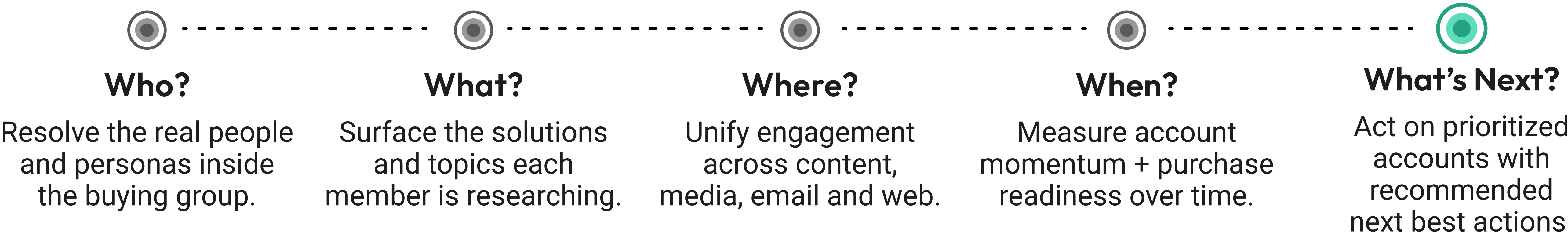


QuantumDemand™ applies Intentsify's solution-level intent and omnichannel activation to every buying group, unifying identity, engagement, and purchase readiness in one view. Your teams stop chasing MQLs and start prioritizing marketing-qualified accounts.



WR

Waystar Royco

Media • 5,000–10,000 employees • \$1B+ revenue

Intent Model: Demand Generation

Buyer Research Stage: Consideration

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QUANTUM INDEX

INTENTSIFY™

Last Updated: Aug 26

ACCOUNT ACTIVATION SUMMARY

Two contacts have opted in — here's what to lead with

Tom Wambsgans downloaded the Content Syndication asset and visited the demo booking page — lead with scheduling that demo.

Greg Hirsch downloaded the 2026 Content Syndication Campaigns blog — follow up on pipeline-source framing from that piece.

Sections:

Buying Group Engagement

Buying Group Intelligence

Account Intelligence

Tactics Used:

Intent Modeling

Website Resolution

Digital Advertising

Lead Generation

Email Nurture

Buying Group Engagement

Research signals, engagement & recommended next steps

Tom Wambsgans

VP of Media

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TOPICS RESEARCHED

Intent Data Platforms

Account-Based Marketing Tools

Content Distribution

ENGAGEMENTS

Content Download

Intentsify Your Content Syndication

Aug 4

Page Visit

intentsify.io/book-a-demo/

Aug 6

Email Open

What actually makes content syndication work

Aug 8

NEXT BEST ACTION

He's visited the demo booking page after downloading the Content Syndication asset — worth a quick call to help him get that demo scheduled directly.

Greg Hirsch

Director of Communications

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TOPICS RESEARCHED

Buying Group Intelligence

Media Spend Analytics

Content Syndication

ENGAGEMENTS

Content Download

Content Syndication Campaigns in 2026 Blog

Aug 3

Page Visit

intentsify.io/blog/how-b2b-buying-groups-are-evolving/

Aug 10

Ad Click

Aug 12

NEXT BEST ACTION

Follow up referencing the 2026 Content Syndication Campaigns blog he downloaded and the buying-groups piece he visited, tying both to how buying group intelligence can inform his content strategy.

What your revenue teams receive

Buying group opt-ins

Engaged members of the committee, ready to advance

Buying Group Profile

The full, shared view of buying context for marketing & sales

Quantum Index

A weekly pulse on collective engagement and purchase readiness

Next best actions

AI recommendations on how to move deals forward



QuantumDemand™ is a complete solution, delivered ready for action to the systems your teams already use.