Intent at Every Stage of Your Funnel
Intent-Based Marketing Series: Part 2

When marketers first learn about intent data, their thoughts immediately turn to generating sales leads. But intent data is much more than that. It can help you improve retention, shorten your sales cycle, and tune your content marketing. When paired with effective use of customer relationship management (CRM) systems, intent data can help you create a competitive advantage by understanding your customers' needs, gaining insights into their buying intentions, and delivering personalized messages at every stage of the funnel.

**Awareness**

This is the first stage of your funnel. Building awareness means you need to inform prospects about your company and its offerings. Intent data lets you “listen in” on your targets’ online activity, giving you an insider’s view of the topics they are researching, the webpages they visit, and the people and brands they engage with. By using intent data, you can be sure your marketing messages are relevant to your prospects: they're interested in your solutions, and they're actively researching your product area.

**Consideration**

The consideration phase of the marketing funnel is when prospects define the problem and evaluate potential solutions. You can use intent data to identify which of your target accounts have self-identified, through their online behaviors, their intent to buy. By serving specific ads to those in this late stage of the marketing funnel looking at a target’s activity history, intensity, and frequency, you can elevate your chances of generating click-throughs, engagement, and positive ROI.

**Conversion**

Conversion is the stage when the target account is ready to make a purchase. Intent data lets you “listen in” on your targets’ online activity, giving you clues as to where they are in the buying cycle. By using intent data, you can be sure your marketing messages are relevant to your prospects: they're interested in your solutions, and they're actively researching your product area.

**Retention**

Retention is key. Especially because while some may not be in-market at the moment, building awareness will eventually lead to a sale. Intent data can help you target in your ABM strategy, and even trigger campaigns automatically based on specific online behavior patterns.

**Loyalty**

Loyalty is the last stage of your funnel. If you're using it just to bring new leads into your system, you're missing out on opportunities to gain deeper insights into your customers and even competitors. Intent data can help you identify which organizations are more likely to be approaching a buying decision and place those organizations at the top of your call list.

By using intent data to track and qualify leads, you can better target your marketing efforts and improve your bottom line.

**4:1 ROI**

For the Human Resource Management (SHRM) campaign The result? 32x ROI and 20% increase in leads from their website.

**133% Increase**

When using a marketing strategy triggered by intent data, The Society for Human Resource Management (SHRM) saw 4:1 ROI for acquiring new members.

**Increase your digital campaign ROI**

Increase your digital campaign ROI by looking at the intent signals of accounts at each stage of the marketing funnel.

**Consideration**

Choose your ABM targets based on real data:

- Those companies at the top of your call list are the most likely to be approaching a buying decision and place those companies at the top of your list.
- By looking at the intent signals of accounts at each stage of the marketing funnel, you can determine which companies are more interested in your products or services.

**Conversion**

Use intent data to target who is actively researching your product area.

- When using an ABM strategy triggered by intent data, you can target those who are actively researching your product area.
- You can set up email campaigns to trigger automatically when a target account’s activity spikes, indicating that they are approaching a buying decision. For example, Lenovo worked with Anteriad to optimize their digital strategy and leverage an intent data-triggered nurture email campaign. The result? 32x ROI and 20% increase in leads from their website.

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