



PRODUCT SHEET

QuantumDemand™

A fully-managed GTM program that identifies, engages, and activates your buying groups



B2B buying has changed. Most go-to-market strategies haven't.

Purchase decisions are made by increasingly complex buying groups rather than individuals. Modern buyers self-educate on brands long before they raise their hand. And marketing teams hold revenue commitments that legacy, lead-based approaches simply can't support.

At the same time, intent data underpinned by AI has finally reached the point where truly intelligent, buying-group-level programs are possible. **This convergence of transforming habits and technology unlocks a unique opportunity for teams able to meet the moment.**



FROM MQLS TO SQLS

MQLs tell you an individual engaged. MQAs (Marketing Qualified Accounts) tell you an account is ready to buy and exactly which buying group personas to engage. It's time to qualify and activate at the level that actually drives pipeline. Intentsify can help.

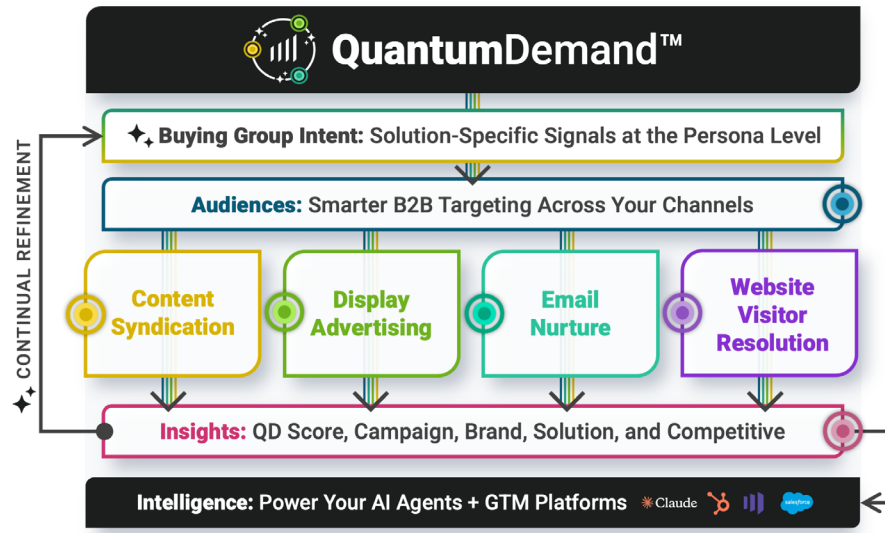
Introducing QuantumDemand™

A fundamental shift in how B2B approaches go-to-market

QuantumDemand™ is a fully-managed program designed to generate marketing qualified accounts. Like quantum computers that process many possibilities at once, **QuantumDemand™**:

- ✓ Manages multiple signals, channels, and stakeholders simultaneously
- ✓ Identifies and activates buying groups across your target market
- ✓ Creates a compounding impact on your pipeline

Its foundation is AI. Its genius is human.



Always on means always improving.

A dedicated CSM designs, executes, and continually optimizes a long-term program across your target market. Your expert manages always-on campaigns to generate both initial awareness and buyer research stage progression towards MQA status.

WHY PARTNER WITH INTENSIFY?

- ✓ **Targeting.** Our B2B identity graph and patented intent signals surface more of your target accounts and their buying groups.
- ✓ **Activation.** We engage your personas through all major channels, meeting them wherever they are in the buyer research journey.
- ✓ **Reporting.** The QuantumDemand™ Score and additional insights inform your team on MQA status and many other trends.

The QuantumDemand™ Score

Intentsify's most powerful metric accurately measures the volume of engagement from your buying groups and personas within a target account. Available with all QuantumDemand™ packages.

Account prioritization becomes clear with an aggregated score that:

- Combines third-party intent signals (topics, keywords, buyer research stage) with first-party engagement signals (content syndication, website visits, advertising, and email nurture).
- Applies a custom weight to each signal type, so the score reflects the inputs that matter most.
- Refreshes weekly, giving sales and marketing a consistent read on each account's status.

Packages + add-ons

Standard	Premium	Enterprise
\$295,000 per year	\$495,000 per year	\$995,000 per year
Coverage	Coverage	Coverage
Monitored accounts Up to 50K	Monitored accounts Up to 100K	Monitored accounts Up to 250K
Buying group engagement Shown as % of monitored accounts	Buying group engagement Shown as % of monitored accounts	Buying group engagement Shown as % of monitored accounts
Email reach 40%	Email reach 40%	Email reach 40%
Intent signals 35%	Intent signals 35%	Intent signals 35%
Website visitor resolution 10%	Website visitor resolution 10%	Website visitor resolution 10%
Buying group activation	Buying group activation	Buying group activation
Quantum accounts 7,000	Quantum accounts 14,500	Quantum accounts 36,000
Opted-in buying group members 10,000	Opted-in buying group members 20,000	Opted-in buying group members 52,000
Intelligence	Intelligence	Intelligence
✓ Custom intent models	✓ Custom intent models	✓ Custom intent models
✓ Account-level intent	✓ Account-level intent	✓ Account-level intent
✓ Buying group intent	✓ Buying group intent	✓ Buying group intent
✓ Website visitor resolution	✓ Website visitor resolution	✓ Website visitor resolution
Channels	Channels	Channels
✓ Email nurture	✓ Email nurture	✓ Email nurture
✓ Display advertising	✓ Display advertising	✓ Display advertising
✓ Content syndication	✓ Content syndication	✓ Content syndication
Support	Support	Support
✓ Dedicated CSM	✓ Dedicated CSM	✓ Dedicated CSM
Insights	Insights	Insights
✓ QuantumDemand™ Score	✓ QuantumDemand™ Score	✓ QuantumDemand™ Score
	✓ Next best actions	✓ Next best actions
	✓ Account activation summary	✓ Account activation summary
		✓ Account spotlight reports
		✓ Campaign insights

Custom

Let's talk tailored to your needs

Custom buying group volumes, additional activation channels, and everything in between — built around your go-to-market motion.

+ Add-ons

 **Opted-in buying group members**
Packs of 500
\$15,000 / pack

 **Advanced content syndication**
Custom questions, multi-touch, BANT
Custom pricing

 **Display ad impressions**
Packs of 200K
\$10,000 / pack

 **Additional ad formats**
Audio, CTV, DOOH, and more
Custom pricing

 **CRM / MAP integration**
Salesforce, HubSpot, Marketo
\$24,000 / year

 **Intelligence subscription**
Account + buying group intent for full TAM
Custom pricing

Stop Chasing MQLs.

QuantumDemand is built for this moment. Let Intentsify activate your MQAs — while your team focuses on pipeline, not on learning and managing the latest technology.

TALK TO US