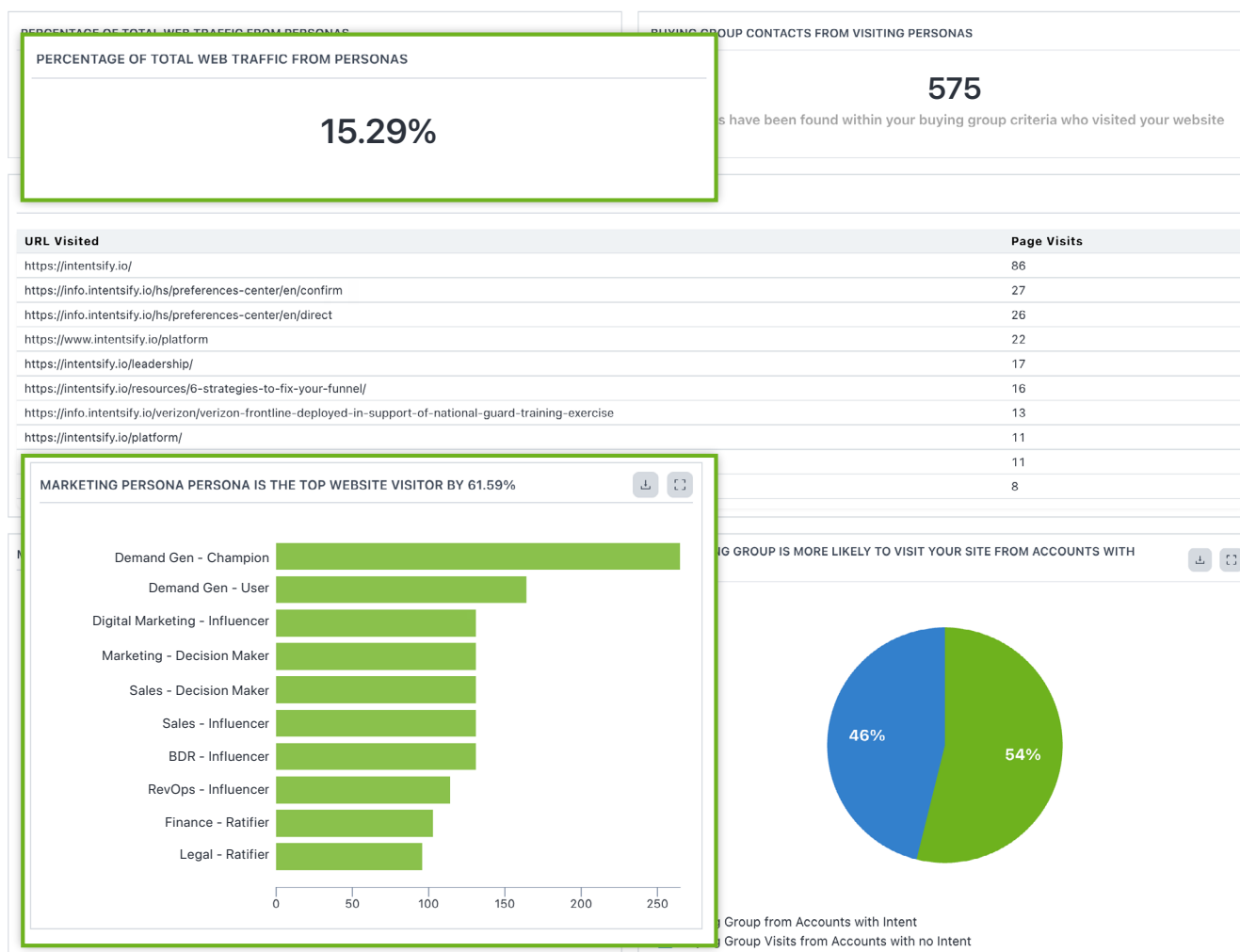


INFORMATION SHEET

Buying Group Website Resolution & Analytics



Intentsify gives B2B teams the power to see who's browsing their site—not just which companies, but which personas within each buying group are most engaged, and which pages and topics they're interested in. Our technology de-anonymizes visitors at the account and persona-level to provide deeper behavioral insights, enabling targeted campaigns that speak directly to the collective interests and needs of buyers.



Key Features and Benefits

Discover new prospects, gain deeper insights, prioritize outreach, and convert website engagement to pipeline.

- **Identify high-intent prospects** — Discover both known and unknown website visitors to enhance your targeting and reach more in-market buyers.
- **Get deeper visitor intelligence** — Access account and persona-level insights to understand who is browsing your site and what topics, solutions, and products they're interested in.
- **Track engagement patterns** — Monitor overall traffic volume and page-level engagement over time to identify trending topics and optimize your content.
- **Launch targeted campaigns** — Leverage these insights to create more effective retargeting campaigns using personalized, intent-driven messaging that addresses what buyers care about most.
- **Maximize marketing ROI** — Launch high-performing campaigns based on holistic engagement data and increase return on ad spend through Intentsify's intent-driven media activation programs.

Market Insights - Top Website Engagement

Target Personas

Manager, Marketing

	ACCOUNT	WEBSITE VISITS	PAGE VIEWS	UNIQUE VISITORS	MONITORED IN INTENT MODEL	NEW ACCOUNT TO SITE
cargo	thecargoagency.com	3	4	1	YES	NO
Maritz	maritz.com	1	1	1	YES	NO
URL VISITED				PAGE VIEWS	UNIQUE VISITORS	
https://intentsify.io/resources/buying-group-intent-checklist			1	1		
Wolters Kluwer	wolterskluwer.com	1	2	1	YES	NO
Adobe	adobe.com	1	2	1	YES	NO
URL VISITED				PAGE VIEWS	UNIQUE VISITORS	
https://intentsify.io/resources/buying-group-intent-checklist			1	1		
https://intentsify.io/resources/buying-group-intent-checklist/?utm_campaign=10042156-2025q2%20demand%20ebook&utm_medium=email&_hsencp2andtz--ydszyqht6epxy3wjmbsb_tuembt_n3glfky_orceq24_hmiz6ppeg0wydh5wbuchkwizss15lygu8heknmcrrsq8_hami=373326749&utm_content=373326749&utm_source=hs_email			1	1		

INTENSIFY

My Intent Models

Target Personas

CAMPAIGN PERFORMANCE

Lead Pacing

Display Performance

INTENT ANALYSIS

Weekly Snapshot

Trending Accounts

Accounts Topics And Keywords

WEBSITE VISITOR RESOLUTION AND ANALYTICS

Website Visitor Analytics

Pixel Configuration & Tracking

MEDIA ACTIVATION

Programmatic Segments

Impression Forecasting

TOOLS

TAL Preparation

ACCOUNT

BUYER RESEARCH STAGE

BUYING GROUP INTEREST

CONTACTS

Gartner

gartner.com

DECISION

-

100

Selected Personas

Topics

Keywords

Dynamic1

Site Visits

Buying Group Contacts

PERSONA NAME	JOB LEVEL	JOB FUNCTION	NAME	WEEK	30 DAYS	60 DAYS	TOTAL
Other	Manager	Information Technology	Page Visits	0	11	11	11
Other	Staff	Product Management	Unique	0	0	1	1
Other	Manager	Information Technology	Unique	0	1	1	1
Other	Staff	Product Management	Page Visits	0	0	1	1
Other	Manager	Information Technology	Sessions	0	1	1	1
Other	Staff	Product Management	Sessions	0	0	1	1
Other	Manager	Operations	Unique	0	0	0	2
Other	Manager	Operations	Page Visits	0	0	0	2

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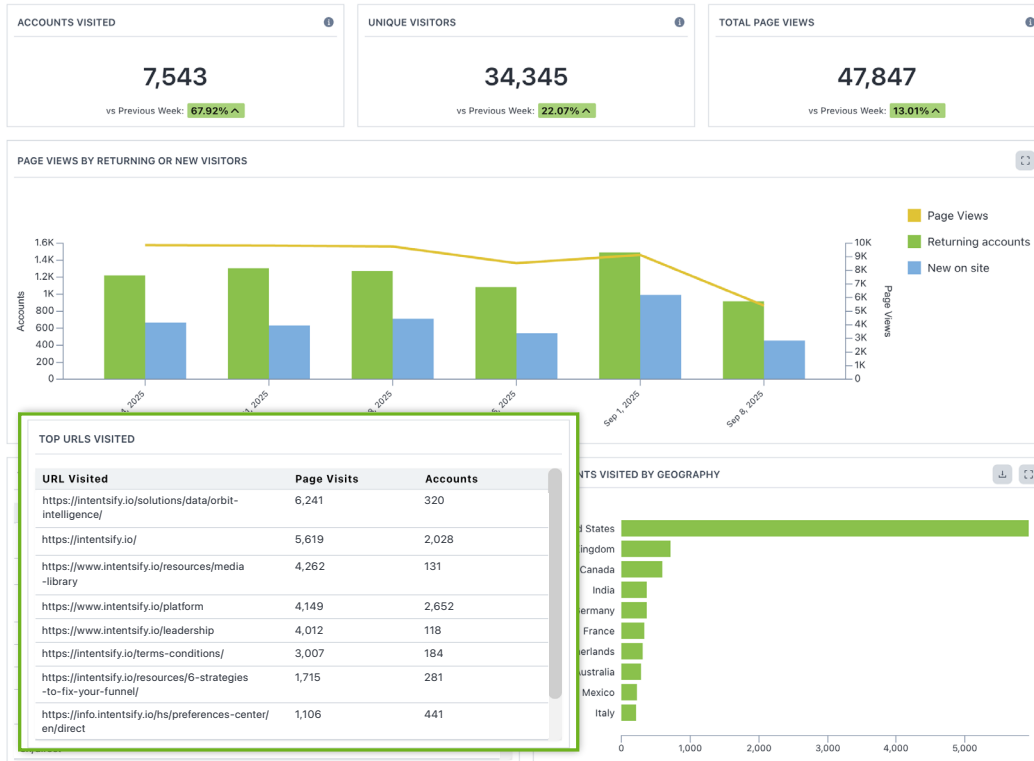
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There are a lot of vendors that will show an amazing UI and dashboards around data of all forms; however, the challenge I've experienced at multiple stops has been figuring out how to make that data actionable. Intentsify does that extremely well in my experience.

Colm Shalvey, Head of ABM, Navan



Ready to transform anonymous website traffic into your next biggest deals? Unlike basic website analytics that only show you company names, Intentsify's Buying Group Website Resolution & Analytics goes deeper, revealing the buyer personas engaging with your content and their holistic buying signals. This delivers the actionable intelligence you need to reach and engage entire buying committees with precision.

Don't let another qualified buying group slip through the cracks—discover how leading B2B teams are turning website visitors into pipeline with persona-level insights that actually drive results.

Talk to Us About Accelerating
Your Revenue Growth

REQUEST A DEMO