



PRODUCT SHEET

QuantumDemand™

An AI-powered GTM solution 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 solutions 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.

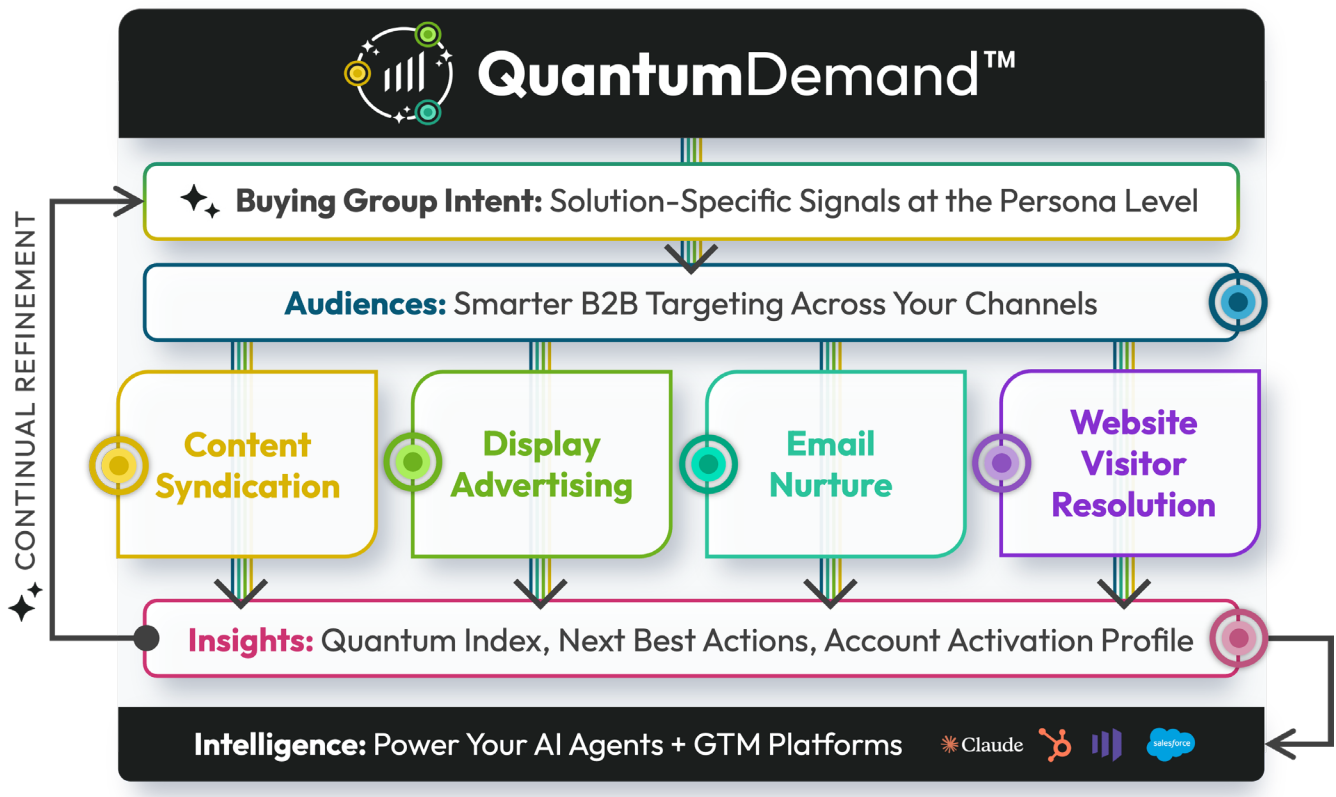
Introducing QuantumDemand™

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

QuantumDemand™ is an AI-driven solution designed to generate marketing qualified accounts. Like quantum computers that process many possibilities at once, QuantumDemand™:

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

Its foundation is AI. Its genius is human.

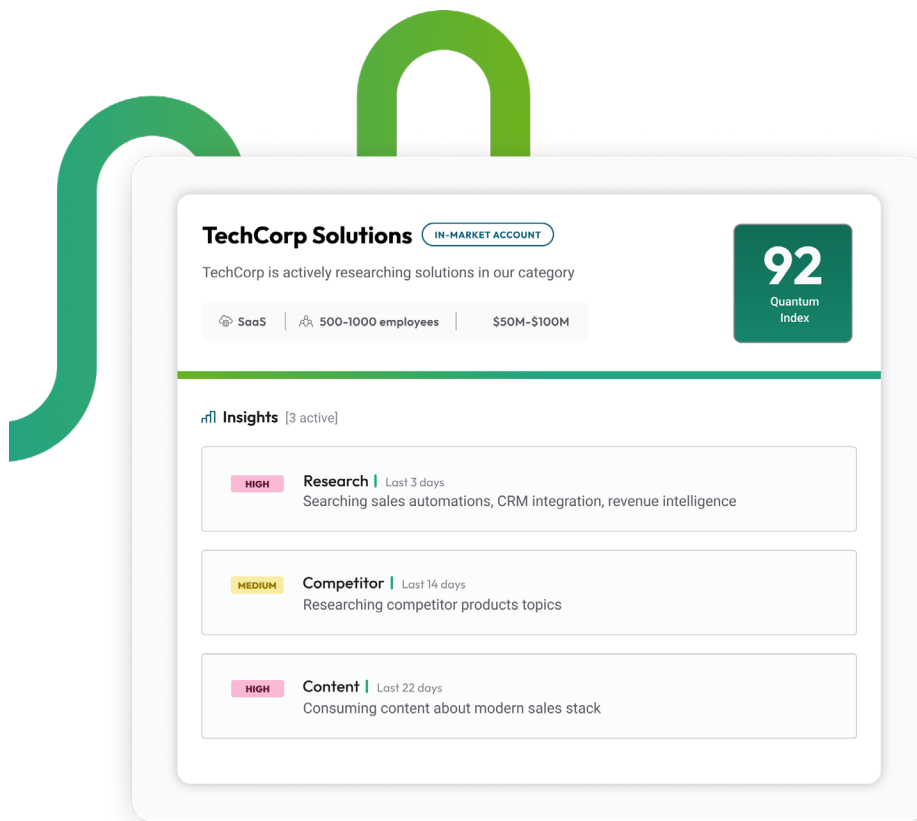


Always on means always improving.

QuantumDemand™ continuously identifies, engages, and measures buying groups across an organization's target market – creating a living understanding of purchase readiness as various members of the buying group engage with and evaluate solutions. Because **QuantumDemand™** is delivered as a complete solution, not another platform to deploy, organizations can put buying context to work immediately and drive quick results, without adding operational complexity to their GTM stack.

WHY PARTNER WITH INTENTSIIFY?

- ✓ **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 Quantum Index and additional insights inform your team on MQA status and many other trends.



The Quantum Index

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 index 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 index reflects the inputs that matter most.
- Refreshes weekly, giving sales and marketing a consistent read on each account's status.

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