to marketing budgets, sizes and goals of course will vary depending on a company’s growth stage.

Early-stage companies still need to fund market development and awareness by spending 100% of their revenues on marketing. This compares to mature SaaS companies that spend up to 15% of revenues and mid or late-stage growth companies that are in between the two.

SAAS COMPANY STAGE	MEDIAN MARKETING BUDGET AS PERCENT OF REVENUES
Early	100%
Mid-Stage	30-60%
Late-Stage	10-30%

Advertising remains the largest B2B marketing expense.

Keeping with SaaS marketing fundamentals, spending per channel also continues to differ by company growth stage.

Earlier growth companies, as a percentage of revenues, spend between 20-40% on paid search and paid social ads. This is about what they dedicate to content marketing.

CHANNEL	BUDGET ALLOCATION	
	Earlier-Stage	Mid-Mature-Stage
Paid Search Ads	10-20%	10-30%
Paid Social Ads	10-20%	20-40%
Content Marketing	20-40%	10-20%
PR & Outreach	10-20%	5-15%
Confrences & Events	10-20%	<10%
Website & Funnel Optimization	10-20%	10-20%
Lifecycle Marketing		10-20%
Other *(Market Research, Swag, etc.)*	<10%	<10%

However, as a B2B SaaS company grows toward maturity, marketing leaders must change how they distribute the budget. More mature companies spend the biggest chunk of their marketing budget on advertising. In fact, paid social ads alone can make up as much as a 40% share.

In addition, marketing leaders from more mature SaaS companies have another charter — customer lifecycle marketing. To help retain customers and expand their accounts, marketing leaders should plan on spending at least 10 to 20% of their budget.

In the near term, we can expect budgets to grow at a slower, steadier pace than they have in the past. According to eMarketer's forecast, U.S. B2B marketing data spending will grow 2.5% in 2024, up slightly from 2023's 2.3% growth but still below pandemic growth rates of over 4%.

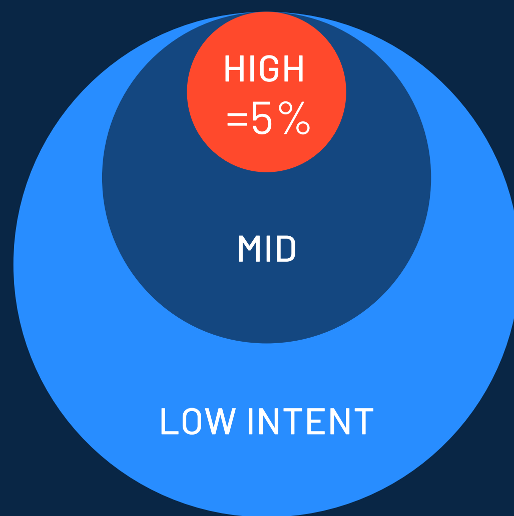
All of these market trends leave us marketers with one big, unanswered question. If the fundamental goals for customer acquisition, retention, and account expansion are unchanged and the distribution of spending throughout the marketing mix is also the same...

How can marketing leaders meet such a demanding set of concurrent goals – with tightened purse strings?

B2B advertising's built-in inefficiencies.

Only about 5% of buyers are in the market for your software at any given time.

Find them using buyer intent data.



We call these high-intent accounts **"The Magic 5%."** This leaves up to 95% of people or firms that are not in-market. Targeting this uninterested majority means social media ad spending has the same impact of spray-and-pray broadcast TV ads.

Intent data shines a spotlight on in-market buyers.

It's simple: through their search and content consumption behaviors, accounts demonstrate that they're in the market to buy software.

In other words, accounts reveal themselves - by what they do – to be in the Magic 5%, thus more likely to convert.

As intent data provides newfound intelligence for demand gen, digital, and ABM marketers, they can finally advertise to and engage only with these specific, targeted accounts at scale.

65%

Lower blended Cost Per Lead (CPL) on LinkedIn with G2 Buyer Intent than without it.

zoominfo

They're also able to more fully understand buyers' needs and use messaging that speaks directly to pain points. By targeting known shoppers, there are:

- No more wasted advertising dollars,
- No more wasted effort and time, and
- Improved metrics from the top to the bottom of the funnel, including conversions, win rates, and ad efficiency.

However, not all intent data is created equal. Let's dive into those nuances so you can have the best intent data strategy in place.

Providing market and buyer insights, buyer intent data is generated by searches, website visits, and page type visits.

HOW DOES G2 COLLECT BUYER INTENT?

G2 utilizes a reverse IP search to identify the organizations that are visiting various pages on G2. The data we are able to collect includes:

- Company Name
- City, State, Country, Location
- Employees
- Sector
- Industry
- Sub-Industry
- # of Unique Buyers
- Profile Page Visits
- Category Page Visits
- Alternatives Page Visits
- Comparisons *(Including which vendors were compared)*
- Content Visits
- Sponsored Content Viewed

Every time a prospect hits a website, competitor site, second-party site, or search engine, for your product, competitor, or category, an "intent signal" is generated.

The more a person — or a group of people — from a single organization does this, it's increasingly likely they represent an in-market account.

Furthermore, to accurately identify the buying stage, it's crucial to get intent signals on:

- Where a targeted account searches, (e.g., type of content)
- How often
- Duration of time spent

As volume and type of search increase over time, inferences about interest and journey stage strengthen. For example, when people search different competitors, while concurrently looking at you, there are more and more intent signals from that company or targeted account.

Using all buyer intent signals, algorithms classify an account into a buying stage.

Models then ingest those intent signals and apply algorithms to classify them into one of the following buying journey stages:

1. Awareness
2. Consideration
3. Decision

Over time, as models continually get more data, algorithms continuously improve. As they get better, so does the accuracy of an account's designated stage. In turn, advertising teams can finally target only in-market accounts with the right message and the right time, all according to the buying journey stage. Even at the bottom of the funnel.

Thus, advertising your company becomes increasingly efficient — leading to increased conversions. However, to effectively power your paid social campaigns with buyer intent data, it's important to choose the best source for the task at hand.

How intent data types add up.

BUYER INTENT DATA SOURCE	STRENGTHS	WEAKNESSES
1st Party data from your own website, CRM, and MarTech stack activity	• Owned • Combines with other intent data • Is most useful for customer retention/ expansion	• Can't see activity outside your own infrastructure
2nd party publication sites	• Provides beetter context than some 3rd party intent data • Includes all opted-in accounts, contacts, emails, and active interests	• Are usually purpose-built for onsite advertising, not intent data • Industry news-related articles don't indicate the buying journey well • Lacks native pre-built integrations with paid social channels • Has time delays in processing
2nd party B2B peer review sites	• Shows real-time account engagement • Is designed to collect buyer intent data to reveal the buying stage across the funnel • Captures late-funnel buying activity as well as urgency • Is useful for customer and AVC expansion because you can see competitor signals	• Can be less valuble if there are low numbers of reviews, product categories, or products in your category • Must make sure the review site has pre-built integrations to accommodate current processes
3rd party interations on channels and websites owned by others like ad or publication networks, searches, and content type	• Shows broad market view, so most useful in top-of-funnel or awareness campaigns • Includes integrations with all major paid social and paid search ads	• Uses browser-based cookies • Contains noisy data with low-value signals that make it hard to accurately discern the buying stage • Has time delays in processing

B2B peer review sites serve as a uniquely valuable source of buyer intent data.

Social proof - in the form of reviews that build trust - is a powerful part of the B2B marketing and advertising toolkit.

According to a survey of over 1,700 global B2B software buyers , 84% use B2B peer review sites, like G2, when they buy software. Millions of buyers regularly use them to learn from objective user feedback based on actual experiences.

GROWING WITH G2

1. Starts with claiming a free G2 Profile for every product in the portfolio
2. Enhance your profile with a G2 Core subsription
3. Prosper with subscriptions to:
   - G2 Review Growth
   - G2 Buyer Intent
   - G2 Content
   - G2 Market Intelligence

The primary reason buyers spend time on review sites is to research a product or service to buy. After all, no one spends hours researching solutions and reading reviews unless they're in the market. Thus, the ability to discern whether an account is in-market is built into a B2B review site's mission.

Because of this, B2B peer review sites are ideal for gleaning uniquely valuable intent data for strategic advertising campaigns. In-market certainty is just one way buyer intent data from B2B peer reviews can stand out from the pack though.

Furthermore, the more time a buyer — or a buying committee — spends on a review site generating signals, the higher their intent to purchase becomes. This indicates the buyer journey stage, as well as the urgency.

Engaging buyers at each stage of their journey, based on review site intent data.

On G2, there are various pages that will produce intent signals. Here are some examples of recommended advertising tactics to deploy based on account engagement on specific pages during each stage of the buying journey.

Awareness Tactics

When an account looks at Product Category Pages for the first time, someone generally needs to broadly learn about types of solutions that might solve their problem. When they do this, a prospect signals they're top of the funnel.
Therefore, marketing should run paid social ad campaigns to raise awareness and help define the problem to solve.

Consideration Tactics

Now, let's say a prospective account is reading Profile Pages and Alternatives pages. This behavior indicates the Consideration stage. At this point, your prospective buyer is assessing products or services as options to solve the problem identified in the awareness stage. This means it's a good time to advertise a buyer's guide or your G2 reviews.

Decision Tactics

Finally, when an account is looking at Comparisons pages (comparing specific solutions), a buyer is closer to deciding which solution to buy. In the decision phase, you could advertise case studies or calculators to help close the deal.

WHAT EACH G2 BUYER INTENT SIGNAL MEANS:

G2 Profile Visit signals result from buyer visits to a company's profile page. Customers and prospects visit them for many reasons, including top-of-funnel shopping around.

G2 Category Visit signals are generated when a buyer visits your product's category page. Both prospects and customers visit to see how products rank and explore avalible solutions, so it signals top and mid-funnel.

G2 Alternatives Visit signals are created when buyers or customers visit the Alternatives page for products in you category. This signals that a customer may switch or a prospect may be leaning toward a competitor.

G2 Comparisons Visit signals are generated when a buyer runs comparisons between your product and up to four competitors. These buyer tend to be shortlisting solutions.

An account's speed of research distinctly shows urgency.

Software purchasing decisions should not be made lightly. Beyond the financial investment and impact to your budget, it's also the time investment to implement, onboard, and train employees to use the new solution. And if it doesn't yield the benefits expected (employee productivity, ROI, etc.), it will certainly feel like a wasted effort.

However, buyers are under pressure to purchase and implement software quickly to yield results as quickly as possible. In fact, G2's 2023 Software Buyer Behavior Report found that 88% of global buyers say it takes them 6 months or less to make a decision on a $20k+ software/tech purchase.

Every buyer has a timeline unique to them, and luckily, buyer intent data from **B2B peer review sites shows how fast a prospective account needs to buy a technology or software solution.** It does so by overlaying the volume of intent signal types within a defined time interval.

For example, let's say a prospect started the month with zero research on Project Management Software. Suddenly this account shows substantial activity on project management Product Category and Product Profiles, so they clearly have a problem this software solves.

Then, within 2 weeks, this account proceeds to generate a lot of intent signals from Alternatives. After only 3 weeks of intent signals, this prospective account spends an intense week, viewing Comparison pages. They're also spending large amounts of time – among multiple buying committee members - comparing 2 specific solutions.

Based on the entire volume and range of intent signals, we can infer that this account is in the Decision stage with a high urgency to buy. Armed with both buying stage and urgency signals, you finally know in-market accounts - that Magic 5%- you should target your paid social campaigns. Such crucial bottom-of-the-funnel visibility simply isn't possible with first- or second-party buyer intent data.

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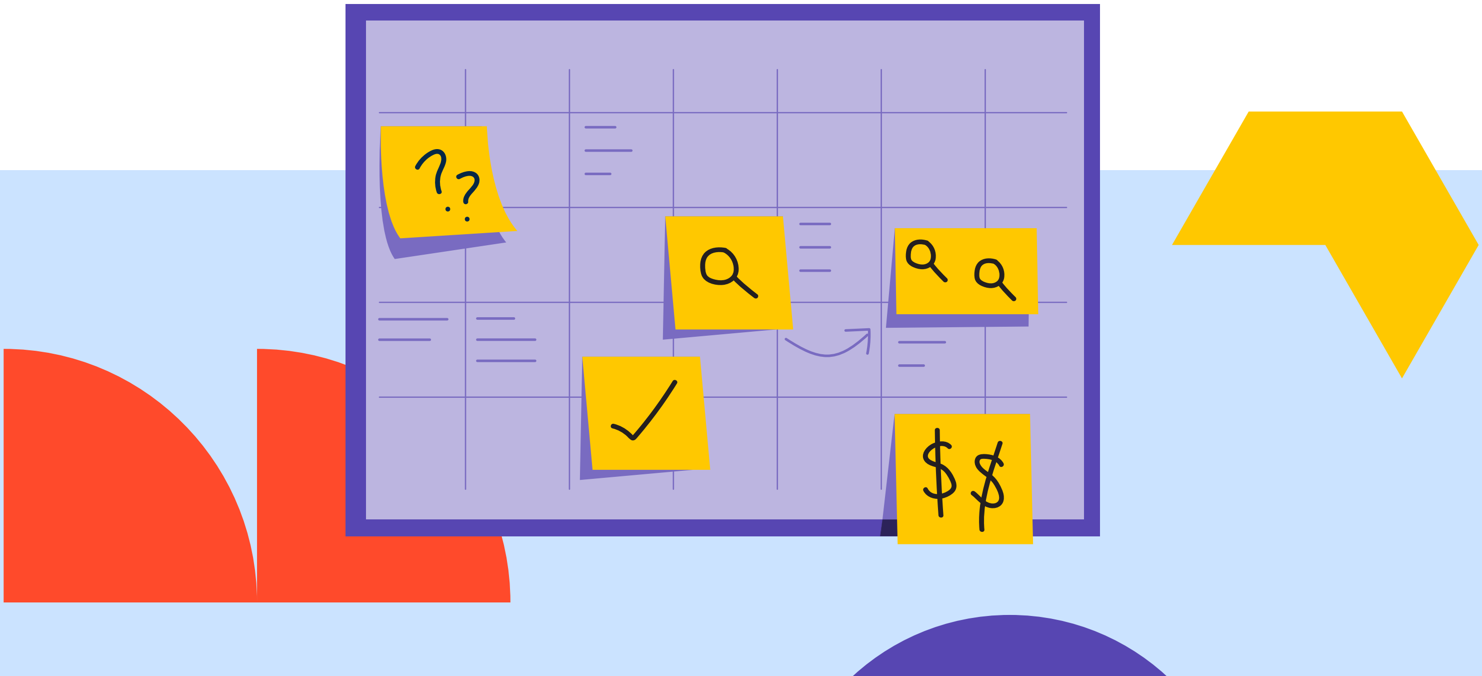


Strategic ad campaigns for both existing & prospective customers.

Now that we understand the different types of intent data, and how it can be valuable at various stages of the buying journey on G2, the next step is knowing how to allocate ad budgets according to funnel stage and urgency.

As a rule of thumb, marketing leaders should dedicate around 80-85% of the total budget to targeting new opportunities when thinking about planning their strategy. This leaves the remaining 15-20% for targeting customers.

Of that 80% to 85%, some usual rules of share-of-budget apply according to the funnel stage. These include:

- 40-45% on awareness campaigns
- 30-35% on consideration
- 20-25% on decision

Be sure to advertise the assets most suitable for a given funnel stage and don't try to buck the standards required at each one. For **awareness**, you should advertise assets like: undated guides, blog posts, thought leadership, infographics, or microsites.

During **consideration**, you'll want to advertise content like webinars, demos, buyer's guides, events, downloadable eBooks, or customer testimonials.

In the **decision** stage, advertise product comparisons, ROI calculators, awards or accolades, customer stories, and case studies.

To generate new opportunities, advertise the right content at the right time, dedicating the right share of the budget.

Once you add urgency and content to the equation, you'll want to dedicate a greater share of the budget to prospects revealing a stronger urgency to buy.

For example, in the awareness stage, look at the following table. Split your advertising for your evergreen landing page with G2 reviews, by spending 10% where urgency is low (as it may pick up soon). You could then spend 15% for medium urgency and 20% for customers who have a lot of G2 site activity.

	NO OR LOW	MEDIUM	HIGH
	Ads for blog posts, infographics educational assets, evergreen landing pages and microsites with G2 reviews		
AWARENESS = TOP-OF-FUNNEL	10%	15%	20%
	Ads for reports, demo, white papers, buyers' guides, webinars, events, testimonials and reviews		
CONSIDERATION = MID-FUNNEL	10%	10%	10%
	Ads for true ABM plays to build a buying commitee awareness to engage unaware stakeholders		Ads for demos, calculators, customer stories/case studies, product comparisons
DECISION = BOTTOM FUNNEL	0%-5%	0%-10%	10%

But for decision stages, when there's low urgency, your best path will depend on the size of the budget. If you're flush with cash, you may want to dedicate no more than 5% of the budget to increasing awareness among buying committee members.

"Essentially, we take all of this valuable data and leverage it to build in-market audience lists that inform our other advertising platforms such as LinkedIn."

—**Kushal Shah**, *Marketing Operations Manager*

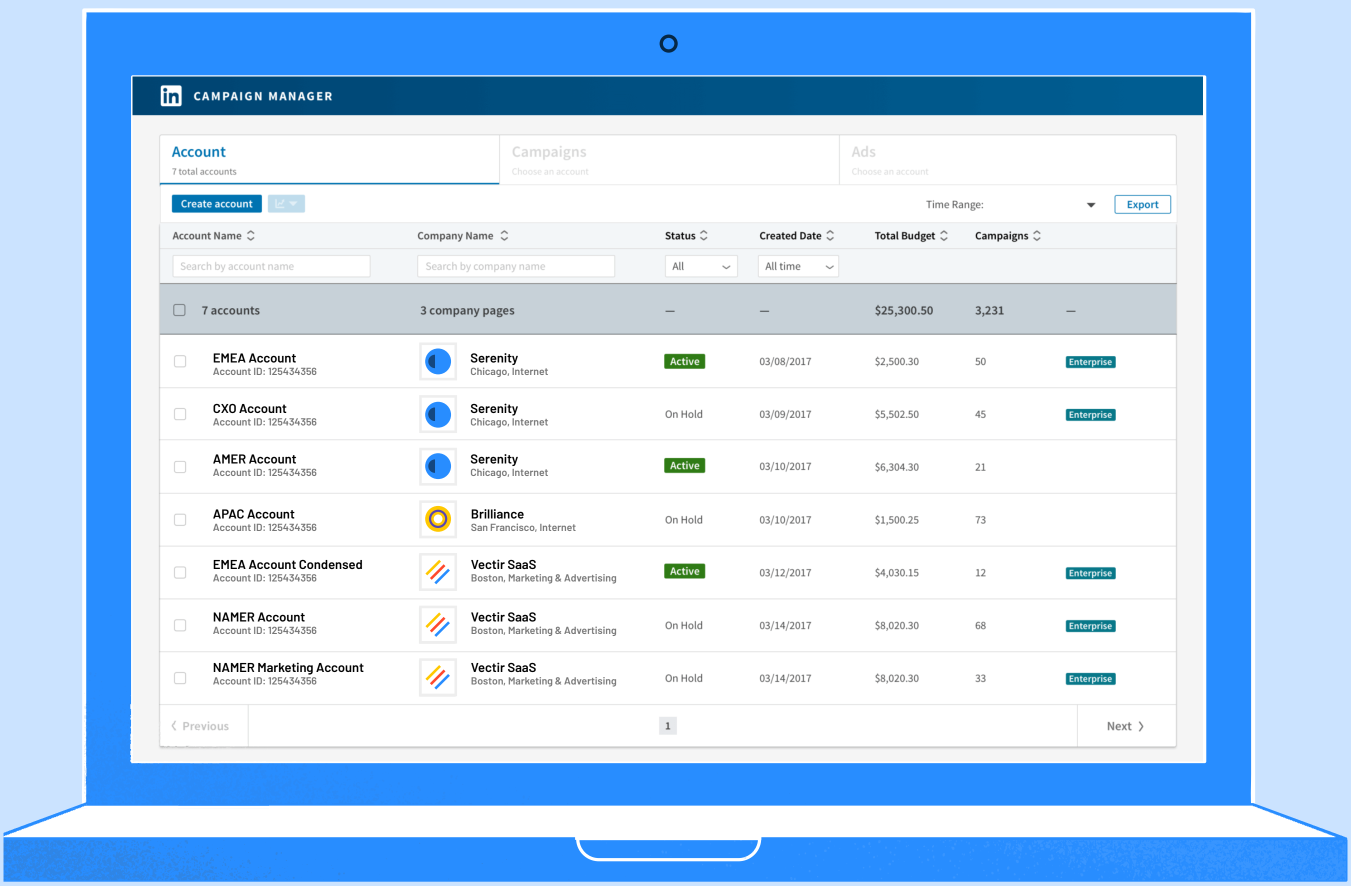
BetterCloud

Use G2 Buyer Intent signals to ultra-target ads.

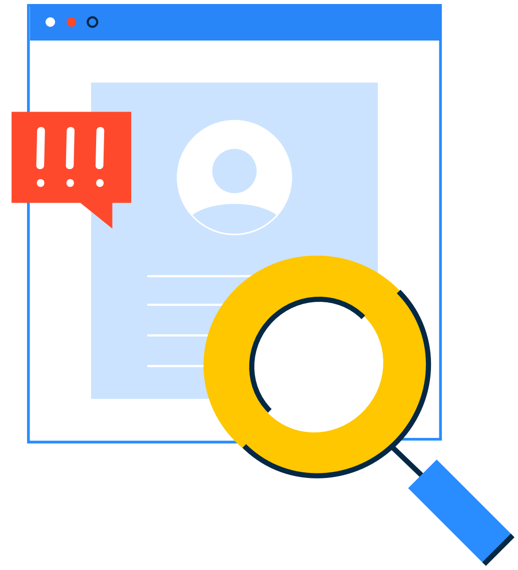
When you pursue an ultra-targeted ad campaign, you deliver very relevant LinkedIn ads that point to content directly relating to the G2 Buyer Intent signals.

For example, imagine you see G2 Buyer Intent signals that indicate a prospect in the decision stage is looking at your closest competitor's G2 Profile Page. In turn, you target highly engaging LinkedIn ads to the prospect, which direct them to an equally engaging microsite offering a detailed comparison of your solution to a competitor.

Of course, you'll still want to consider minimums when it comes to audience sizes. Typically, the audience size in LinkedIn is set at 50,000 minimum. However, for ultra-targeted/ABM-style campaigns with G2 Buyer Intent, a minimum of 1000 accounts would give a large enough audience. Depending on targeting parameters, you should aim for around 10,000 contacts.



Use buyer intent data to identify account expansion opportunities and at-risk customers.



Now, let's turn to customers' buyer intent signals. Buyer intent signals generated from a customer mean something different than it does coming from a prospect. Along with it comes a distinctive advertising approach.

Customer signals can help with account expansion.

Let's say your product added a new feature or function that competes with a standalone product. If your customer is searching for that standalone product, you know they are in-market for your new feature or function. If they're looking at Category Pages or Profile Pages, then you could run LinkedIn ads to raise awareness of your new feature or function.

There's a second and potentially more important way to use customer buyer intent signals: customer retention and churn prevention.

Think of buyer intent signals from customers as an early warning detection system. For example, if a customer is spending a lot of time on Comparison and Alternative Pages on G2, but not interacting with your Profile Page, chances are good that an account is considering switching to one of your competitors.

As we indicated earlier, about 15 to 20% of the advertising budget should be spent on current customers. So how do you decide spending levels based on funnel stage and urgency for them?

Distribute the ad budget according to the renewal stage.

By renewal stage, we mean the period before renewal, as most B2B SaaS companies begin the renewal process 60-90 days before the deadline.

This, of course, varies by company. Some companies will auto-renew unless an account adheres to a termination deadline, while others require a new contract to renew.

Regardless, you'll need to time your ad campaigns according to your company's specific situation. Hence, marketing leaders should consider the contract terms that customers must follow when defining time intervals for advertising to current accounts.

The following example shows that you should spend around half of your ad budget about 60-90 days (or whatever makes sense for your company) before a renewal deadline. If a customer is generating intent signals from competitors, and there's medium to high urgency, you should dedicate a higher share of the budget.

	NO OR LOW	MEDIUM	HIGH
	Run a Linkedin Matched Audiences campaign for accounts with Comparisons or Alternatives buyer intent signals		
60-90 days before deadline	**10%**	**10-15%**	**25 - 30%**
	Run ads with promotions for accounts with Comparison or Alternatives signals		
30-59 days before deadline	**10%**	**10%**	**20%**
	Run ads to reach more or new buying committee members		
Less than 30 days before deadline	**1%**	**4%**	**5%**

Once a customer gets within 30 to 60 days prior to the renewal deadline, you should spend about 40% of your budget. For accounts showing higher urgency, spend about 20% on ads running promotions or specials for quick renewals.

As you get closer to the renewal deadline, spend where there's high urgency, as this means the account likely has not yet made a buying decision. On the other hand, if there are no intent signals as the deadline is near at hand, spending anything on those accounts could end up being wasted ad spend.

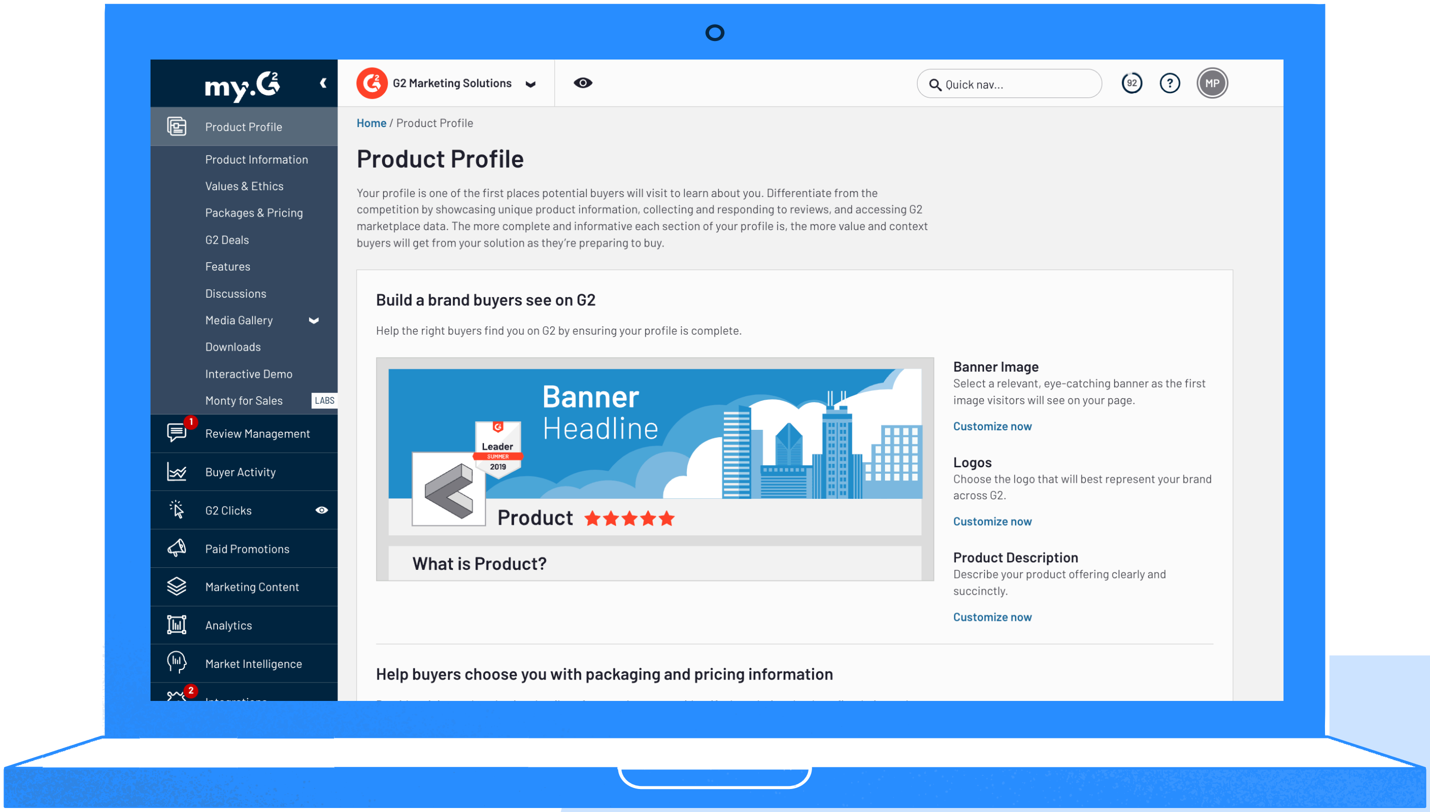
Extending the use of buyer Intent data to customer marketing is a boost for retention and account growth.

While not all B2B review sites offer this ability, marketing leaders should give customer marketing team members access to buyer intent data.

By using G2, your company can benefit from unlimited admin access to G2 Buyer Intent customers. Thus, by extending [my.G2](#) admin privileges to customer marketing and customer success, each person can [track customer activity](#) and advertise to them during renewals and new release launches.

To make it even easier to get important and timely notifications of customer activity, integrations allow customer marketing or customer success team members to link my.G2 to tools like Slack, Rattle, Salesforce, or email.

In addition, each customer marketing and success team member can set up notifications and filter in any way. They can do this by a list of accounts, using demographics, or limiting notifications in the way it makes sense to each user.



Why more efficient, high-converting advertising starts with G2 Buyer Intent.

Like all software products and services, you need to choose the best buyer intent solution to support your intent-driven advertising goals. When most marketing and advertising teams think about deploying intent-driven advertising, what first comes to mind is a long, difficult process involving integrations, complex audience segmentation, data downloads and uploads, keyword groups, and lead routing.

G2 Buyer Intent addresses these pain points, offering a solution that:

- Works easily with existing marketing and advertising infrastructure and processes
- Deploys quickly to work on Day 1 with native, pre-built integrations to paid social campaign managers
- Is designed and purpose-built to reveal an account's entire buying stage, from the top to the bottom of the funnel, as well as purchase urgency
- Notifies you of both customer and prospect activity in real-time with no processing delays
- Can prove its Return on Investment (ROI)

Follow these 12 steps for efficient, high-converting advertising.

Use LinkedIn Matched Audiences to leverage your G2 Buyer Intent signals as filter criteria for your LinkedIn ad campaigns. To get started:

1. Go to my.G2.com.
2. Find the LinkedIn Matched Audiences integration tile on Integrations Hub.
3. Configure your account by logging into your LinkedIn Campaign Manager account to activate integration.
4. Define your timeframe based on how far back you should go when building targeted audience segments.
5. Set your criteria based on which G2 Buyer Intent types you'd like for building audience segments.
6. Select specific products or categories to add users of that technology to audiences.
7. Determine if you need to change filters or criteria to better target in-market buyers.
8. Review your target accounts that were generated based on the Intent signals you monitor.
9. Find Matched Audiences in your LinkedIn Campaign Management and click "Select" to automap.
10. Click "Create an Audience" and find your named G2 audience segments to retarget.
11. Advertise contextual and relevant content to your audience segments based on their G2 activity, including audiences who recently viewed your G2 Profile, G2 Category, or competitors' G2 Profiles, thereby ensuring ad spend goes to warm, most active accounts who are your hottest prospects.

Vast scale drives G2 Buyer Intent's quality and value.

In addition to ease of use, fuel your intent-driven advertising with the unmatched scale and reach found only at G2.com.

Powered by its **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.**

As the world's largest software marketplace connecting buyers and sellers around the globe, G2's unmatched SEO propels G2 Buyer Intent's value. It does this by generating hundreds of thousands of buyer intent signals from the highest, and always-growing, number of:

- Reviews
- Vendors, products, and services
- Product and services categories
- Website visitors and B2B shoppers

"We tried other review sites, and G2's data and reach is, by far, the most effective, and much higher quality."

—**Colin Chang**, *Mgr of Mktg Programs*

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With G2's scale, you can easily see your Magic 5% and build strategic advertising plans to target actively shopping accounts. Furthermore, you'll be targeting them with the right content using the most accurate and actionable, real-time buyer intent data across the whole funnel.

90M+
Annual Shoppers

2.5M+
Product Reviews

160,000+
Products and Services

2,100+
Categories

G2 Buyer Intent eliminates wasted ad spend and increases conversions.

Thanks to its ease of use, high quality, and reach, G2 Buyer Intent is the fast path to intent-driven advertising that delivers higher conversions, better win rates, lower blended CPLs, and ROI.

In recent campaigns, ZoomInfo compared advertising results with and without G2 Buyer Intent.

LinkedIn campaigns that took advantage of G2 Buyer Intent reported:

- Lower blended CPL, including G2 Buyer Intent subscription fees
- Higher Marketing Qualified Lead (MQL) to demo rate
- Increased win rates

"My advice to anyone considering G2 Buyer Intent is: if you're a demand gen marketer, you have to get it. I couldn't ask for more."

—**Colin Chang**, *Mgr of Mktg Programs*

zoominfo

Strategic advertising with G2 Buyer Intent delivers a 65% lower blended CPL.

	LINKEDIN ADS		FACEBOOK ADS		ALL ADVERTISING CHANNELS	
	With G2 Buyer Intent	No Intent	**With G2 Buyer Intent**	No Intent	**With G2 Buyer Intent**	No Intent
Blended CPL	$66	$190	$130	$90		
Return in Invesment	1X	1X	2X	2X	4X	2X
MQL to Demo	25%	24%	28%	24%	26%	24%
Win Rate	34%	30%	33%	27%	32%	28.6%

Source: ZoomInfo

When used for Facebook campaigns, G2 Buyer Intent had a higher CPL compared to the control but delivered both higher MQL to demo rates and win rates.

Efficiently reach and convert your in-market 5% with G2 Buyer Intent.

Only G2 Buyer Intent - derived from behaviors of the 90 million people searching for software on G2.com annually – can identify funnel stage and urgency to buy.

G2's data is from real accounts that spend time learning from more than 2.5 million software and services reviews covering more than 2,100 technology different categories.

Unlike other buyer intent data sources, there's no guessing intent - G2 Buyer Intent data is explicit. With integrations to leading marketing and advertising platforms, within minutes, you can see and directly advertise to actual in-market accounts.

Ready to make more possible with G2?

Add a new Product or Service to G2

Claim an existing page & request admin access to a Product or Service

Request a demo with a G2 expert

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, 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.