

Lead Generation Solutions



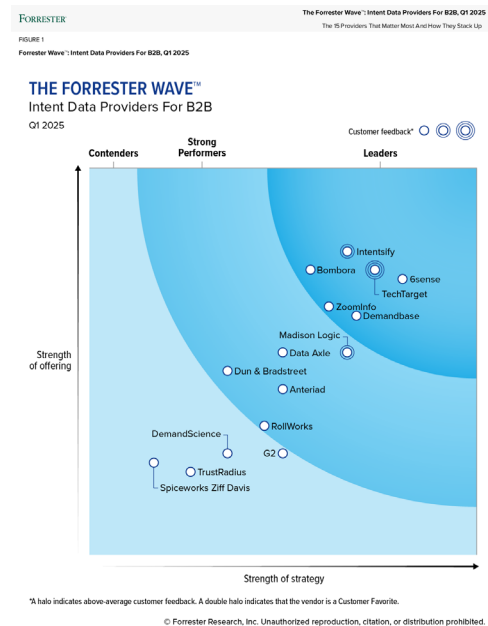
Powered by Intentsify's industry-leading intent data—ranked #1 for “Strength of Offering” in The Forrester Wave™: Intent Data Providers For B2B, Q1 2025—Intentsify's Lead Generation Solutions deliver targeted, high-quality leads from in-market accounts, globally.

Accelerate revenue growth by distributing your branded content to the target prospects actively researching solutions like yours.



The introduction of the Intentsify Orbit identity graph in 2024 ranks among the most significant innovations in the space over the past two years, driving persona-based analysis and improved buying group prediction.

THE FORRESTER WAVE™: INTENT DATA PROVIDERS FOR B2B, Q1 2025



Key Features and Benefits

- Benefit from Intentsify's proprietary AI, which customizes intent models to users' unique solutions and messaging — the only solution-level intent offering in market.
- Zero in on geo-locations showing high levels of research activity and generate qualified demand across North America, EMEA, LATAM and APAC.

- Synchronize lead generation programs with Intentsify's Ad Solutions into a holistic, integrated media program, enabling each campaign to learn from one another and improve performance over time.
- Effectively engage and convert key buying-group members at in-market accounts and accelerate revenue growth at scale by adding on Intentsify's Buying Group Contact Data.
- Gain transparency with comprehensive, granular reporting that goes beyond the typical metrics to help you understand account, buying-group and persona- level engagement, asset performance, intent signal trends, and more.

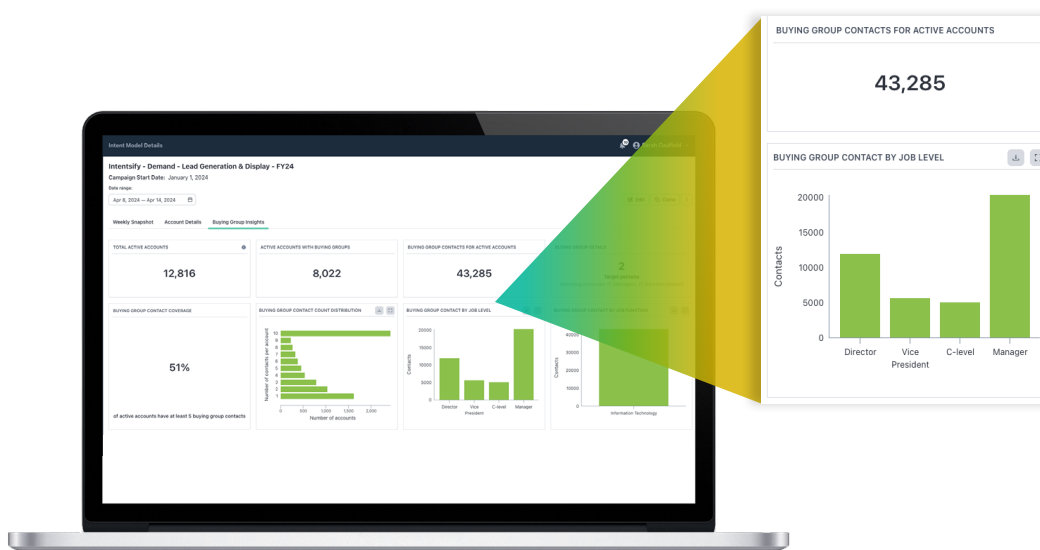
Choose the Lead Gen Solution Best Suited to Your Needs

Powered by industry-leading buyer intelligence, Intentsify offers three customizable lead generation solutions to accelerate revenue growth.

- **Intent-Activated Content Syndication** delivers intent-qualified leads from target- account decision-makers who have requested your branded content.
- **Enhanced Content Syndication** takes intent-activated syndication to the next level by tele-verifying the authority and need of each lead.
- **Tele-Verified BANT** ensures the highest quality sales-ready leads by qualifying target personas on budget, authority, need, and timeframe via a telephone conversation.

Surround Decision-Makers & Influencers at In-Market Accounts

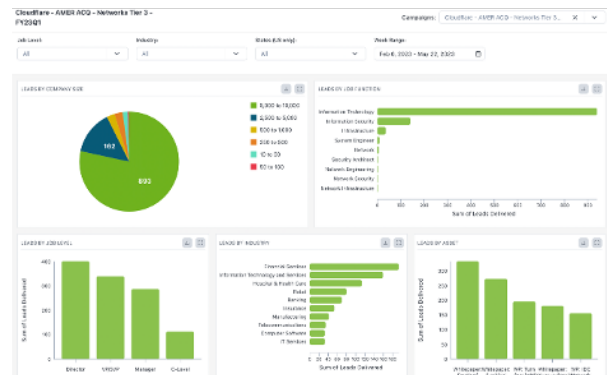
- Enhance your lead generation programs with Intentsify's Buying Group Contact Data that delivers up to 10 verified contacts from all in-market accounts within your target-accounts list.
- Increase overall performance, efficiency, and improve conversion rates with Intentsify's Buying Group Intent, which provides insights into the research behaviors of the groups responsible for making purchases.



Granular, Actionable Reporting

Unlock full visibility into how target accounts and personas are engaging with your branded assets.

- Access engagement insights to see which company sizes, geo locations, job functions, seniority levels, and content assets are driving the most engagements.
- View intent data and content syndication interplay to gain insights into the relationship between accounts' specific research behaviors and the branded content assets they download.



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Customers highlight intentsify's exceptional level of support and their trust in the quality of its data insights.

THE FORRESTER WAVE™: INTENT DATA PROVIDERS FOR B2B, Q1 2025



4X

boost in funnel volume

PagerDuty

9.5X

increase in
lead-conversion rates

splunk>

800%

increase in MQLs

Talk to Us About Accelerating
Your Revenue Growth

REQUEST A DEMO