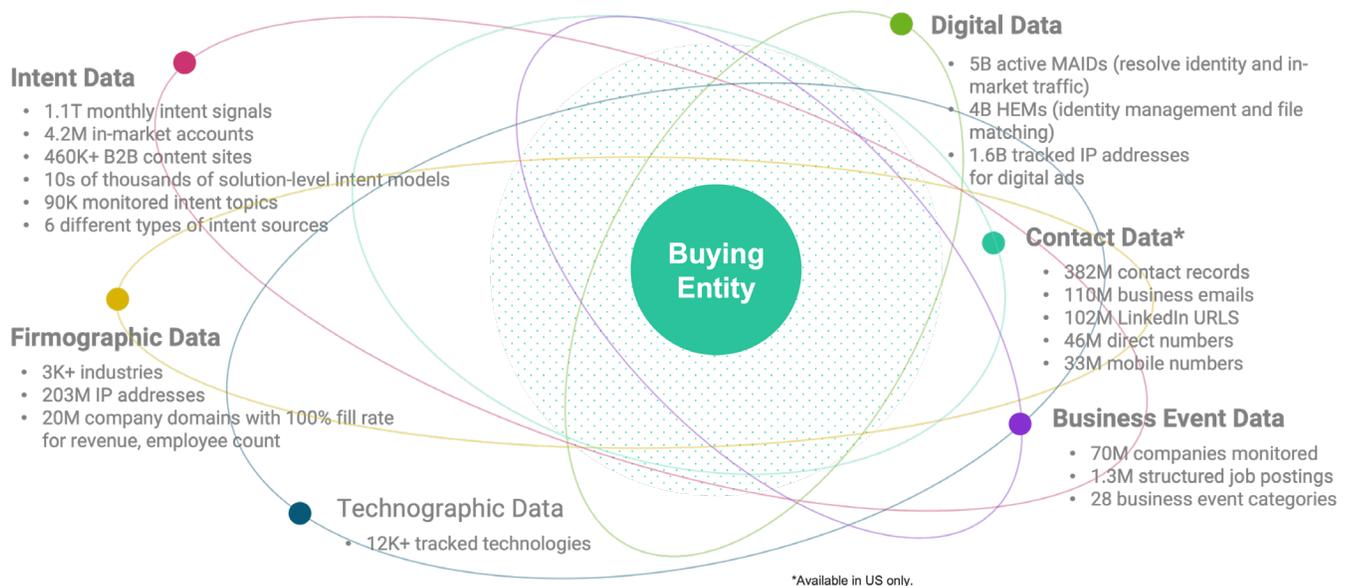# INTENTSIFY™

QuantumDemand™

Intentsify QuantumDemand™ is the 1st B2B go-to-market 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.

Intentsify offers 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.

Transform Data Points into Actionable Insights

Intent Data
- 1.1T monthly intent signals
- 4.2M in-market accounts
- 460K+ B2B content sites
- 10s of thousands of solution-level intent models
- 90K monitored intent topics
- 6 different types of intent sources

Firmographic Data
- 3K+ industries
- 203M IP addresses
- 20M company domains with 100% fill rate for revenue, employee count

Technographic Data
- 12K+ tracked technologies

Buying Entity

Digital Data
- 5B active MAIDs (resolve identity and in-market traffic)
- 4B HEMs (identity management and file matching)
- 1.6B tracked IP addresses for digital ads

Contact Data*
- 382M contact records
- 110M business emails
- 102M LinkedIn URLS
- 46M direct numbers
- 33M mobile numbers

Business Event Data
- 70M companies monitored
- 1.3M structured job postings
- 28 business event categories

*Available in US only.

Intentsify QuantumDemand™ 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

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 digital advertising, lead generation, and email marketing.
- Improved conversion rates and funnel velocity by customizing engagements based on persona-level signals.
- Stronger revenue impact.

Choose the Solution Best Suited to Your Needs

Powered by industry-leading buyer intelligence, Intentsify offers four customizable solutions to accelerate revenue growth.

- **Lead Generation** delivers intent-qualified leads from target account decision-makers who have downloaded your branded content or meet your BANT requirements.
- **Digital Advertising** enables targeted intent-driven ads that align with your target accounts' continuously evolving buyer journey – at the account, persona, and device level.
- **Email Marketing** deploys targeted, high impact email messaging to key decision-makers and influencers or leads that are actively researching solution categories or products like yours.
- **Event Marketing** packages deliver a customized blend of tactics–before, during, and after each event–to maximize target account engagement and ROI.

> ❝
>
> The ability to synthesize multiple intent data sources into account intelligence that we can quickly activate across marketing and sales has yielded significant business results.
>
> **STEPHANIE WILLIAMS**
> Director of Global Campaigns, Sysdig

sysdig

2X

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

verizon

68%

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

PagerDuty

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

INTENTSIFY™

Intentsify.io | 774-571-6200 |