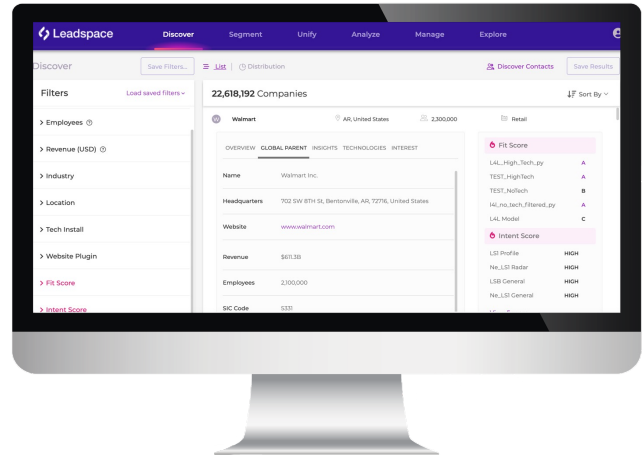


LeadSPACE Intent Data.

Stop diving head-first into a pit of bad leads.

Three out of four B2B sales and marketing teams rely on intent data to prioritize ABM outreach. Intent data provides insight into which companies are demonstrating digital interest to use your type of product (or specific product). And with the right intent data it can be easy to activate intent into opportunity.



What is Intent Data?

Intent data tells you when companies are actively researching online for a solution, and which products and services they are interested in, based on the web content those companies consume. Marketing and sales leaders that use Intent data have an advantage by understanding which companies are ready to buy - and avoid wasting time and money on those that are not.

What Does Intent Data Tell You?

Buying Readiness: B2B intent signals indicate where a prospect is in the buying journey—whether they are in the awareness, consideration, or decision stage.

Account Engagement: Tracking website visits, content downloads, and event attendance can reveal how engaged a target account is with your brand.

Pain Points & Interests: The type of content a prospect engages with provides insights into their challenges and priorities.

Decision-Making Influence: Different stakeholders within an organization interact with content differently, helping you identify champions and decision-makers.

Competitive Research & Buying Timeline: If a lead is engaging with competitive comparison pages or looking at ROI calculators, they are likely evaluating multiple options.

LeadSPACE Intent.

15 Categories. 188 sub-categories.

14,000+ topics.

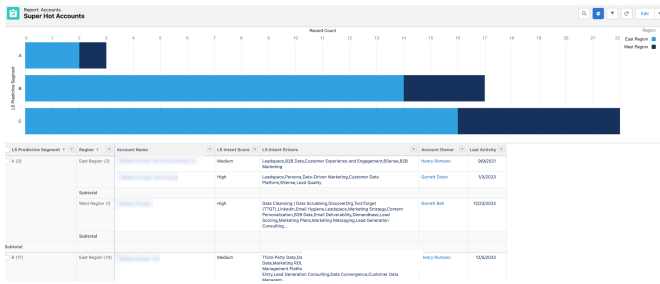
- ✓ 30 most popular LeadSPACE Intent Models preconfigured in Studio and for enrichment.
- ✓ Custom Intent models offered.
- ✓ Max Intent scoring included.
- ✓ Metro Intent indexed and published.
- ✓ Leverage multiple sources of Intent data.
- ✓ Monitor surging Intent for quick response.

Preconfigured Intent Models Include:

AdTech	Data Management	Operating Systems
Analytics	eCommerce	Product R&D
Biz Services	Email Marketing	Sales
Biz Solutions	Emerging Tech	Security
Channels	Enterprise	Services
Cloud	Hiring	Social
Content	HR Tech	Strategy/Analysis
CRM	IT Management	Technology
Data Center	Networking	Telecom

Bring 4 critical intent signals into your GTM strategy.

✓ **Company Intent.** The companies searching keywords.



- See the companies that are searching your topics and competitors this week to know who is in the market.
- Know who is looking to buy and reach them first. Prioritize your outreach by knowing who is in the market now.
- Company Intent gives you a quick view on which companies are looking for you or your competitors.

✓ **Metro Intent.** The location of the searches.

- See which U.S. city or country is the source of that intent. Metro intent signals take global, corporate intent signals and make them local.
- By leveraging metro-intent data with engagement scores, GTM teams can figure out the specific people in a region who are already engaged and significantly enhance their sales and marketing efforts with more targeted campaigns, leading to better customer engagement, higher conversion rates, and ultimately, increased revenue.

Account Fit For LeadSPACE	B
Relevant LeadSPACE Technology Footprint	MARKETO; ZOOMINFO; LINKEDIN SALES NAVIGATOR; SALESFORCE.COM SALES CLOUD; SALESFORCE.COM CRM; LEANDATA
Intent Level	HIGH
Intent Drivers	Lead Quality, Data Quality, Third-Party Data, Customer Profiling, B2B Firmographic APIs, ZoomInfo
New High Intent	No
Metro Intent	williamsport, pennsylvania area, boise, idaho area, dallas/fort worth area, greater milwaukee area, greater new york city area, el paso, texas area

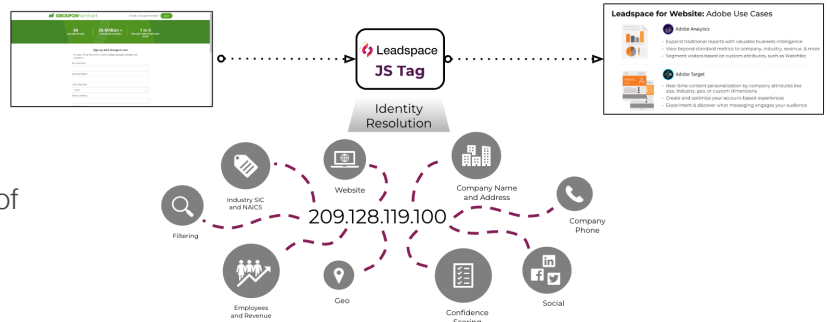
✓ **Product Intent.** The product they're searching for.

Account Name	Type	Propensity Score	New High Signal	Intent Score	Storage	Intent Score	Servers	US Company Industry	US Company
LeadSpace	Prospect	A	High	High	Medium	High	Medium	Transportation & Storage	100-1000
LeadSpace	Prospect	A	High	High	Low	High	Low	Agriculture & Mining	50-100
LeadSpace	Prospect	A	High	High	High	High	High	Healthcare, Pharmaceuticals, & Biotech	250-1000
LeadSpace	Prospect	A	High	High	Medium	High	High	Agriculture & Mining	50-100
LeadSpace	Prospect	A	High	High	Medium	High	High	Government	500-1000
LeadSpace	Prospect	A	High	High	Medium	High	High	Software & Internet	250-1000
LeadSpace	Prospect	A	High	High	Medium	High	High	Retail	100-500
LeadSpace	Prospect	A	High	High	Low	High	High	Computers & Electronics	100-1000
LeadSpace	Prospect	A	High	High	Medium	High	High	Government	500-1000
LeadSpace	Prospect	A	High	High	High	High	High	Biotechnology & Pharmaceuticals	500-1000
LeadSpace	Prospect	A	High	High	Medium	High	High	Retail	100-500
LeadSpace	Customer	B	High	High	Medium	High	High	Manufacturing	100-1000
LeadSpace	Prospect	B	High	High	Low	High	High	Non-Profit	500-2500
LeadSpace	Prospect	B	High	High	High	High	High	Energy & Utilities	250-1000
LeadSpace	Customer	B	High	High	Medium	High	High	Retail	100-500
LeadSpace	Customer	B	Low	Low	Low	High	High	Software & Internet	250-1000

- Know when someone is searching for each of your specific products with product-level Intent signals to gain valuable insight into the specific problems a target is looking to solve.
- Product intent topics can be grouped into top, middle and bottom of the funnel categories.
- Track competitors' products to see who is in market for your type of solution. This gives you the opportunity to reach out to a prospect before your competitors do.

✓ **Website Intent.** The people visiting your website.

- See company and personal IP addresses visiting your website.
- Monitor and uncover anonymous web activity.
- Our website visitor intelligence delivers real-time identity matching from tens of millions of IP addresses to give actionable insights for personalized response management.



Let's meet.

info@leadSPACE.com | (855) 532-3772