

# INTENT-BASED MARKETING



Reach people who are actively searching  
for your product or service

## TIMES HAVE CHANGED DRASTICALLY

With the type and amount of data now available you can see exactly who is engaging – or not – with every single marketing asset. Digital, print, out of home, broadcast, etc. This is great in revealing specifically what's working and what's not. But none of this addresses the core issue – how to get your message to the people looking to buy what you're selling, and only those people?



Intent-based marketing is a way to find the people who are actively seeking your product or service, so you can create hyper-focused messaging and put it where they'll see it. This data-driven approach

tracks your prospects' online behaviors and interactions – their search queries, browsing patterns, social media engagement, purchase histories, product reviews, even how long they spend on a specific webpage. So your messaging connects with your most qualified and receptive prospects.

You can also use intent-based data to determine where your prospects are in the sales decision process – still doing their research, for example, or ready to buy. This enables you to further hone your messaging to move them through the funnel. No use sending a white paper to someone who has just realized they might need what you're selling. In other words, **no more spray and pray.**

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Over **76%** of surveyed B2B leaders said they now use buyer intent data to inform their sales and marketing strategy.<sup>1</sup>

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## Turns out it works really well

It's common sense that getting the right message to the right people at the right time is the right approach. But we've moved beyond trusting our guts. Data proves that intent-based marketing works.

## Relevance drives results

Studies show the more personalized the message, the higher the engagement and conversion rate.

80%

of consumers are more likely to buy when brands offer personalized experiences.<sup>2</sup>

93%

of companies experience an increase in conversion rates from personalization.<sup>3</sup>

63%

of people expect brands to use their purchase history to provide personalized experiences.<sup>4</sup>

## Click-throughs the roof

In another study, intent-based ads performed 2.5 times better than control group campaigns and had a 220% higher click-through rate.<sup>5</sup>

### PERFORMANCE

Intent vs non-performance is

**2.5x** better

### CLICK THROUGHS

Intent vs non-click throughs are

**220%** higher

## Faster, bigger deals

With intent-based marketing, you can target your marketing efforts with laser precision – avoiding wasting spend on the wrong prospects. Along with better use of your marketing budget, intent-based marketing also leads to bigger deals with shorter sale cycles.

# 30%

sales cycle reduction reported by companies using intent-based data.<sup>6</sup>

# 43%

of B2B leaders said that intent-based marketing led to bigger deals sizes.<sup>1</sup>

# 38%

reported closing deals more quickly with intent-based marketing.<sup>1</sup>

## LET'S GET INTENTIONAL

At Chrysalis Communications, we specialize in using high-quality buyer intent data to help our clients run targeted campaigns that get better results. We'll help you find the people actively seeking your products or solutions and then create compelling communications that reach them where they spend their time online, moving prospects through the funnel toward purchase.



Schedule a meeting to explore intent-based marketing



### Sources

- <sup>1</sup> "Survey: 65% of B2B companies are looking to invest more in buy intent data." Paalanen, Jaakoo. Leadfeeder. July 18, 2022.
- <sup>2</sup> "New Epsilon research indicates 80% of consumers are more likely to make a purchase when brands offer personalized experience." Epsilon. January 9, 2018.
- <sup>3</sup> "The seven principles of intelligent personalization." Wilson, Cary. Econsultancy. May 10, 2018.
- <sup>4</sup> "Rising expectations in consumer experiences." Think with Google. March, 2017.
- <sup>5</sup> "Research: Increased ad performance by 2.5x with intent-based targeting." Kenney, Olivia. Foundry. May 2, 2023.
- <sup>6</sup> "The Total Economic Impact of Bombora (Forrester TEI Study)." Forrester. April, 2022.
- <sup>7</sup> "Study: 96% of B2B marketings have a documented account-based marketing strategy in place." McLane, Chase. Foundry. October 27, 2022.
- <sup>8</sup> "State of Intent Data." 2023/2024. N.Rich.