

What is Intent Data and How B2B Marketers Should Use It

##Give an introduction to set up what the problem is, what the symptoms are and what the solution is

What is intent data?

##Give the reader the overview of what intent data actually is

Where does intent data come from

##Explain how this data is collected and how it is different/better than other common forms of web tracking

Types of intent data

Explain first party vs. second Party v. third party data. Pros and cons of each

How to use intent data in your business

##This is where we should answer the readers question of “why should I care?” Explain how using intent data can benefit them and their business. How it will get them a new/better/different result.

Benefits for your sales team

##Expand on these 4 benefits. Be sure to tie them back to the reader

- Get there earlier than the competition
- Prioritization/Lead scoring
- Cold outreach context
- Save yourself from churn

Benefits for your marketing team

##Expand on these 3 benefits. Be sure to tie them back to the reader

- Improved targeting. Better understand your ICP
- ABM (build out the right flows, targeting on LinkedIn)
- Improve your content/website

Is intent data right for you?

##Outline some of the pros and cons that they can think about in order to help them make this decision

Conclusion

##Wrap things up and reiterate the main points. Tell them that if they need help deciding if intent data is right for them or need help getting intent data, that Reel Axis can help. CTA is to request a sample intent data report.