



Intent Data: Fueling High-Impact Lead Generation

70%

of B2B tech marketers say generating high-quality leads is their top priority, yet **55%** struggle to achieve it.

Intent data is the proven solution.



What is Intent Data?



The digital breadcrumbs left by potential buyers as they research solutions online. It's like a roadmap of who's ready to buy and when.

How Intent Data Works:

Helps identify high-quality leads, personalize outreach, and drive sales conversions more effectively through

First-Party Data:

Gathered from your website, CRM, marketing automation platforms (e.g., page views, content downloads, demo requests), etc.

Third-Party Data:

Signals "scraped from external digital sources (e.g., publications, review sites, social media, and most importantly, Search behaviors).

Impact on Lead Generation Campaigns:



How Intent Data Fuels Lead Generation

Identify High-Quality Leads:	Hyper-Personalized Campaigns:	Sales & Marketing Alignment:	Accelerated Sales Cycles:
Intent data pinpoints active prospects with high buying intent, maximizing lead generation efficiency.	Intent-driven messaging boosts engagement by delivering timely, personalized content.	Intent data equips sales with warm, intent-driven leads & valuable context to effectively nurture & close deals faster.	Intent data accelerates sales cycles by engaging prospects at their peak time of interest.

Getting Started with Intent Data



By 2025, B2B organizations that invest in intent data will outpace their competitors by **20% in ROI** (Gartner),

Will you be one of them?

Partner with Us

With 13+ years of global tech expertise, TI Marketing Solutions leverages first-party data and intent signals to craft hyper-personalized ABM and lead-generation campaigns that deliver results.