

Intentsify vs. 6sense



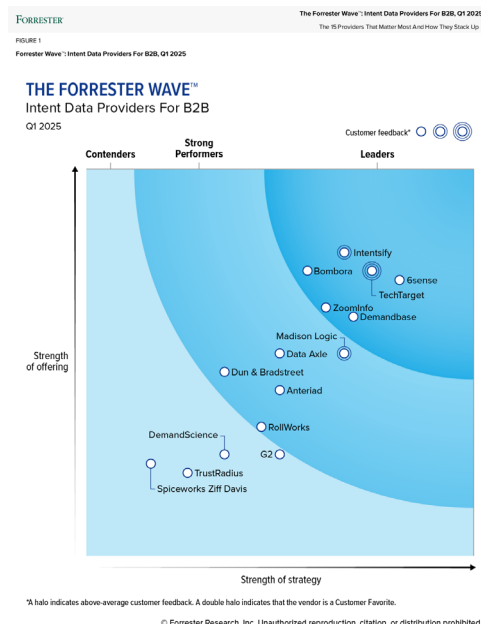
Don't settle for expensive, high maintenance ABM platforms that overpromise and underdeliver. Intentsify's activation solutions are powered by hyper-customized intent models that are tailored to each customer's unique solutions, greatly outperforming 6sense's generic intent signals.

In The Forrester Wave™: B2B Intent Data Providers Q1 2025 report, Intentsify was ranked #1 for strength of offering and scored higher than 6sense in 3 categories, including Geographic Coverage, Persona-based Analysis and Future-proofing Data Collection.



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



Side-by-Side Findings from The Forrester Wave™: Intent Data Providers For B2B, Q1 2025

	INTENTSIFY	6SENSE
Volume of signals	5	5
Keyword coverage	5	5
Geographic coverage	5	3
Identity resolution	5	5
Accuracy and noise filtering	5	5
Future-proofing data collection	5	3
Buying cycle analysis	5	5
Persona-based analysis	5	1
Insight generation and recommended action	5	5
Vision	5	5
Innovation	5	5
Roadmap	5	5

5 = Superior relative to others; 3 = On par relative to others

Why Intentsify

Solution-Level Buying Group Intelligence

- **6sense's Limitations:** Offers a one-size-fits-all approach, lacking the ability to customize intent signals based on your unique needs which can result in irrelevant, ineffective outreach and campaigns. In addition, 6sense only monitors intent signals at the account level, preventing you from understanding the holistic research behaviors of the buying group across key personas.
- **Intentsify's Advantage:** The only intent provider that offers custom-fitted intent models tailored to your unique solutions, harnessing the power of AI to automatically calibrate and weight relevant keywords and topics. This translates to more effective monitoring and prioritization of in-market accounts and highly relevant, precise insights at the account, buying group, and persona level. You capture the right opportunities at the right time, accelerating pipeline and revenue generation.

Data Transparency for Intelligent Decision Making

- **6sense's Limitations:** 6sense coined the term “Dark Funnel” but ironically, their proprietary AI model is a black box, providing little insight as to how it works and evolves, hindering your ability to assess their true value and reliability.
- **Intentsify's Advantage:** Embrace complete data transparency with Intentsify. You gain access to the exact source of third-party intent signals, empowering you to understand the context behind each data point.

Comprehensive Data Coverage

- **6sense's Limitations:** Limited to 12 intent topics via their partnership with Bombora and leverages only 3 intent data sources, limiting their monthly signal coverage to just 500B I
- **Intentsify's Advantage:** 90K+ topics and unlimited keywords across 7 different intent sources, delivering 1.1T+ monthly signals

Complimentary TAL Analysis & Optimization

- **6sense's Limitations:** Does not offer a complimentary audit to proactively identify opportunities to optimize your audience and activation strategies
- **Intentsify's Advantage:** Leverages AI and expertise of our professional services team to identify unknown accounts within your ICP and unlock additional opportunities for engagement – without charging an additional fee

Intent-Powered Buying Group Activation

- **6sense's Limitations:** Uses limited data within their own platform to target audiences
- **Intentsify's Advantage:** Delivers buying group contacts that are continuously validated using engagement data from over 100 platforms, enabling you to pinpoint and engage in-market buying groups with confidence

Intent-Activated Brand-to-Demand Solutions

- **6sense's Limitations:** Relies on partnerships with content syndication vendors to meet your lead generation needs, at an additional cost on top of their already expensive platform fees. Their intent data and third-party engagement data are also not synchronized, impacting the accuracy of account scoring and stage assignment.
- **Intentsify's Advantage:** Offers intent-activated lead generation programs, seamlessly integrated with our programmatic advertising solution – eliminating the need for additional subscriptions and ensuring all interaction data feeds back into the platform, constantly refining account scoring and stage progression.

White-Glove Service Model

- **6sense's Limitations:** Basic platform support with tiered service levels that result in costly fees
- **Intentsify's Advantage:** Fully managed service with all-inclusive pricing, regardless of campaign volume – resulting in lower Total Cost of Ownership and faster speed-to-value

The Anti-Platform Approach

- **6sense's Limitations:** Overly complex platform with unnecessary features that overwhelm your team and requires you to log into yet another tool
- **Intentsify's Advantage:** Our professional services team manages everything, with optional platform access and no lengthy subscription required, providing a faster path to revenue

Speed to Revenue

- **6sense's Limitations:** Longer onboarding and complex setup processes with a steep learning curve
- **Intentsify's Advantage:** Agile implementation with AI-powered intent model calibration and topic and keyword selection

Innovation and Agility

- **6sense's Limitations:** Built on older technology that is not equipped to support the latest advancements in AI.
- **Intentsify's Advantage:** Built on a cutting-edge, AI-powered technology infrastructure, Intentsify delivers ongoing innovation that continuously evolves with customer needs.

Talk to Us About Accelerating
Your Revenue Growth

REQUEST A DEMO