

Reach Your Maximum Potential With

Buyer Intent Data Using Lead Onion

Understanding Buyer Intent is like having a crystal ball that reveals the purchasing intentions of your potential customers.

It's not just about knowing who they are; it's about understanding how actively they're engaging product or service like yours even before they directly interact with your brand.

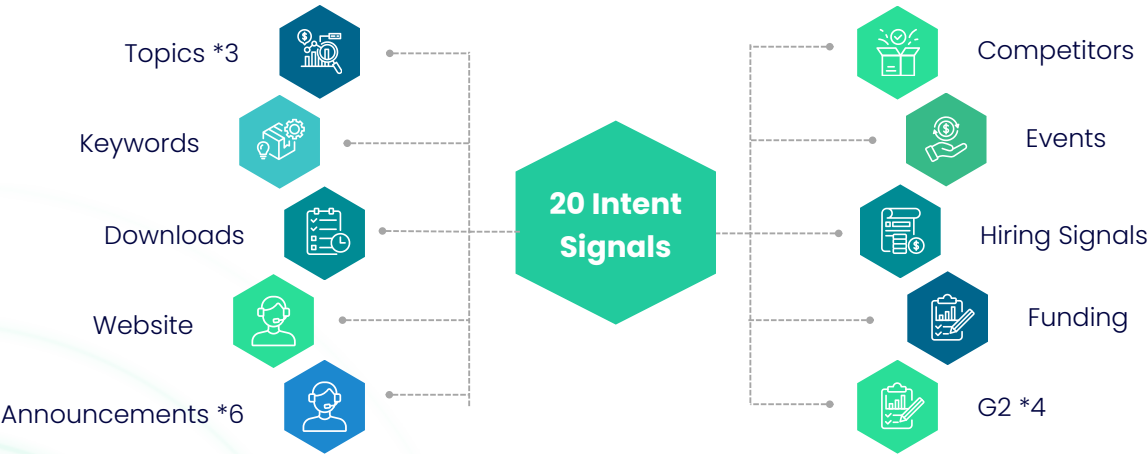


Reach Buyers Instantly

Imagine peeling back the layers of an onion to reveal the depth of Buyer Intent. Just as an onion has multiple layers, Lead Onion, with its multiple sources of Buyer Intent, provides a comprehensive understanding of your potential customers' intentions.

Each layer offers unique insights, from keywords they search for to events they engage with, from signals they emit through hiring activities to announcements they make.

Lead Onion boasts **20 sources of intent**, ensuring comprehensive insights into prospect behaviors and preferences.



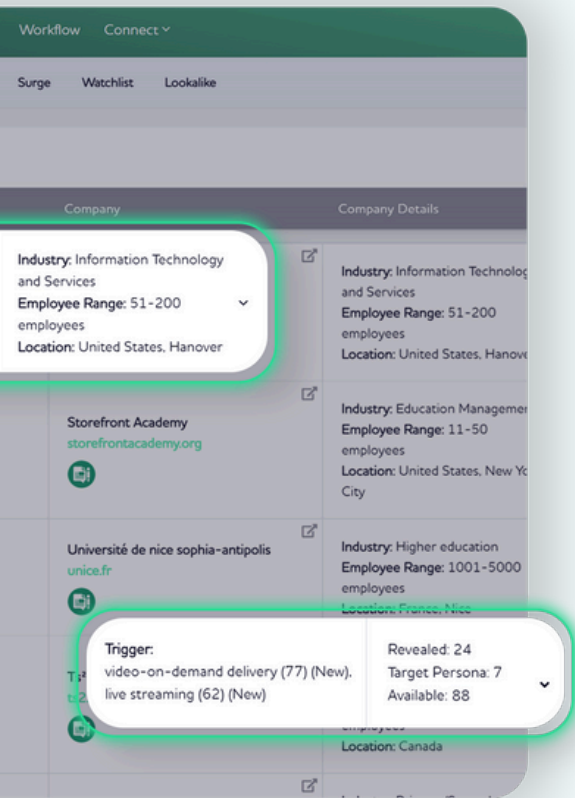
Let's dive into each source, exploring how they contribute to the rich tapestry of Buyer Intent data.

3rd Party Intent Data:

contanulTy | Topic Intent

Our Topic Intent data, powered by Continuity, identifies companies consuming high volumes of content on specific topics across **5K+ B2B sites**.

This tool analyzes consumption patterns to reveal heightened interest, indicating potential demand or market trends. It's ideal for gauging industry interest or identifying leads based on research activities.



bombora | Topic Intent

Coming August 2024 | Our Topic Intent feature, powered by Bombora, provides **real-time insights** into the content your target audience engages with.

Leverage this data to identify trends, optimize your outreach, and tailor marketing efforts to align with audience interests, enhancing your ability to reach and influence potential customers.

FOUNDRY | Topic, Keywords

Topic Intent | Coming August 2024

Powered by LeadSift [a Foundry Company], this tool identifies companies actively researching your products or services, indicating intent to purchase soon. It provides insights into their needs and interests, allowing you to **engage with prospects at the right moment**.

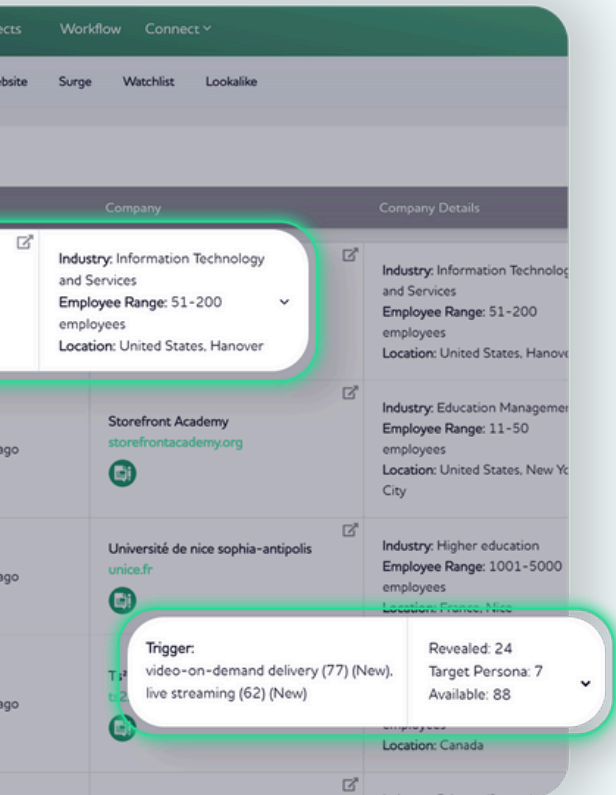
Keywords

Identify accounts engaging with your industry-specific keywords through online posts, discussions, forums or reviews.

The Keywords feature is perfect for tapping into current industry conversations and engaging with prospects showing immediate interest.

FOUNDRY

Competitors, Events, Hiring Signals



Competitors

Pinpoint prospective leads engaging with your competitors online using specified keywords. This tool detects conversational intent like post likes, forum comments, and content shares, providing insights for potential engagement.

By monitoring interactions related to competitors, it offers insights into prospects' preferences, useful for competitive positioning and tailoring your approach accordingly.

Events

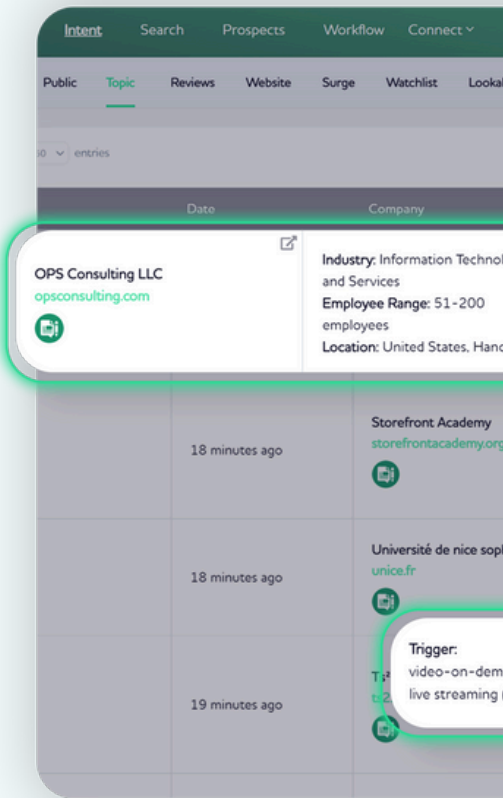
Discover companies actively engaging in industry events like conferences, trade shows, and seminars. This tool tracks prospects' participation, facilitating targeted outreach and networking opportunities.

It's valuable for identifying prospects with high industry engagement, enhancing your chances of meaningful interactions.

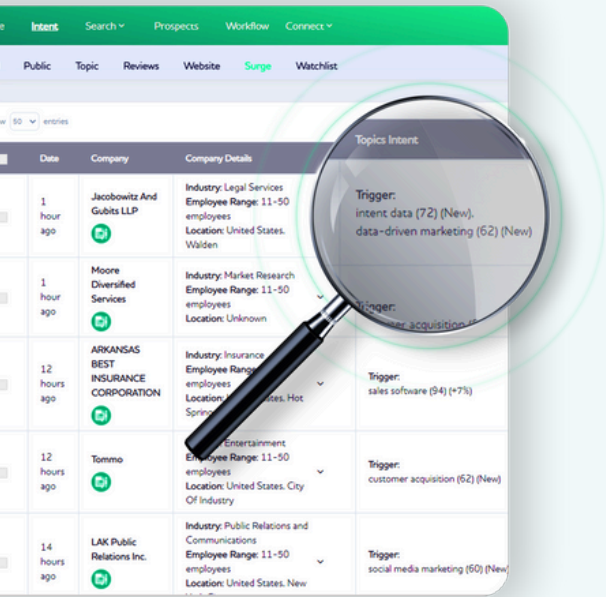
Hiring Signals

Hiring Signals targets organizations hiring for positions relevant to your industry, indicating potential needs for new products or services. This tool monitors hiring activities to identify prospects undergoing organizational changes or expansion, presenting tailored engagement opportunities.

Useful for aligning your offerings with companies' evolving needs and priorities.



Book A Demo



Announcements

Stay ahead with insights from company announcements, including press releases, product launches, partnerships, mergers, and acquisitions. This tool tracks these events to reveal growth trajectories, strategic shifts, and potential needs.

Use this to tailor messaging based on timely, relevant updates, maximizing meaningful engagement and conversion.

Funding

Identify accounts securing new funding, signaling readiness for expansion and investment in new initiatives. This tool enables timely outreach with highly personalized communications by tracking new funding announcements.

Ideal for targeting prospects poised for growth and investment, aligning your offerings with their strategic objectives and initiatives.

2nd Party Intent Data:

 | Downloads

We've partnered with ContentGine, the world's largest solutions-based content library with **117M+ contact profiles**, to provide you with contact-level intent. Access real-time insights and data on individuals downloading industry-related content.

Use Downloads Intent to engage with prospects seeking industry-related content, delivering targeted solutions based on their interests.

 | G2

G2 Intent converts activity from **80M in-market G2 users** into actionable B2B contact info. It identifies prospects searching for your industry, competitors, or profile on G2 in real-time for immediate action.

Boost conversion rates and shortens sales cycles by targeting prospects actively researching industry solutions, engaging them at the right moment.

1st Party Intent Data:



A prospect visiting your website signals strong intent. Partnered with **IP Flow's 1.4B+ B2B IPs**, we transform your site into a powerful lead generation engine.

Identify visiting companies and key contacts to ensure you never miss a lead, and capture visitor data effectively with Website Intent.

Quality Data Partners



Bringing you a single stream of the broadest Intent Signal on the market.

Make **Big Impact** with a
Small Team

With Lead Onion as your trusted companion, you can streamline your lead generation process, nurture leads effectively, and achieve extraordinary results.

Get started with Lead Onion's Intent Generator and activate your 7 day free trial, in under 3 minutes today!

Get Started Now