

Audiences

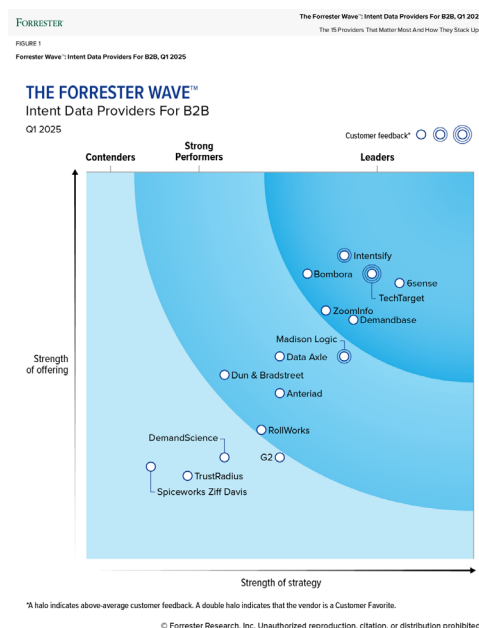
Transform your B2B marketing with intelligent audience segments powered by custom, solution-level intent models — delivering precise targeting that adapts to your buyers' evolving research behaviors.

Stop wasting ad spend on broad, ineffective targeting. Intentsify Audiences leverage advanced AI and solution-specific buyer intelligence to surface prospects who are 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

- **Precise Audience Intelligence:** Intentsify's AI continuously analyzes buyer research patterns to surface high-intent prospects researching relevant solutions and categories.
- **Multi-Dimensional Targeting:** Layer intent signals with firmographic, demographic, and technographic filters for laser-focused audience definition.
- **Omnichannel Distribution:** Sync audiences across your entire marketing technology stack—from programmatic platforms to social advertising channels.
- **Real-Time Optimization:** Audience segments refresh regularly based on changing buyer behaviors to maintain peak campaign relevance.

4.7M

global companies
tracked

74.5M

US business
professionals

1.1T

monthly intent
signals

165+

monthly intent
signals

90K+

topics available

Audience Solutions

CUSTOM AUDIENCES

Ready-to-activate segments delivered to your ad platforms:

- Calibrated to your unique value proposition and messaging
- Enriched with behavioral triggers, job-level insights, and company intelligence
- Continuously refreshed to maintain audience quality and buying-stage accuracy
- Integrated with 100+ advertising platforms, including Google Display & Video 360, LinkedIn, Meta, Amazon, The Trade Desk, and many more

Ideal for: paid media campaigns, account-based marketing, demand generation

RAW AUDIENCE DATA

Enterprise-grade audience data for advanced use cases:

- Integrate the same powerful dataset integrated into your platform or data pipelines
- Bring solution-specific intent to internal teams or customers
- Build proprietary models and scoring algorithms
- Combine with first-party data for enhanced insights

Ideal for: business intelligence tools, predictive analytics, data enrichment



49%

increase in
deal size

MOI

15X

better engagement rate
than competitive vendor

accelya

4X

boost in
funnel volume

Talk to Us About Accelerating
Your Revenue Growth

REQUEST A DEMO