



# How to achieve your goals with intent data in 8 simple steps

**Our research** found that 37% of B2B marketers can't accurately measure the ROI of their intent data. So how do you actually use B2B buyer intent data to achieve your marketing goals?

## STEP

# 1

### Defining your objectives

Outline your marketing goals and what you want to focus on.

## STEP

# 2

### Choose the right metrics

How will you measure success?  
Make sure your metrics correlate to your goals

## STEP

# 3

### Choose the right partners and tools

Decide which sources you want to use for intent data and then make sure you have the appropriate tools to analyse the data you receive.

## STEP

# 4

### Segment your audience

Use intent data to segment your audience based on their level of intent and engagement

## STEP

# 5

### Focus on how to make your intent data actionable

Create action plans on how to use intent data pre- and post-campaigns.

## STEP

# 6

### Personalise your outreach

Identify the specific needs and interest of your target audience and tailor your message accordingly.

*We had a client who provided 3 priority intent topic areas. For every lead we delivered that showed intent in those areas, we delivered a second asset that was relevant to that specific topic area. We were able to nurture and build the relationship of that lead by knowing what they were interested in and delivering on it. - El Bryant, Senior Director of Sales*

## STEP

# 7

### Optimise your strategies

Make sure to regularly review campaign performance and use this to fine-tune your approach.

## STEP

# 8

### Implement attribution modelling

To better understand your intent data ROI, consider using an attribution model.

**We listen, we understand, we deliver**