

# Audiences



Transform your B2B marketing with an array of smarter targeting options. Intentsify Audiences leverage advanced AI and buyer intelligence to surface prospects who are actively researching solutions like yours.

Stop wasting ad spend on broad, ineffective targeting. All Intentsify Audiences enable precise activation, but Custom and Raw Audiences take it a step further, adapting to your buyers' specific, evolving research behaviors.

## Key Features and Benefits

- ✓ **Precise Audience Intelligence:** Intentsify's AI continuously analyzes buyer research patterns to surface high-intent prospects researching relevant solutions and categories.
- ✓ **Multi-Dimensional Targeting:** Layer intent signals with firmographic, demographic, and technographic filters for laser-focused audience definition.
- ✓ **Omnichannel Distribution:** Sync audiences across your entire marketing technology stack—from programmatic platforms to social advertising channels.
- ✓ **Real-Time Optimization:** Audience segments refresh regularly based on changing buyer behaviors to maintain peak campaign relevance.

**4.7M**

Global companies tracked

**74.5M**

US business professionals

**1.1T**

Monthly intent signals

**165+**

Product categories

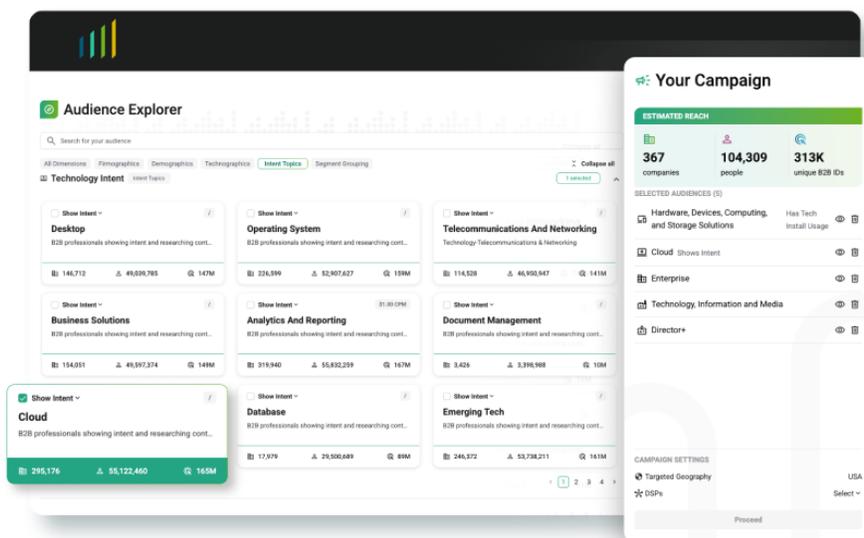
**90K+**

Topics available

## Audience Explorer

- Your digital showroom for browsing and building high-intent B2B audiences (no logins or form fills, no commitments)
- Browse 500+ Pre-Built Segments Explore audiences across intent signals, personas, company data, technology usage, and business events—all designed specifically for precise B2B targeting.
- Build with Confidence Layer up to 8 segments and watch your audience size update in real-time, so you know exactly who you're targeting before you activate.
- Activate in Minutes Create your audience and deploy it in your DSP. No waiting. No approvals. Just instant access to powerful B2B targeting.

Visit [audiences.app.intentsify.io](https://audiences.app.intentsify.io) to start exploring Intentsify's audience segments.



## Audience Solutions

### Syndicated Audiences

Pre-built audiences ready-to-activate within your DSPs and ad platforms of choice

- 500+ segments available to layer for drill-down targeting
- High-quality intent signal, persona, business event, firmographic, demographic, and technographic options
- Competitive pricing on industry-leading audience data
- Currently available off-the-shelf in advertising platforms, including The Trade Desk, DB360, and many more

## Custom Audiences

Uniquely fine-tuned audiences delivered to your existing DSPs and ad platforms

- Calibrated to your solution's value proposition and messaging
- Enriched with behavioral triggers, job-level insights, and company intelligence
- Continually refreshed to maintain audience quality and buying-stage accuracy
- Integrated with 100+ advertising platforms, including Google Display & Video 360, LinkedIn, Meta, Amazon, The Trade Desk, and many more

## Raw Audience Data

Enterprise-grade audience data for advanced use cases

- Incorporate the same powerful dataset into your platform or data pipelines
- Bring solution-specific intent to internal teams or customers
- Build proprietary models and scoring algorithms
- Combine with first-party data for enhanced insights



**49%**

increase in  
deal size

**MOI**

**15X**

better engagement rate  
than competitive vendor

**accelya**

**4X**

boost in  
funnel volume

Talk to Us About Accelerating  
Your Revenue Growth

REQUEST A DEMO