

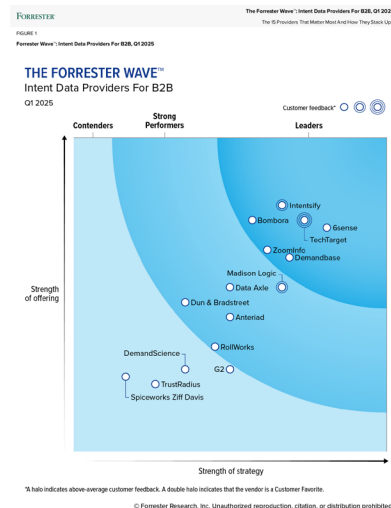
Intentsify Orbit

Intentsify Orbit features the industry's most comprehensive identity graph, transforming disparate online and offline data and buying signals into actionable buyer intelligence — at the account, buying-group, and persona levels. It's the reason Intentsify ranked #1 for “Strength of Offering” in The Forrester Wave™: Intent Data Providers For B2B, Q1 2025.

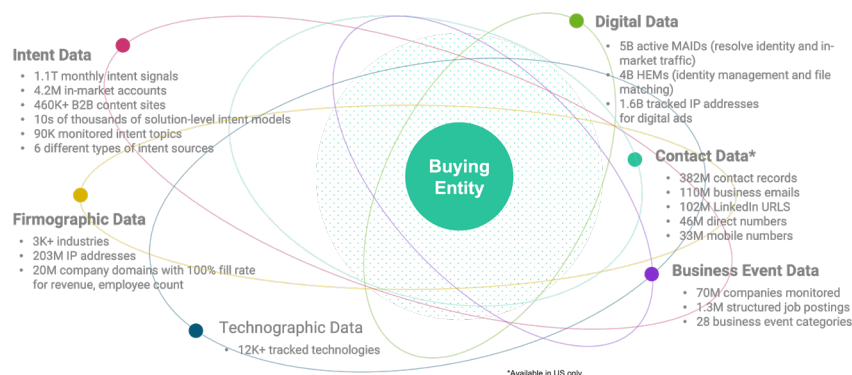


The introduction of the Intentsify Orbit identity graph in 2024 ranks among the most significant innovations in the space over the past two years, driving persona-based analysis and improved buying group prediction.

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



Transform Data Points into Actionable Insights



Intentsify Orbit features the largest and most diverse set of data sources in the industry, enabling a more accurate, precise view of buyers' interests, needs, and behavior.

Key Features and Benefits

- Power signal-based marketing programs with the industry's largest identity graph that boasts over 1.1T monthly intent signals and 382M contact records.
- Benefit from Intentsify's proprietary AI that customizes intent models to your unique solutions and messaging — the only solution-level intent offering in market.
- Gain robust, granular buyer intelligence and analytics at the account, buying- group, and persona levels.
- Monitor the evolving research interests of targeted personas to prioritize and tailor messaging to their varying and evolving needs with Buying Group Intent.
- Rest assured your buyer intelligence is accurate — over 90% of the B2B records are updated monthly.

Get Intent Data at the Buying-Group Level

Intentsify Orbit is the 1st B2B go-to-market (GTM) solution to monitor the evolving research interests of targeted personas — allowing you to better prioritize audiences and tailor messaging to unique needs, interests, and readiness of the individuals responsible for making purchase decisions. Gaining access to buying signals at the persona and aggregate buying-group level provides key benefits, including:

- Increased efficiency in time and spend by better prioritizing accounts based on the research of personas that matter the most.
- Greater performance for Ad Solutions and Lead Solutions campaigns.
- Improved conversion rates and funnel velocity by customizing engagements based on persona-level signals.
- Stronger revenue impact.

PERSONA NAME	JOB LEVEL	JOB FUNCTION	TOPIC	SCORE	STAGE
Operations Persona	Director	Operations	Hotspot Shield	50	
IT Persona	Manager	Information Technology	Intel 471	49	Late
Finance Persona	Vp	Finance	Randomized hashing	50	Early
Engineering Persona	Director	Engineering	Protection needs	50	Early
Engineering Persona	Director	Engineering	Application Security	50	Early
Operations Persona	Staff	Operations	GateKeeper Proximity Authentication	50	Early
Other	Manager	Marketing	Privileged Access Management Software	50	Early
Engineering Persona	Director	Engineering	Enterprise Security	57	Early
Other	Director	Marketing	Gartner (IT)	49	Early
Other	Director	Sales	Microsoft Defender for Office 365	50	Early

Choose the Orbit 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.

The Forrester Wave: B2B Intent Data Providers Q2 2025

Intentsify ranked superior for:

- Volume of Signals
- Keyword/Topic Coverage
- Geographic Coverage
- Identity Resolution
- Accuracy and Noise Filtering
- Future-proofing Data Collection
- Buying Cycle Analysis
- Persona-Based Analysis
- Insight Generation and Recommended Action
- Vision
- Innovation
- Roadmap

Intentsify's accuracy, noise filtering, and identity resolution earned top scores. Strong growth in geographic coverage is among the company's most significant improvements from our previous evaluation.



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



2X

Prediction-rate increase closed-won
deals vs competitive intent providers



68

Prediction-rate on closed-won deals
vs. 17% rate of next-best competitor



9.5X

MQL-to-opportunity to conversion
rate compared to company average
(for all channels, all vendors)

Talk to Us About Accelerating
Your Revenue Growth

REQUEST A DEMO