

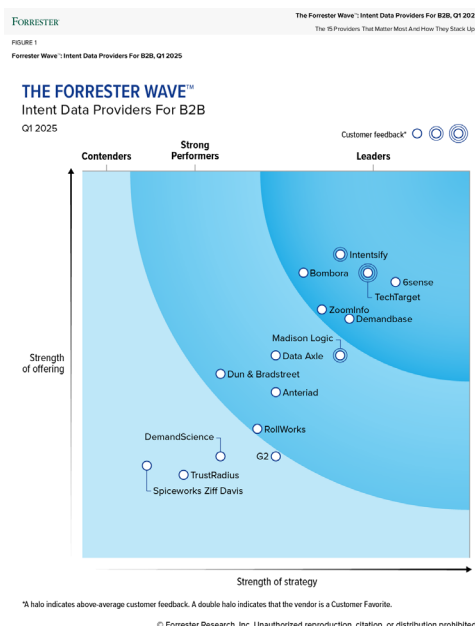
Intentsify vs. DemandScience

Don't settle for anything less than the top intent data solution. In The Forrester Wave™: B2B Intent Data Providers Q1 2025 report, Intentsify was ranked #1 for strength of offering and scored higher than DemandScience in 15 categories, including Volume of Signals, Uniqueness of Signals, Geographic Coverage, Identity Resolution, Buying Cycle Analysis, and more. Intentsify's activation solutions are powered by hyper-customized intent models that are tailored to each customer's unique solutions, greatly outperforming DemandScience's generic intent signals.



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

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

Why Intentsify

Solution-Aligned Buying Group Intelligence

- **DemandScience's Limitations:** Monitors generic, account-level intent signals and equally weights them, regardless of relevance to your business
- **Intentsify's Advantage:** The only intent provider that offers custom-fitted intent models tailored to your solutions, delivering highly relevant insights at the account-, buying group-, and persona-level

Smarter AI-Generated Intent Models

- **DemandScience's Limitations:** Intent model generation and topic selection is done manually, and their topic taxonomy can only be updated every 30 days
- **Intentsify's Advantage:** Intent models and keyword and topic selection are custom-calibrated using AI and Intentsify does not limit your ability to update topics or keywords – topics can be added in as quickly as 48 hours

Comprehensive Data Coverage

- **DemandScience's Limitations:** Limited to 7K topics, does not track keyword-based signals and leverages only 4 intent data sources, resulting in just 100B monthly intent signals
- **Intentsify's Advantage:** 90K+ topics and unlimited keywords across 7 different intent sources, delivering 1.1T+ monthly intent signals

Dynamic, Intent-Powered Activation

- **DemandScience's Limitations:** Does not optimize campaigns based on evolving intent signals, which result in static programs that do not match the target account's stage and interests
- **Intentsify's Advantage:** Dynamically serves stage- and topic-based assets and ads to companies whose research precisely aligns with your unique offerings

Synchronized Brand-to-Demand Programs

- **DemandScience's Limitations:** Their programmatic advertising and content syndication programs do not inform one another, resulting in program misalignment and an inconsistent buyer experience
- **Intentsify's Advantage:** Our Ad Solutions and Lead Gen Solutions are seamlessly integrated to create a synchronized full-funnel program that is powered and optimized by the same unified data set

Accelerated Time-to-Value and ROI

- **ZoomInfo's Limitations:** Does not have their own content syndication solution and their intent data and display advertising solutions operate in siloes
- **Intentsify's Advantage:** Offers intent-activated lead generation programs, seamlessly integrated with our programmatic advertising solution

Talk to Us About Accelerating
Your Revenue Growth

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