

Syndicated Audiences



Pre-built B2B audience segments, ready to activate in your DSP

Intentsify Syndicated Audiences deliver precise, powerful segments that combine buying signals, company intelligence, persona attributes, and business events—giving you complete B2B targeting that actually reflects the complexity of today’s buying groups. Stop settling for one-dimensional audiences.

Browse 500+ pre-built segments in Audience Explorer, then activate instantly in leading DSPs like The Trade Desk, DV360, and more. No sales cycles. No contracts. Just smarter targeting that drives real results.

Key Features and Benefits

- ✓ **Powerful Multi-Dimensional Targeting:** Layer contextual buying signals with company intelligence, technology usage, persona attributes, and business event triggers for targeting that goes beyond basic demographics.
- ✓ **Richer Signals, Better Performance:** Get superior intent quality with broader coverage and more accurate buying signals—stop settling for generic data sources that miss the nuance of B2B buyer journeys.
- ✓ **Data That Competitors Don’t Offer:** Access unique targeting options including business events (acquisitions, hiring surges, and more) and company longevity segments that open new campaign strategies around growth signals and company maturity.
- ✓ **Same Workflow, Better Results:** Activate directly within your existing DSP—no new platforms, no workflow changes, no learning curve. Just leverage better data and watch ad performance improve.
- ✓ **Enterprise Quality, On-Demand Access:** The same sophisticated intelligence our customers trust, now available for self-service activation. Get smarter B2B targeting without the sales cycles.

500+ pre-built audience segments:

200+



firmographic
including business events

140+



technographic

115+



intent data

165+



demographic

Why Intentsify?

Basic audience targeting is costing you ad engagement—and pipeline.

Most B2B audience providers force you to compromise. Intent data providers give you buying signals but lack granularity. Firmographic databases provide company data but offer weaker intent signals. Other audiences may deliver scale but only specialize in B2C audiences, lacking critical context and precision. You end up stitching together multiple vendors just to build one decent audience.

Intentsify is different. We give you everything under one roof.

While competitors specialize in one or two data dimensions, Intentsify delivers all five—intent signals, firmographics, technographics, personas, and business events. No stitching together multiple vendors. No compromises. No gaps.

The Intentsify advantage:

- **Complete B2B intelligence, not partial coverage:** Target accounts showing intent that matches your ICP, is using competitor tech, and showing growth signals—all in one activation
- **Superior intent quality at competitive prices:** Intent is our core competency, not a secondary offering. Get deeper buying signals with broader coverage, priced competitively against other options
- **Unique segments competitors don't have:** Relevant business events and company longevity targeting opens campaign strategies around growth signals and company maturity that simply don't exist elsewhere
- **Built for B2B from the ground up:** Purpose-built for complex enterprise buying cycles, not retrofitted consumer data or B2C methodologies adapted for business audiences

The result? Stronger signals. Smarter targeting. More powerful ad performance. Same DSP workflow you're using today.

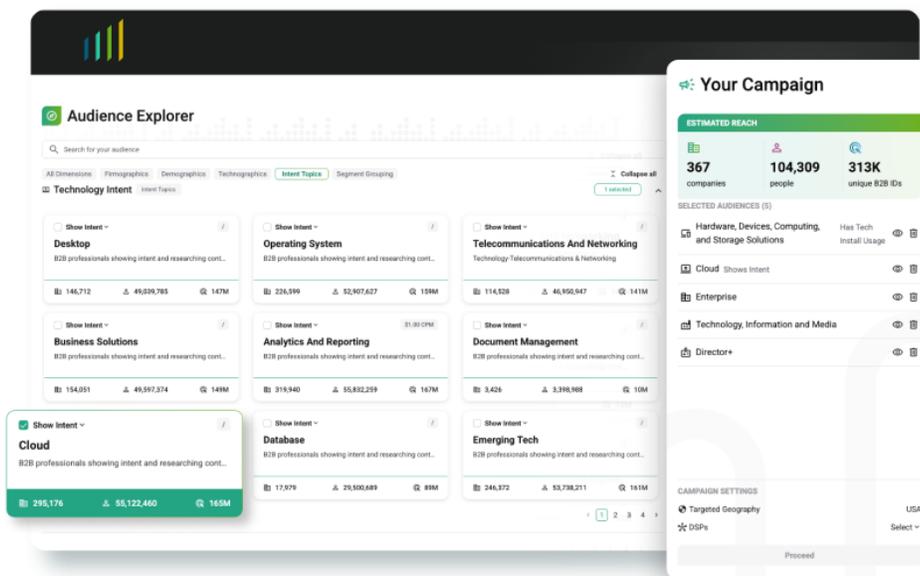
Segment Categories

- **Company Data:** Fortune 500 status, revenue ranges, company longevity, employee count, business size classification, industry verticals
- **Technology Usage:** Software and technology intelligence across key categories like financial management systems, marketing automation, and more
- **Intent Signals:** Topic-based intent signals showing active research on solutions and categories relevant to your offerings
- **Persona Attributes:** Role-based targeting including job function, seniority level, and decision-maker identification
- **Business Events:** Company milestones and momentum indicators including acquisitions, headcount growth, funding rounds, and expansion signals

Audience Explorer

Your digital showroom for browsing and building B2B audiences

- **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.



The screenshot displays the Audience Explorer interface with a grid of segments. A 'Your Campaign' overlay is visible on the right, showing estimated reach and selected audiences.

ESTIMATED REACH		
367	104,309	313K
companies	people	unique B2B IDs

SELECTED AUDIENCES (5)		
Hardware, Devices, Computing, and Storage Solutions	Has Tech	Install Usage
Cloud	Shows Intent	
Enterprise		
Technology, Information and Media		
Director+		

CAMPAIGN SETTINGS		
Targeted Geography	USA	Select
DSPs		

LAUNCH THE AUDIENCE EXPLORER



From Pre-Built to Custom Audiences

Syndicated Audiences provide immediate access to high-quality B2B targeting. For organizations with highly specialized solutions or unique requirements, Custom Audiences offer an additional level of precision—with intent models calibrated specifically to your unique offerings, markets, and use cases.

Custom Audiences include:

- Intent models calibrated to your value proposition and messaging
- Behavioral triggers and job-level insights for your specific buying groups
- Continually refreshed data to maintain buying-stage accuracy
- Integration with 100+ advertising platforms

Interested in custom intent-driven audiences? Contact Intentsify for pricing.



49%

increase in
deal size

MOI

15X

better engagement rate
than competitive vendor



4X

boost in
funnel volume

**Talk to Us About Accelerating
Your Revenue Growth**

REQUEST A DEMO