

Intentsify vs. Informa TechTarget

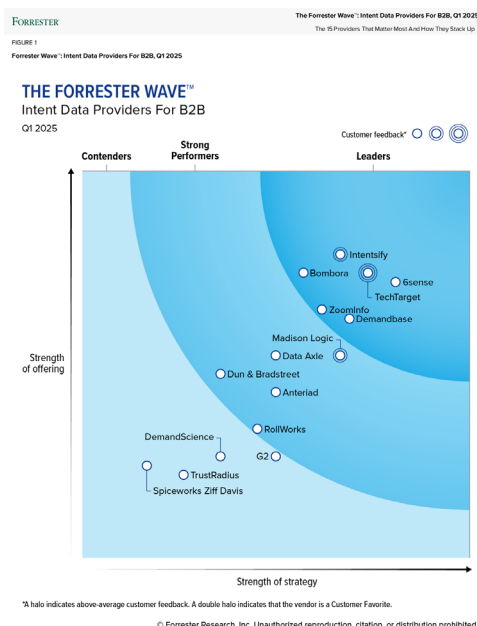


Don't settle for anything less than the top intent data solution. In The Forrester Wave™: B2B Intent Data Providers Q1 2025 report, Intentsify was ranked #1 for strength of offering and scored higher than Informa TechTarget in multiple categories, including Volume of Signals, Keyword Coverage, Identity Resolution and Insight Generation and Recommended Action. Intentsify's activation solutions are powered by hyper-customized intent models that are tailored to each customer's unique solutions, greatly outperforming Informa TechTarget'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	INFORMA TECHTARGET
Volume of signals	5	3
Keyword coverage	5	1
Geographic coverage	5	5
Identity resolution	5	1
Accuracy and noise filtering	5	5
Future-proofing data collection	5	5
Buying cycle analysis	5	5
Persona-based analysis	5	5
Insight generation and recommended action	5	3
Vision	5	5
Innovation	5	5
Roadmap	5	5

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

Why Intentsify

Solution-Aligned Buying Group Intelligence

Informa TechTarget's Limitations: Monitors generic 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 buying group insights for in-market accounts

Smarter AI-Generated Intent Models

- **Informa TechTarget's Limitations:** Intent model generation and topic selection is done manually
- **Intentsify's Advantage:** Intent models and keyword and topic selection are custom calibrated and uniquely weighted using AI

Comprehensive Data Coverage

- **Informa TechTarget's Limitations:** Does not monitor keyword-based signals, leverages only 3 intent data sources, and only tracks intent across their limited owned web properties – resulting in just roughly 30M monthly signals
- **Intentsify's Advantage:** 90K+ topics and unlimited keywords across 7 different intent sources, delivering 1.1T+ monthly intent signals

Dynamic, Intent-Powered Activation

- **Informa TechTarget's Limitations:** Does not optimize campaigns based on evolving intent signals which results in static programs that do not reflect the target account's research 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

- **TechTarget'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

Powerful Buying Group Activation

- **Informa TechTarget's Limitations:** Contact data is often inaccurate, incomplete or outdated, burdening clients with manual verification, which can be time-consuming and costly
- **Intentsify's Advantage:** Engage in-market buying groups with Intentsify's buying group contacts, continuously validated using engagement data from over 100 platforms

Talk to Us About Accelerating
Your Revenue Growth

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