



A checklist for improving intent data ROI

Intent data allows marketing teams to gain a deeper understanding of their customer's online behaviour and pain points.

As a result, they can create more effective campaigns and target customers more accurately, generating higher-quality leads for the sales team.

However, if measuring the ROI of your intent data is an ongoing challenge for your team, you need to address this right away.

This easy-to-use checklist should make this easier.

Establish clear KPIs

- Have you defined short-term and long-term marketing goals?
- Have you defined what 'success' looks like?
- Do you know what your KPIs are?
- Have you selected which metrics you'll track?

Source high-quality intent data

- Can you verify that your intent data sources are both accurate and reliable?
- Do you get your intent data from a trusted vendor?
- Do you have a clear idea of how your vendor collects intent data?
- Do you have data cleansing processes in place to ensure data accuracy?

Recommended reading: [How do I fix inaccurate marketing data?](#)

Analyse and segment your data

- Do you have the correct tools in place to analyse your intent data?
- Are you segmenting your intent data correctly?
- Are you able to segment your intent data based on buyer personas?
- Are you able to segment your intent data based on buying intent?

If intent is considered a content download that took place a number of years ago then the quality of that intent is pretty much non-existent. But if the implied intent of an individual is gathered from multiple sources taking into account sentiment and looking at the relevance of the individual's profile, job role and vertical, then that would be considered far higher intent and much more likely to generate a return on your investment.

- Kevin Ellis, Senior Sales and Strategy Director

- Are you currently leveraging predictive analytics to forecast future in-market buyers?
- Can you accurately predict buyer needs and actions?
- Are you running intent-based ads?

Ensure alignment between sales and marketing

- Do you have a cohesive strategy across marketing and sales?
- Is there a strong sense of collaboration between your marketing and sales teams?
- Is your intent data integrated with your CRM?

Personalise your content and campaigns

- Are you using intent data to personalise your email marketing?
- Are you using intent data to personalise different touchpoints?
- Are you able to provide different content based on individual pain points?
- Are you able to provide different content based on buyer stage?

Monitor your intent data in real-time

- Do you have the right tools in place to monitor intent signals?
- Can you analyse and react to intent signals within hours of them occurring?
- How frequently are you able to access updates on intent signals?
- Can you prioritise leads with the highest intent?

Continually optimise your intent data strategies

- Are you regularly checking your KPIs?
- Do you have processes in place to make sure campaigns are being regularly monitored?
- Have you tried A/B testing specific messages or formats?
- Do you have plans in place to make changes to current campaigns?

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