

# INTENT DATA:



# ROCKET FUEL

for ABM Demand Generation

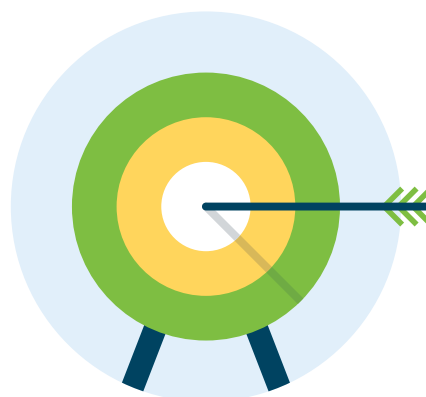
Target the companies that are **searching for your solutions now**

## Intent Data: Account Based Marketing (ABM) Rocket Fuel

Cutting Edge Marketing Technology to Improve ABM Demand Generation Results



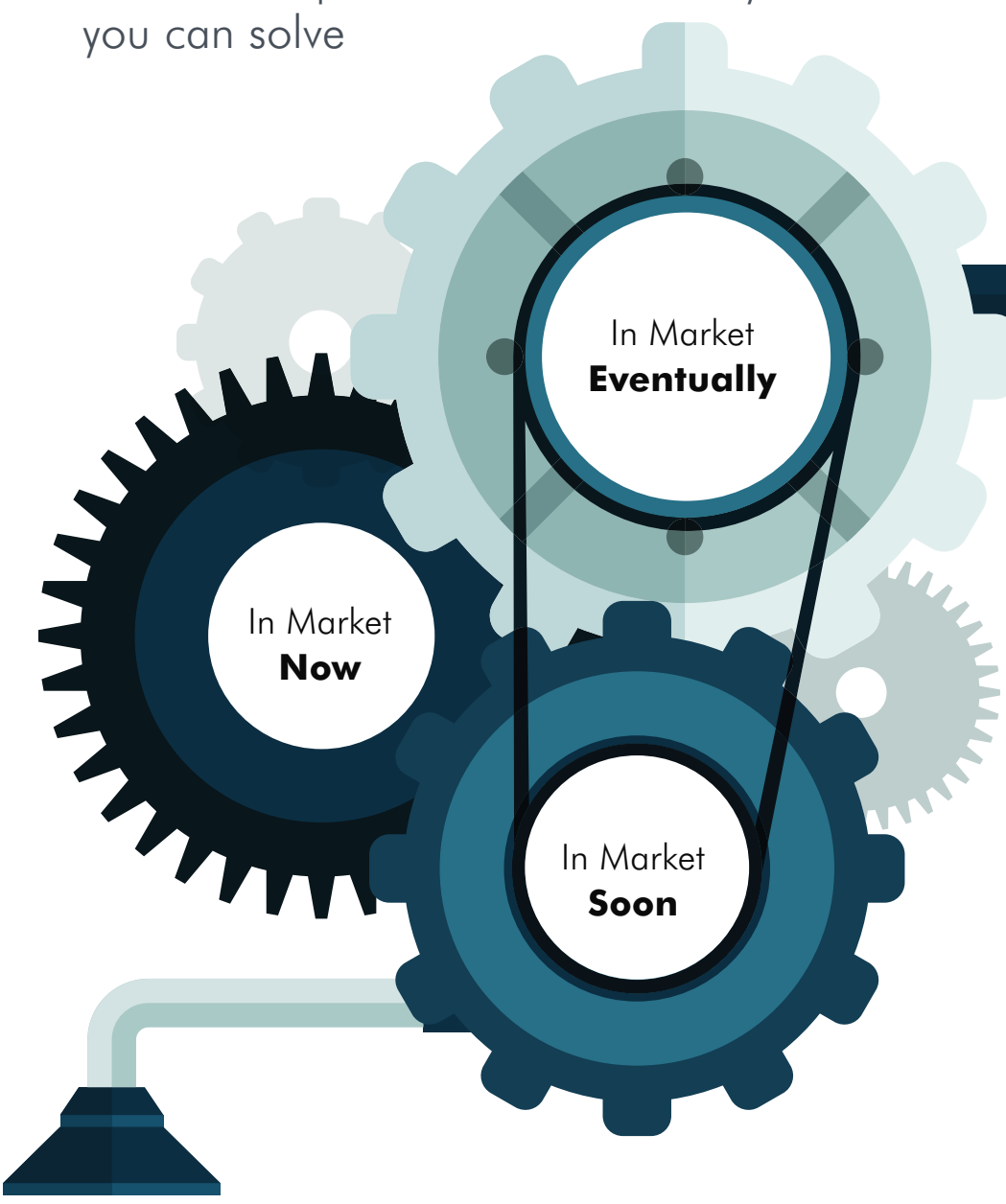
Intent identifies companies that are actively researching solutions to problems that you can solve



Intent identifies the very best targets for your marketing efforts



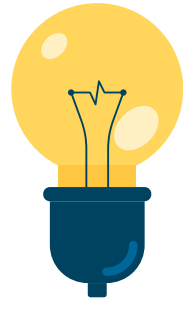
Intent helps sales focus on the best accounts first



Combine Intent Data with Online Surveys to identify which accounts are in their **buyers journey**

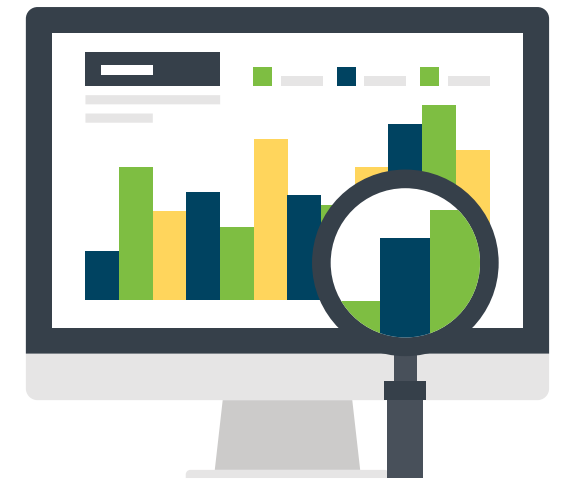
## Steps to Intent Informed Demand Gen Surveys

- 1 Intent test**  
Run an intent test to determine which accounts should be included in your target account list

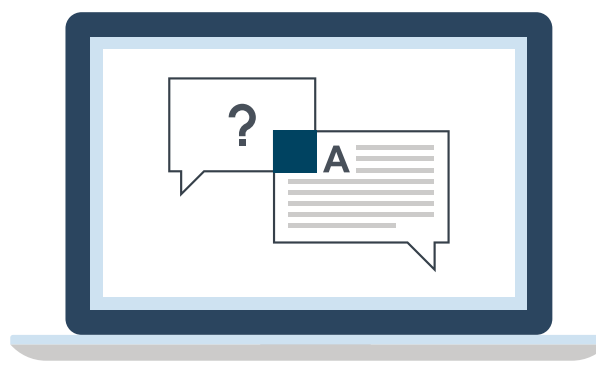


- 2 Analyze Results, Edit Strategy**  
Use the intent data results to inform your target account and content strategy

- 3 Build Contacts at Locations Showing Intent**  
Build deep into accounts that are showing the most relevant activity



- 4 Survey, Nurture**  
Attract attention with a peer-2-peer survey; keep their attention with relevant nurture content



SimplyDIRECT Intent Informed Surveys generate more urgent leads **2.5X MORE LIKELY** to respond "call now" or "email me now"

Learn how you can use intent to improve your demand gen campaigns.

Contact SimplyDIRECT to start your intent based survey marketing program today:

Jon Kennedy (978) 823-1684 or [jkennedy@simplydirect.com](mailto:jkennedy@simplydirect.com)

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