

EBOOK

The future of B2B lead generation

How to benefit from
high intent data





With **lower average conversion rates**, as well as longer lead-to-sales pipelines, B2B marketing and sales teams don't have it easy.

But that doesn't mean you can't find ways to make these processes easier. And, no, we're not pushing you to work harder or longer. Quite the opposite.

The future of B2B lead generation lies within high-quality data. Indeed, **85% of respondents in a Gartner survey** believe they will base more of their marketing decisions on analytics this year and beyond.

In this guide, we'll reveal how the right data, sourced from the right places, can better inform your marketing efforts and increase your lead conversions.

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Look beyond your customer analytics

Your customer data can reveal some useful marketing insights. For instance, you can pinpoint which email campaigns and content assets made your customer a lead and which materials helped your sales team seal the deal. From this, you can deduce which marketing materials have the highest rate of success.

However, while this data provides insight into their intentions, it reveals very little about the intent of your prospects. And your established customers won't necessarily match **your ideal customer profile (ICP)**.

This is where the magic of high intent data makes all the difference.



What is high intent data?

Intent data is a behavioural data set. It provides insights into the online activities, buying patterns and motivations of your prospective customers.

When we refer to high intent, we mean individuals who demonstrate attributes and behaviours in line with your ICP. This data also implies the prospect is closer to making a purchasing decision.

You can capture this customer information internally or externally. We refer to this as first-party intent data and third-party intent data respectively. First-party data comes from your internal analytics platforms and digital channels, such as your email and social media platforms. Third-party data, on the other hand, is collated by an external party.

But before we dive into the nuances behind those methods, let's first demonstrate how high-intent data can benefit you.

5 benefits for your B2B business





1. Refine your ICP target

High intent data takes away any guesswork. It enables you to really understand your prospective customers and reveal untapped possibilities.

For example, if you initially thought your best-fit clients belonged in the manufacturing industry, but your high intent data reveals otherwise, you can tweak your focus. You may find that the prospects closer to buying belong in an entirely different industry altogether.



2. Boost organic rankings

If you have a better understanding of what your potential customers are reading and how high their purchase intent is, you can adapt your marketing materials to suit.

For instance, let's say you sell a project management tool. If you learn many of your prospective customers read online articles about overcoming late deadlines, you can make this angle your focus for your next content marketing campaign.

Equally, the high intent data may reveal that your prospective customers are interested in comparing project management tools. This indicates they're in the 'decision' stage of the buyer's journey and, by definition, are closer to purchasing. As such, you can capitalise on 'product A vs product B' comparison content.

By optimising your content to match your ideal customer profile's needs, you can:

- **Boost your organic SEO rankings and overtake your competitors on Google.**
- **Increase traffic to your website and better your chances of lead conversion.**
- **Improve the likelihood of attracting better-fit prospects.**





3. Increase conversions on your landing pages

With more people on your site, you have a greater chance of converting more visitors into leads. That'll certainly make your lead funnel happy.

But, as **30% of marketers will agree**, lead quality is superior to lead quantity.

With accurate context around intent, you can learn which gated offers to promote on your website, social channels, and online advertisements. From there, you can tweak your landing page copy to match your ICP's unique needs. That way, you can increase not only the number of people converting on your website, but your overall conversion rate percentage.



4. Improve the results of your email marketing campaigns

Only **64% of B2B marketers** believe their email strategy is effective for meeting company goals. This means 36% don't have an effective strategy in place.

If this is a common problem for your marketing team, don't fret. This is where high intent data can help.

Once you attract prospects to your website with relevant content and hook some leads, use your intent insights to reel them in.

If you know which challenges and goals your leads face, you can personalise your email campaigns and outreach efforts to those. And, if you know which stage of the buyer's journey they're in, you can confidently select the right call to action.

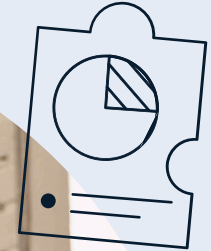


5. Prioritise your leads

Over 60% of salespeople believe it's harder to sell to customers today than it was five years ago. What's more, most salespeople are responsible for finding three-quarters of leads on their own.

Isn't it time to give your sales team a helping hand and deliver leads they can have real conversations with?

With the right data, you can prioritise leads based on their purchase intent - not just whether they tick your ICP checkboxes. This allows you to kick off sales conversations with leads that are more likely to want to hear about what you can offer them. It also allows your salespeople to better prepare for sales calls that'll turn your leads into paying customers.



Where should you source your intent data?

If you hadn't heard of high intent data before, we're sure it's all you can think about now. The question is: where should you source it from?

As we mentioned earlier in the guide, you can gather this behavioural data internally or externally.

There are advantages and disadvantages to both approaches:

- ▶ **First-party data:** This is the cheaper option, and the quality of your data will be higher. However, gathering this data requires a lot of time -time that your marketing and sales departments may not have. And even if you do find the time for it, your sample size will be small. Therefore, the slight payoff may not justify the resources required.
- ▶ **Third-party data:** Companies, such as data aggregators, collect this information from an array of different sources, patch it together and sell it. This gives you a larger, scalable pool of intent data to extract insights from. However, the quality is significantly lower and you can't guarantee user consent or data compliance.

Neither option is without its pitfalls. But, thankfully, there's a third option which blends the best of both worlds.



How we sign, seal and deliver high intent data

At Mixology Digital, we provide our clients with our own first-party data.

As we have full ownership of this information, we can verify its compliance. This also allows us to curate a pool of prospects that meet our high intent standards.

We follow a rigorous process for identifying this purchase intent, which includes:

Analysing technographic and firmographic data to ensure datasets meet your ICP criteria.

- **Finding prospective customers based on relevant keywords.**
- **Understanding and collating data around prospect online behaviour.**
- **Scoring leads based on their relevance and purchase intent.**

We harness our expertise and **intelligent AI platform** to meticulously find, refine and deliver high intent leads tailored to your needs. There's no burden for your sales and marketing teams or risk of low-quality data. We take on the hard work - you reap the rewards.

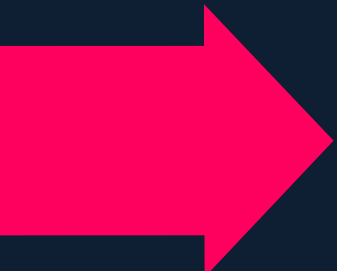


Take a lead out of our book

Focusing on generating high-quality leads— as opposed to a high quantity of leads – is an important priority for 40% of marketers. 30% even go as far as to say it's their most important priority.

However, it's difficult to attract and nurture high-quality leads without the right insights.

High intent data can bridge this gap. The behavioural and purchasing insights it provides can improve the precision of your marketing efforts. The result? Increased organic traffic, better-targeted content and email campaigns, and leads that'll make your sales team rejoice.



If you'd like to learn how much you can expect to pay for high-quality, high intent leads, fill in our quick cost-per-lead calculator.

TRY IT OUT TODAY!



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.

