

Ad Solutions



Intentsify's Ad Solutions is the first and only B2B digital advertising product using AI-generated, custom intent models to align programs to your target accounts' continuously evolving buyer journey — at the account, persona, and device level.

Customize ad campaigns to your unique goals and serve timely, relevant ads based on the intent signals and research stage of your target accounts. And with Intentsify's wide array of ad formats and robust buyer intelligence, you can continuously diversify and optimize your advertising strategy for stronger reach, campaign performance and Return on Ad Spend (ROAS).



We're extremely pleased with the performance of our digital advertising campaigns, seeing results consistently 3x greater than industry benchmarks among a precisely targeted audience thanks to the unique Intentsify mix of intent, placement strategies and tools. We receive valuable ongoing insights and analytics from our relationship manager, driving adjustments that keep the campaigns at peak performance levels.

BETH ZINDEL

Senior Director, Digital Marketing • Alvaria

Key Features and Benefits

- Target and expand audiences based on the collective research behaviors of key buying group personas within your target-account list (TAL)
- Reach target audiences anywhere and at any time with IP-, persona-, and device-level targeting*
- Experience robust customization and delivery options through an array of ad formats and premium brand-safe inventory
- Fine-tune impression placements with contextual overlays
- Ensure the creative assets you serve are aligned to the intent-identified research activities of

each targeted buying group

- Synchronize your digital ad campaigns with Intentsify's intent-powered content syndication programs, enabling them to learn and improve in tandem
- Gain transparency beyond the typical metrics—understand account-level performance, creative performance, changes in intent signals, and much more

Fueled by Intentsify Orbit

Orbit revolutionizes the understanding of customer behaviors and market dynamics with the industry's most comprehensive and precise audience graph, transforming disparate business, people, and behavioral data points and signals into proven relationships and actionable buying-group insights to accelerate growth and innovation.

AI-Driven Program Delivery & Optimization

Intentsify's Ad Solutions offer the flexibility, customization, and scale needed to quickly adapt to evolving buyer journeys and continuously optimize performance.

- Reach target buyers at the office, at home, or on the go with account-, persona, and device-level targeting
- Tailor ad experiences to each account's changing research activities and buying stages
- Multiple ad types including banner, native, video, audio, and CTV ads
- A wide range of placements on premium brand-safe sites with the ability to include whitelists and blacklists
- Identify and engage the right personas across multiple touchpoints, resulting in 3x better display performance
- Delivery reallocation across inventory sources (e.g., publisher, format, and channel)

Synchronizes with Intentsify's Content Syndication Solution

Pairing Intentsify's digital advertising and content syndication programs enables each channel to learn from one another, improving program performance over time.



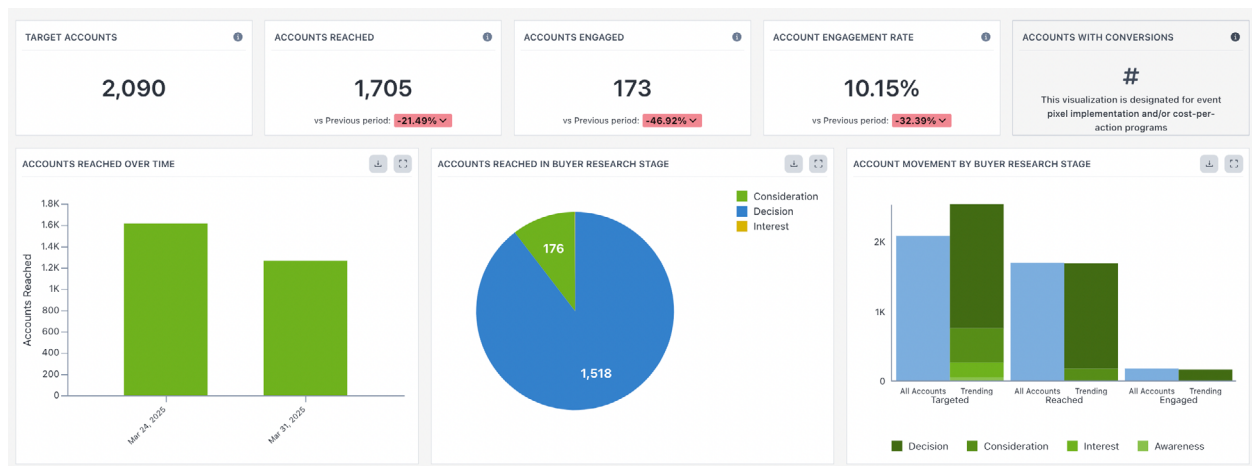
The introduction of Intentsify Orbit identity graph in 2024 ranks among the most significant innovations in the space over the past two years, driving persona-based analysis and improved buying group prediction.

THE FORRESTER WAVE™: B2B INTENT DATA PROVIDER, Q1 2025

Transparent, Account-Level Reporting

Whether your focus is brand awareness or demand generation, Intentsify's digital ad reporting captures meaningful account-, creative-, persona-, and device-level metrics for:

- **Brand Awareness** — In-market account reach, account lift, account intent score
- **Engagement** — Site lift and visits, creative performance, CTR
- **Conversion** — Cross-tactic attribution, conversion events



Targeting	» Solution-Based Intent Targeting » Technographic » Firmographic	» Persona » Device » Contextual
Creative Formats	» Banner » Native	» Video » Audio » CTV
Optimization	» Custom Contextual » Frequency Capping » Brand Safety » Fraud Prevention	» Inclusion & Exclusion Lists » Viewability-Based » Intent-Driven Creative » Content Syndication Performance



49%

increase in
deal size

MOI

15X

better engagement rate
than competitive vendor

accelya

17%

increase in engagement
from display

Talk to Us About Accelerating
Your Revenue Growth

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