

RESEARCH

# Intent-based lead generation

How intent data is impacting  
B2B lead generation



**Mixology**  
DIGITAL

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# Intro

There's no denying intent data is a big part of the modern marketing landscape. And with lead generation being a core B2B marketing function, it only makes sense that intent data is put to good use in this space.

However, with so many brands using the term 'intent data' and providing their own views on what intent data looks like, as well as how it's meant to be used, things are starting to become hazy.

- What exactly does intent data look like?
- What can it actually do?
- Is it really that useful?

We wanted to find out. And so we asked 416 marketers who are currently using intent data to share their thoughts so we could better understand the true impact of intent data on B2B marketing.

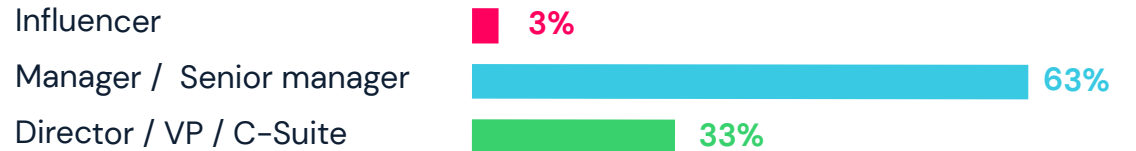


## Individual Profiles

### Type of marketer:



### Seniority:



## Company Profiles

### Number of employees:



### Annual revenue:





# Current lead generation efforts





## LEAD GENERATION

### Budget and success

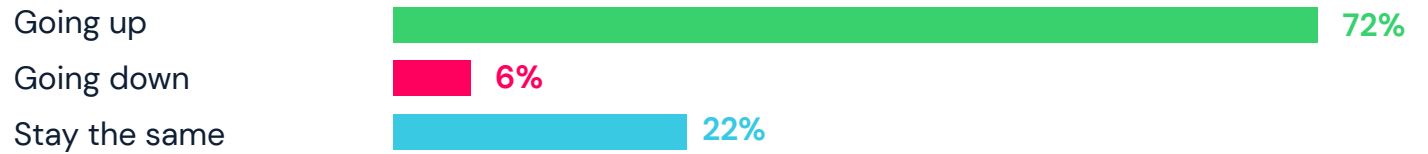
The future is looking bright for B2B lead generation, with nearly three quarters (72%) saying their budget will be going up.

And the majority (94%) saying their lead generation programme is successful in delivering high quality leads.

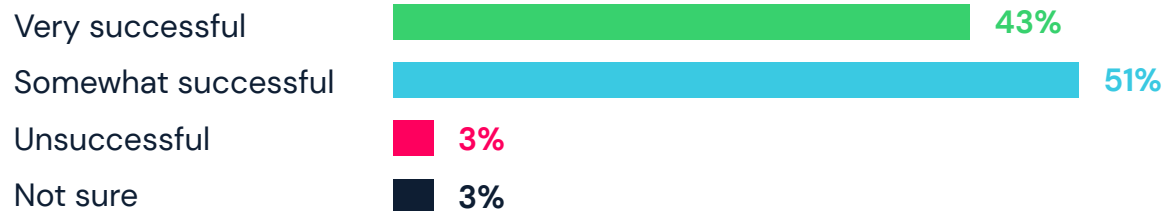
### Key takeaway

Lead generation clearly works. Why else would 72% of marketers be investing more in this type of marketing? Especially when 43% are saying their lead generation is very successful at delivering high quality leads.

### Is your lead generation budget going up, down or staying the same in 2024?



### How successful is your current lead generation program when it comes to delivering high-quality leads?





## LEAD GENERATION

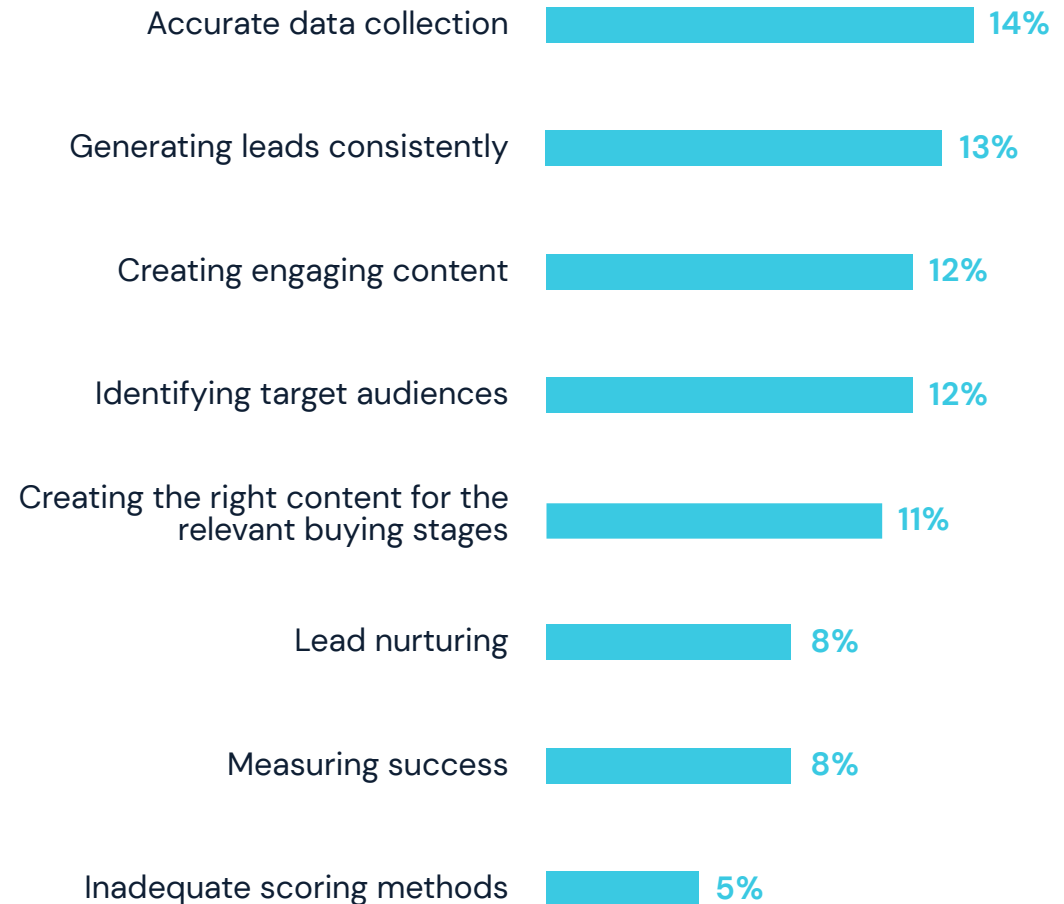
### Biggest challenge

Accurate data is a persistent issue when generating high quality leads, closely followed by generating a consistent number of leads for the pipeline and creating engaging content.

### Key takeaway

While lead nurturing is only a key challenge for **8%** of B2B marketers, it seems marketers have more of an issue with generating leads that are accurate and reliable in the first place, with almost a quarter (**23%**) struggling to create content or attribute it to the correct buying stage.

## What is your biggest challenge when it comes to generating high-quality leads?





## LEAD GENERATION

### Outsourcing

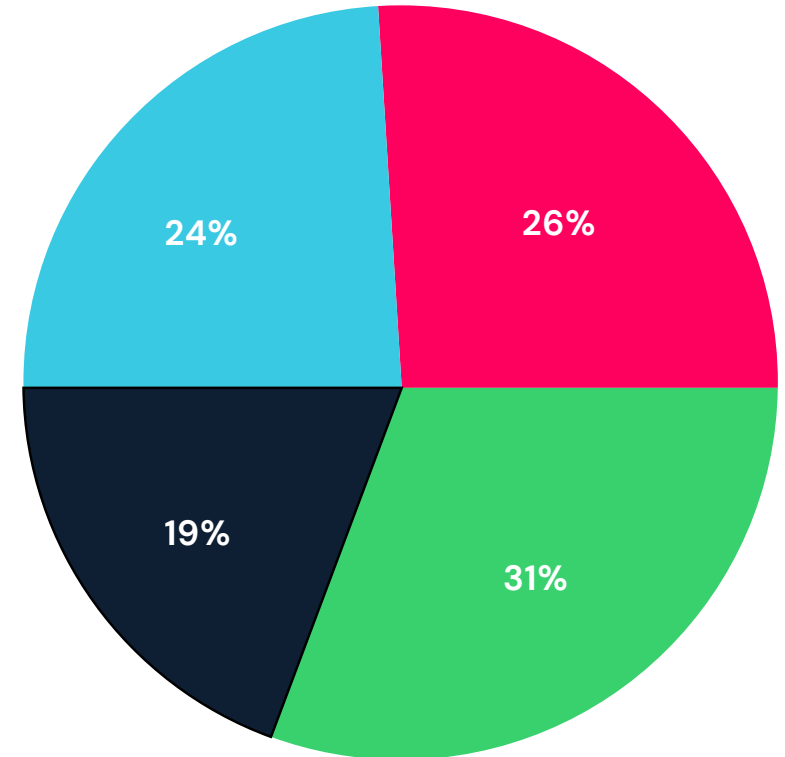
**76%** of marketers are outsourcing at least some of their lead generation programme, with a quarter (**26%**) outsourcing all of it to trusted third-parties.

### Inside info

While it's admirable that 1 in 4 marketers (**24%**) are conducting all of their lead generation in-house, leveraging the knowledge and resources of third-party vendors can help combat some of the challenges identified on the previous page, including accurate data collection, generating leads consistently, and creating content that converts.

### Do you currently outsource your lead generation efforts?

- Yes, we outsource all of our lead generation
- Yes we outsource more than half
- Yes, we outsource less than half
- No, we do all of our lead generation in-house



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## LEAD GENERATION

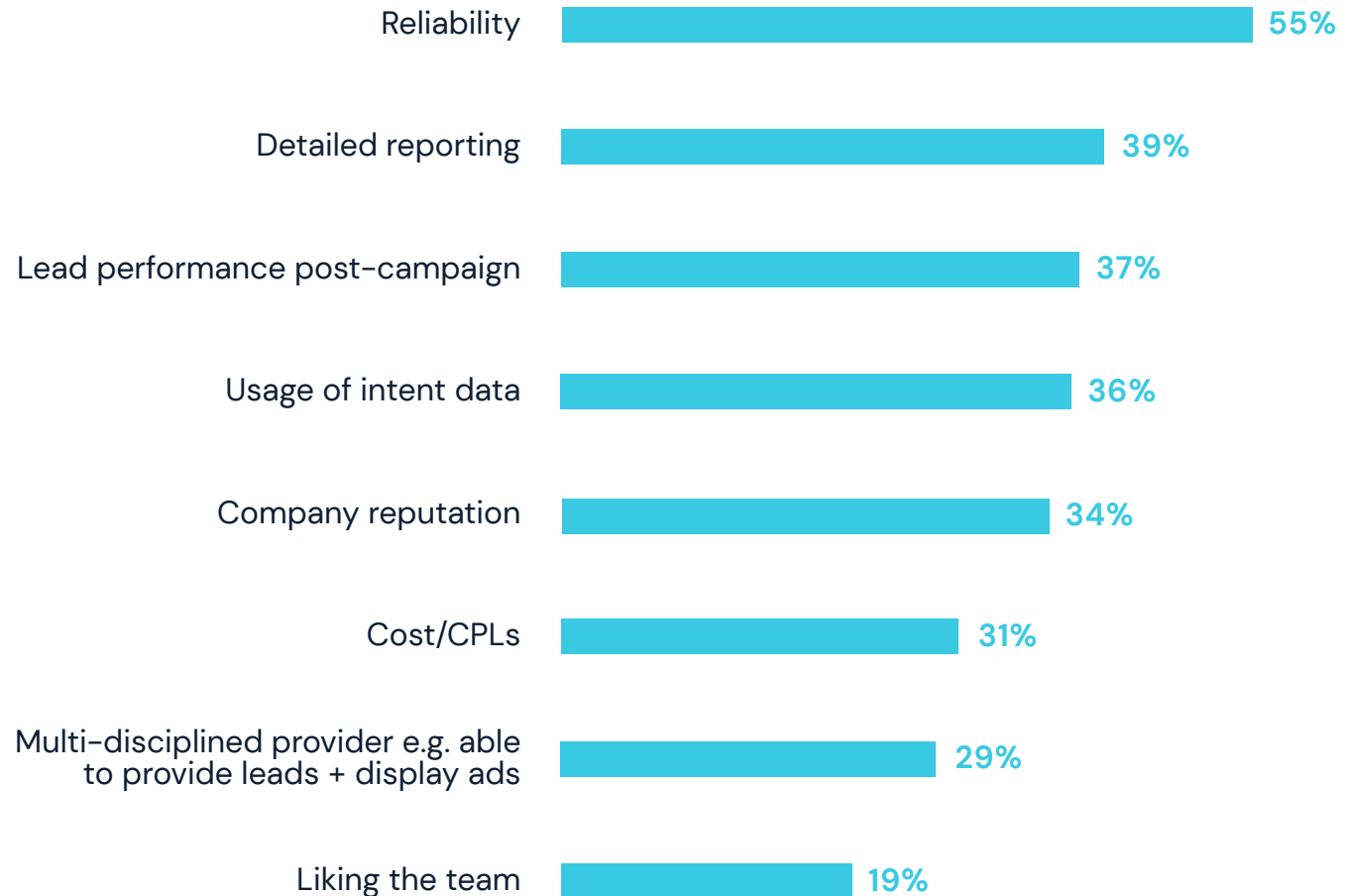
### Working with lead generation providers

While technical capabilities are of course important (with **39%** wanting to see detailed reporting, **36%** want better intent data usage and **31%** want more affordable CPLs), it seems B2B lead generation is all about the people, in more ways than one, with reliability (**55%**), company reputation (**34%**) and liking the team (**19%**) all being key areas for consideration when working with a third-party vendor.

### Fun fact

for onboarding a new partner for lead generation? 1 in 4 (**24%**) marketers said it would have to be reliability. Compared to just 14% who said it was all about intent data capabilities and **13%** who said it was down to company reputation.

### What are your top three considerations when it comes to working with a lead generation provider?





# How marketers are using intent data





## INTENT DATA

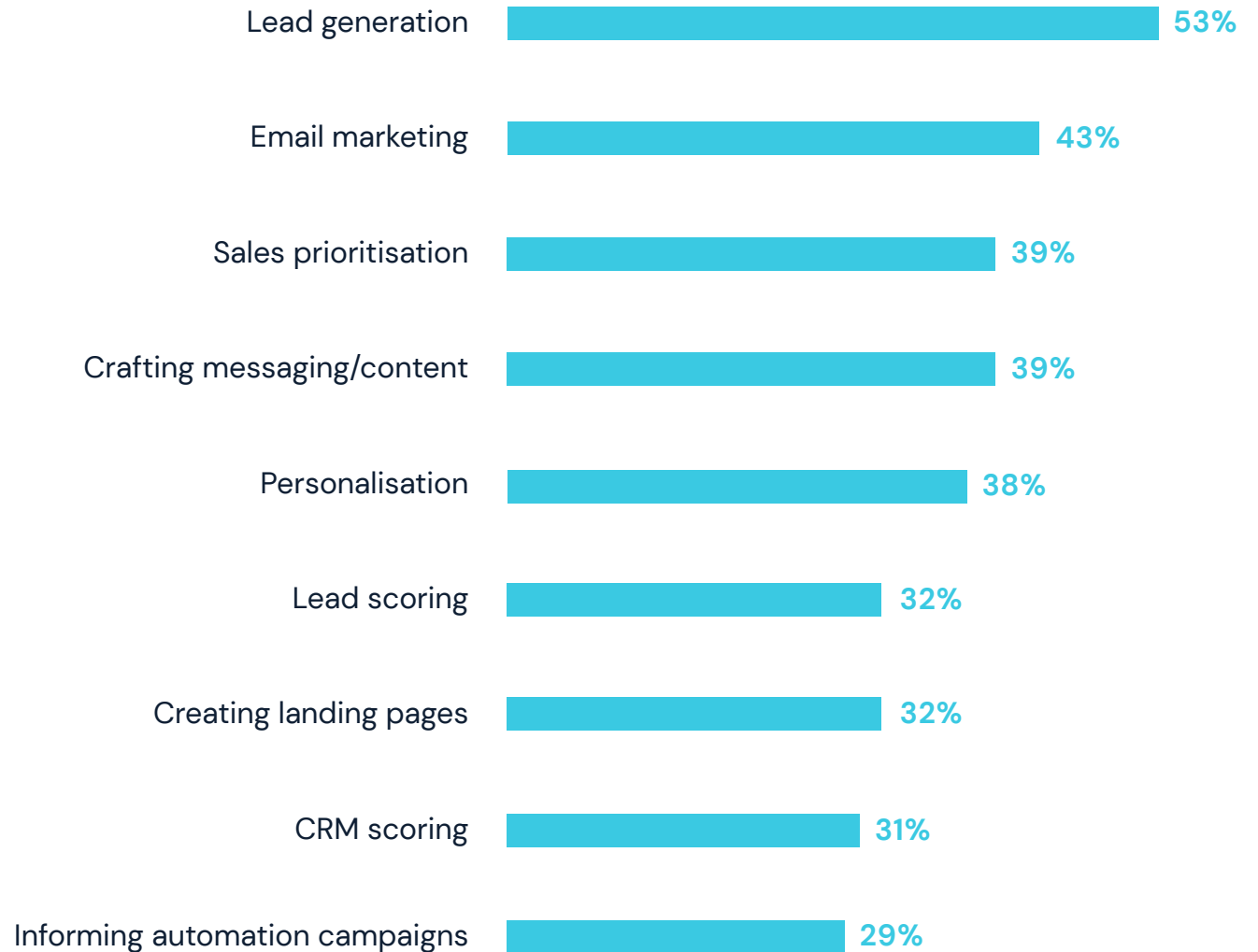
### Current usage

There are a number of ways intent data can be used to help marketing campaigns have more of an impact. Over half (**53%**) are using intent data for lead generation, while **43%** are using it for email marketing, and **39%** are helping sales with lead prioritisation or to craft better content/messaging.

### Top tip

Getting the most out of your intent data is all about knowing where it could provide the most value. Review your current activity and look at ways you could layer in intent data to provide better insight.

### How do you currently use intent data?





## INTENT DATA

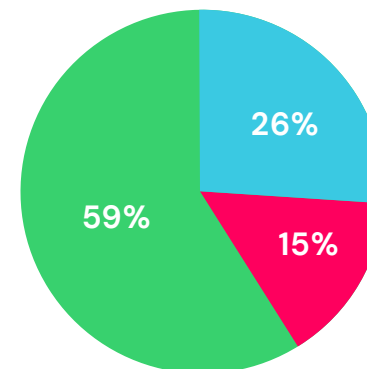
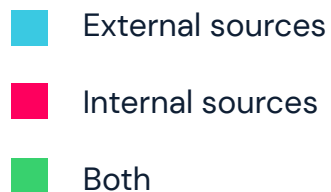
### Sources

**85%** of marketers are using external sources to collect intent data. This provides a more rounded picture when it comes to analysing purchase intent, which in turn provides more accurate insights.

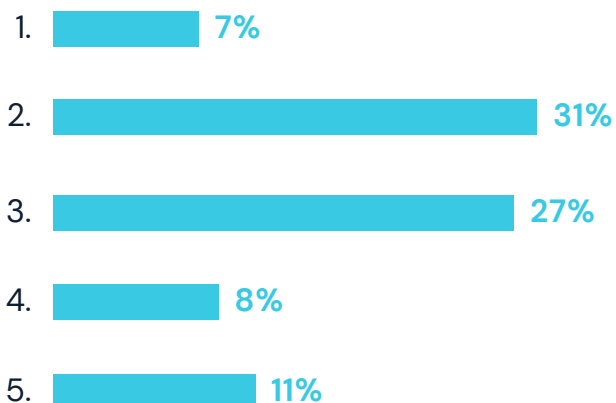
### Top tip

Being able to combine intent data from multiple sources means you have a higher likelihood of being able to predict purchase intent and therefore get in front of the right people before your competitors do.

### Where does your intent data come from?



### How many external sources do you get your intent data from?



**93% of marketers** rely on 2 or more sources for their intent data



## INTENT DATA

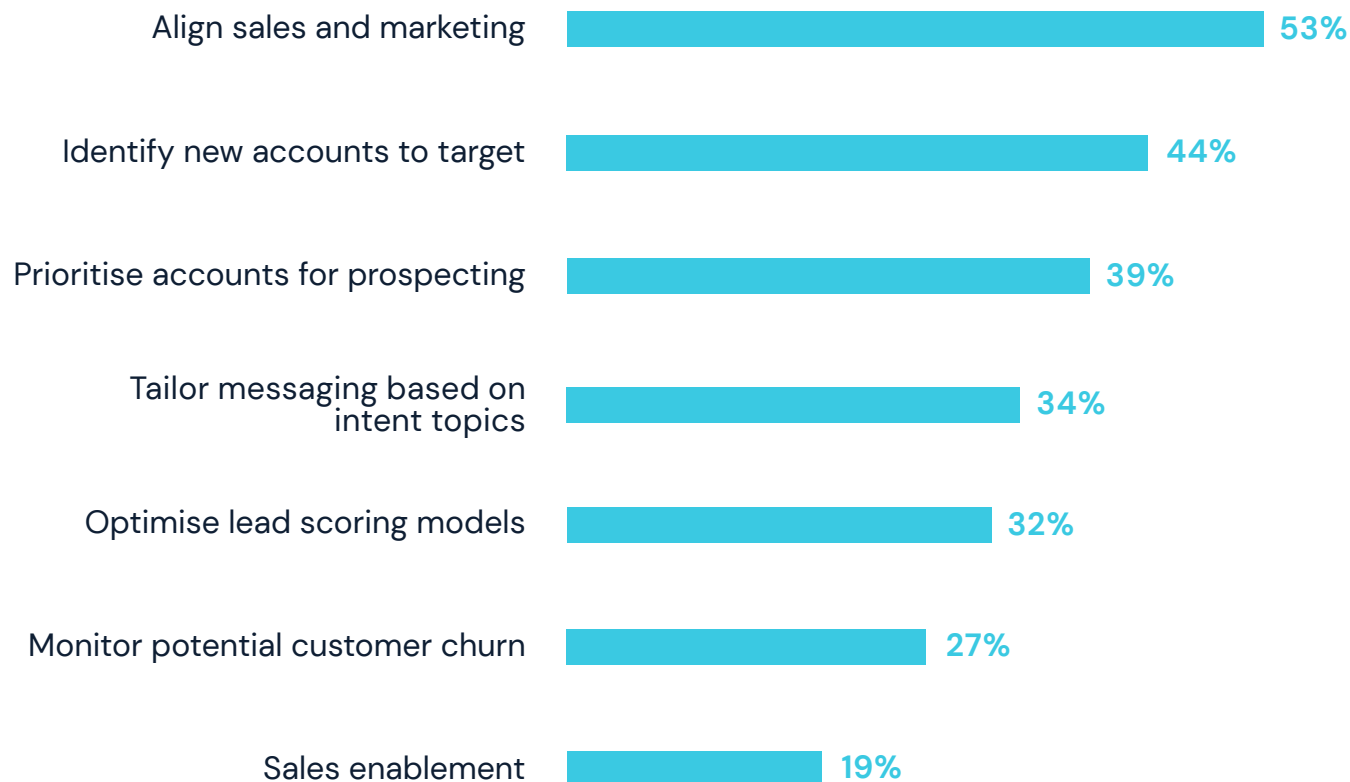
### Primary goals

Ultimately, intent data is capable of providing marketers with greater insight into a prospect's buying journey. This means it can help marketers guide the sales team on which leads are more likely to convert, as well as using a like-for-like model to discover which accounts might soon be in-market to purchase. These are the accounts that need to be prioritised when it comes to targeting with tailored messaging based on what that individual is interested in.

### Good to know

**53%** of marketers are hoping to use intent data to align sales and marketing, while **44%** are wanting to identify new accounts. On the flip side of this, **27%** are wanting to monitor potential customer churn and improve retention rates.

## What are your primary goals for using intent data?





## INTENT DATA

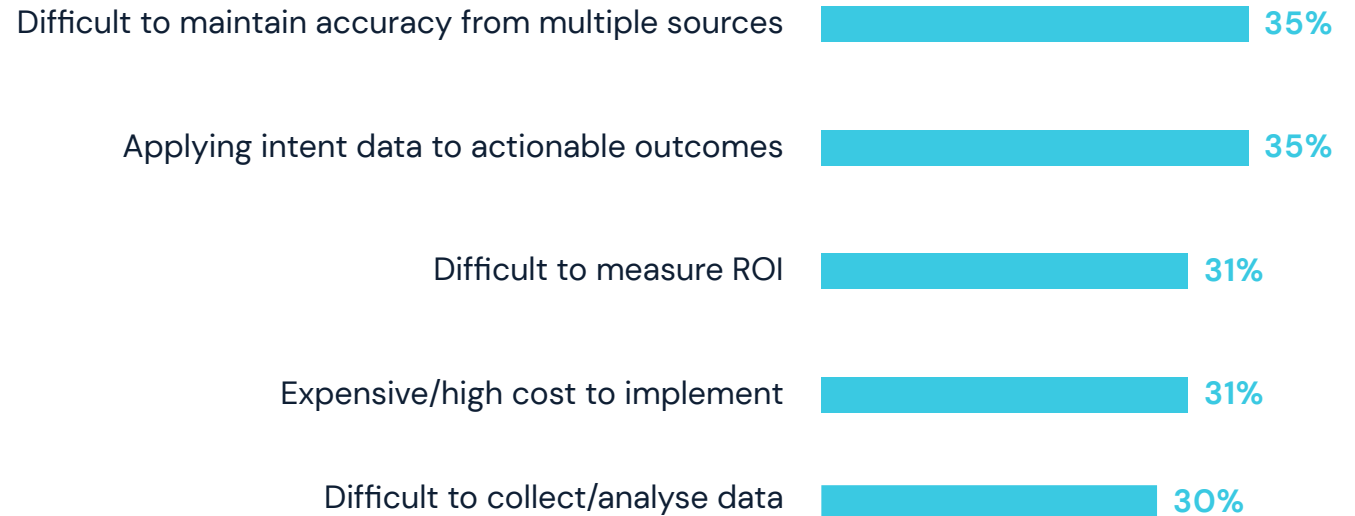
### Biggest challenges

Despite so many marketers relying on multiple sources for their intent data, ensuring accuracy across these sources is the number one challenge. And as intent data becomes more of a buzzword, knowing how to use it for actionable outcomes is another key challenge.

### Top tip

Working with a third-party, especially during the early stages of intent data implementation, is perfect for finding useful ways to apply intent data to your marketing efforts, as leveraging ex

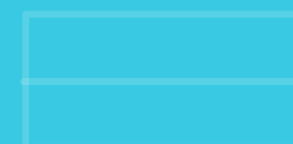
## What are the biggest challenges when it comes to using intent data?



▶ **6% of marketers** claim to have no challenges when using intent data



When lead generation  
and intent data  
come together





## WORKING TOGETHER

### Using intent for lead generation





Over half (**52%**) of marketers have been using intent data in their lead generation efforts for over a year, while a third (**30%**) have been using it for 6–12 months. Only a small percentage (**14%**) are just starting on this transformative journey.

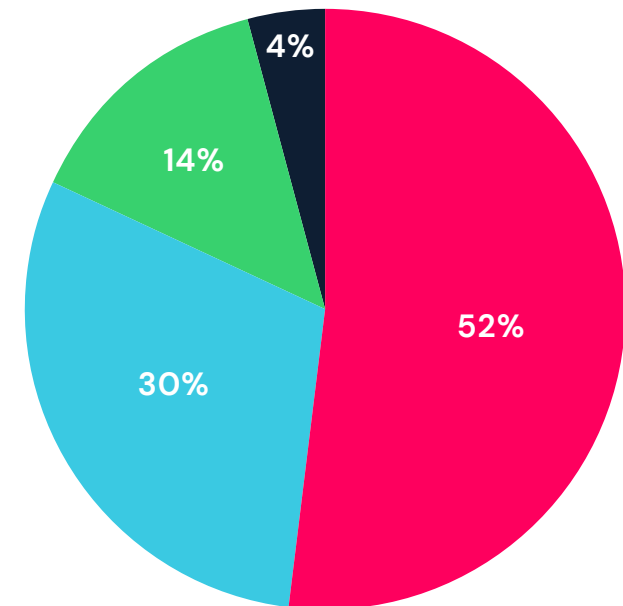
All of this shows the importance of using intent data to inform lead generation campaigns, and those who are yet to leverage the benefits are at risk of falling behind the competition.

### Top tip

Intent data is able to create look-a-like account lists, not based on company demographics, but by monitoring intent signals across the web and matching them to accounts exhibiting similar behaviour to those who have purchased from you in the past.

## Do you use intent data in your lead generation strategy?

-  Yes, we have been using it for 12 months+
-  Yes, we have been using it for 6–12 months
-  Yes, we have been using it for less than 6 months
-  No, but we plan to implement it in the future



**82% of marketers**

have been using intent data in their lead generation strategy for more than 6 months



## WORKING TOGETHER

### Finding leads

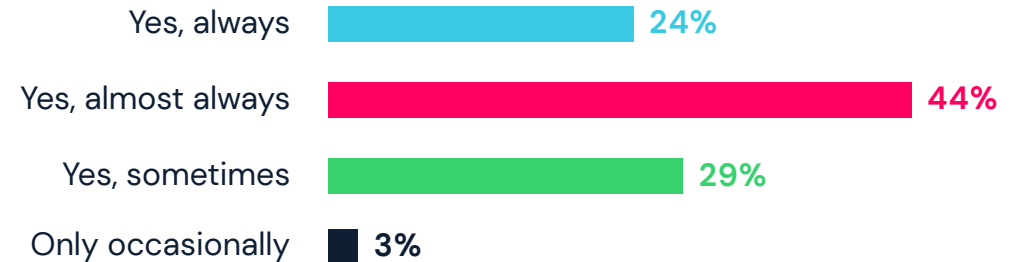
Two thirds of marketers (**68%**) say intent data always or almost always helps to find better quality leads.

And while **26%** are focusing on the top of the funnel, **37%** are focusing on the middle of the funnel where they can differentiate casual researchers from those genuinely interested in a solution.

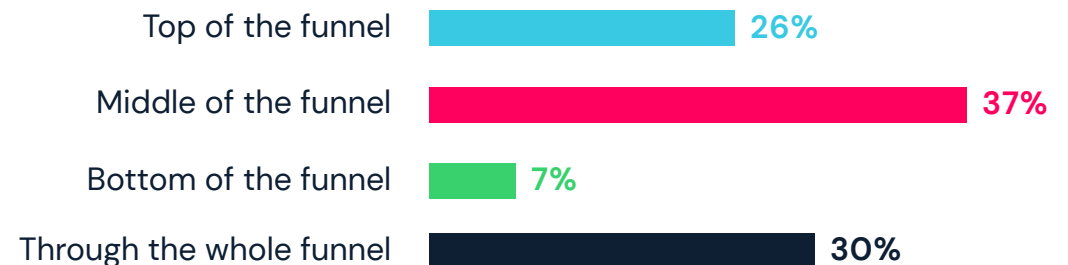
However, **30%** are most likely seeing the most success as they're implementing intent data throughout the whole funnel.

**97% of marketers** say intent data better enables them to find high-quality leads

### Does intent data better enable you to find high-quality leads?



### At which stage of the funnel do you focus on when using intent data?







## WORKING TOGETHER

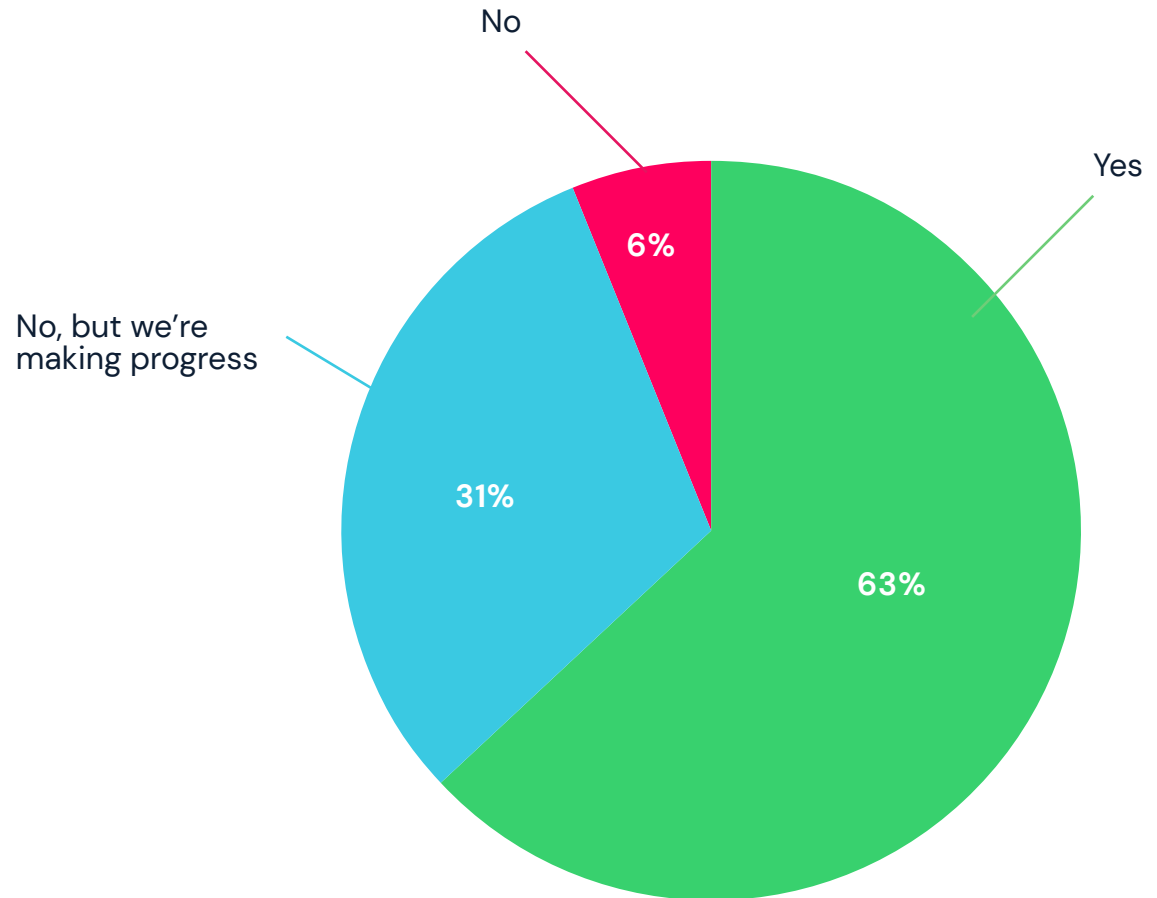
### ROI

An important part of being able to determine whether intent data is a successful addition to your marketing strategy is calculating its ROI. But this is an area many marketers are still struggling with. Nearly two thirds (**63%**) say they're able to accurately measure the ROI of intent data but there's still a long way to go for the remaining **37%**.

### Key takeaway

While **37%** still can't accurately measure the ROI of intent data, 31% are making progress in this space as they become more familiar with how the usage of intent data impacts their campaigns and they find new ways to make use of it.

## Do you feel you can accurately measure the ROI of intent data?





## WORKING TOGETHER

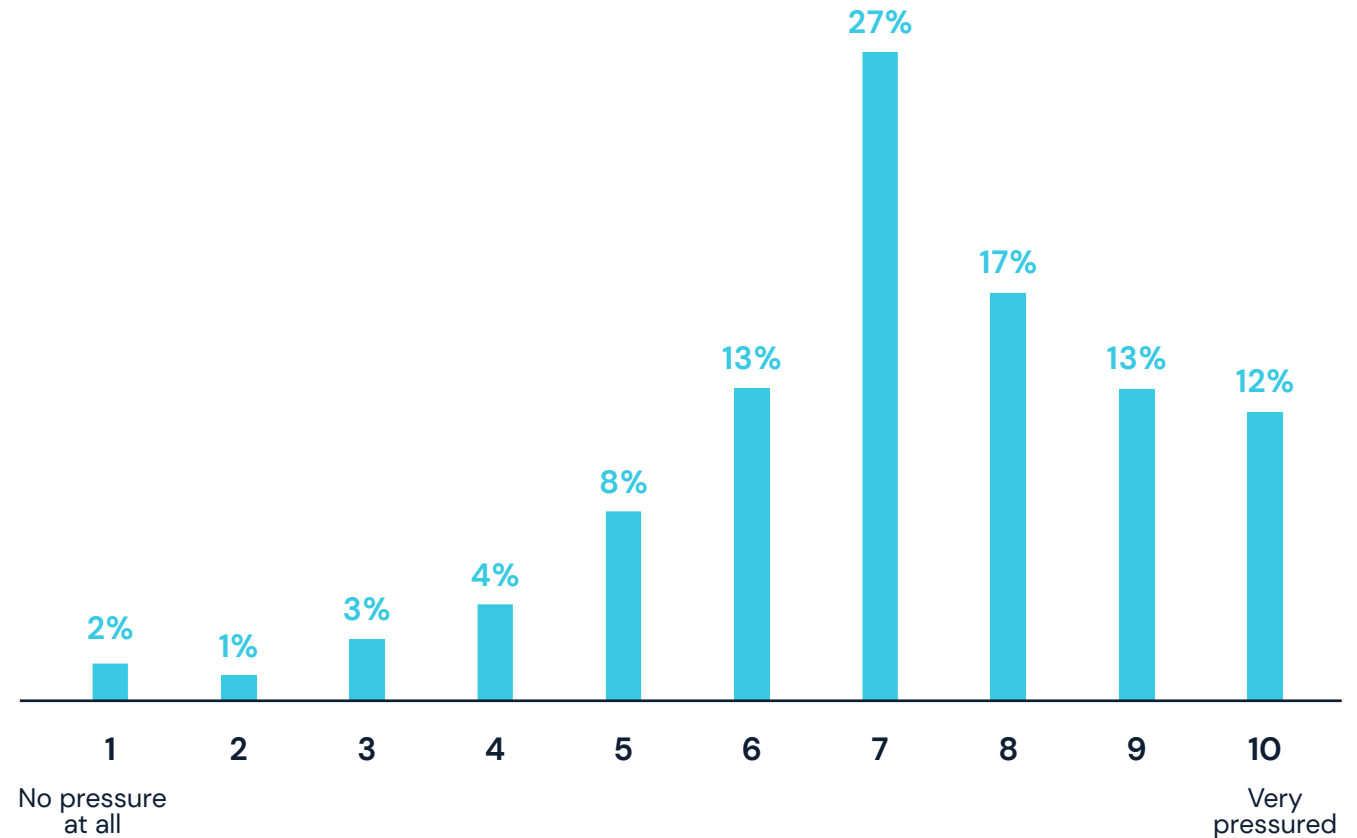
### Pressure

Despite making so much progress in this space, marketers are under a lot of pressure to demonstrate how useful intent data is, and generate high-quality leads as a result. When asked, **69%** of marketers scored 7+ on a scale of 1-10, showing that the expectations surrounding intent data remain high and it's on marketers to deliver.

### Top tip

Internal pressures often stem from a lack of knowledge, so it's important to educate other departments around the capabilities of intent and how it will deliver results in your organisation.

**On a scale of 1-10 how pressured do you feel to use intent data to successfully generate high-quality leads?**





## WORKING TOGETHER

### Lead conversion

But it seems marketers have nothing to worry about. In the face of this mounting pressure, **93%** still say their lead conversion rate increases when using intent data and **82%** say their sales team are able to convert leads faster compared to normal leads.

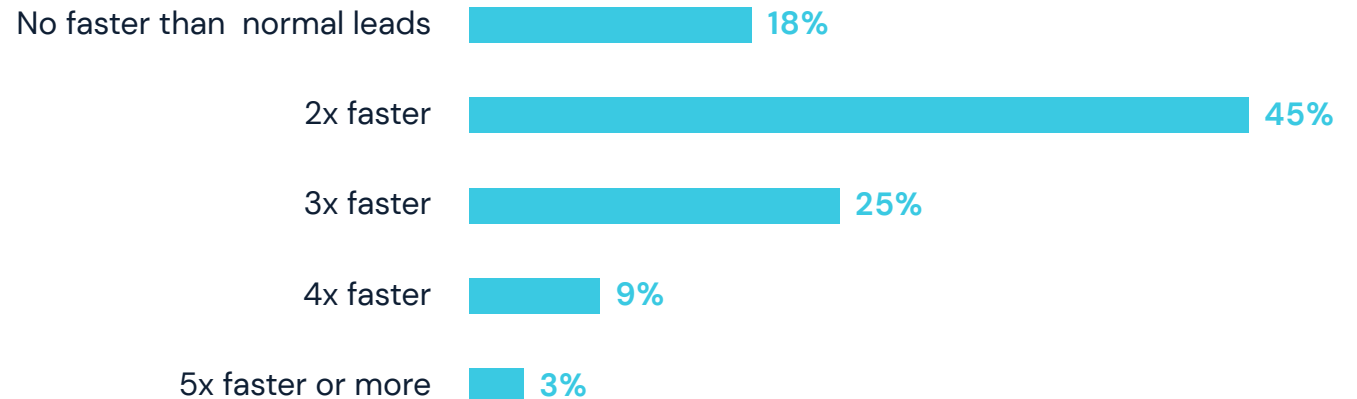
### Key takeaway

Whether it's internal pressure or industry-wide expectation, it's clear that intent data **WORKS** in helping marketing and sales teams to generate and convert leads faster compared to non-intent-based generation.

### Does your lead conversion rate increase when using intent data?



### How fast does your sales team convert intent-based leads compared to normal leads?



## About Mixology Digital

At Mixology Digital, we believe people are the most important part of every B2B interaction. With a focus on understanding your unique needs, we tailor our strategies to ensure your message resonates and engages.

Our team is passionate about helping you create impactful campaigns that foster meaningful connections. We prioritise personalised approaches, ensuring your marketing efforts are not just effective but also genuine.

With 95%+ data accuracy and our custom-built AI tool, discover how we go above and beyond to help you build powerful relationships with your target market. We're here to support you every step of the way, turning your vision into reality with a human touch.



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