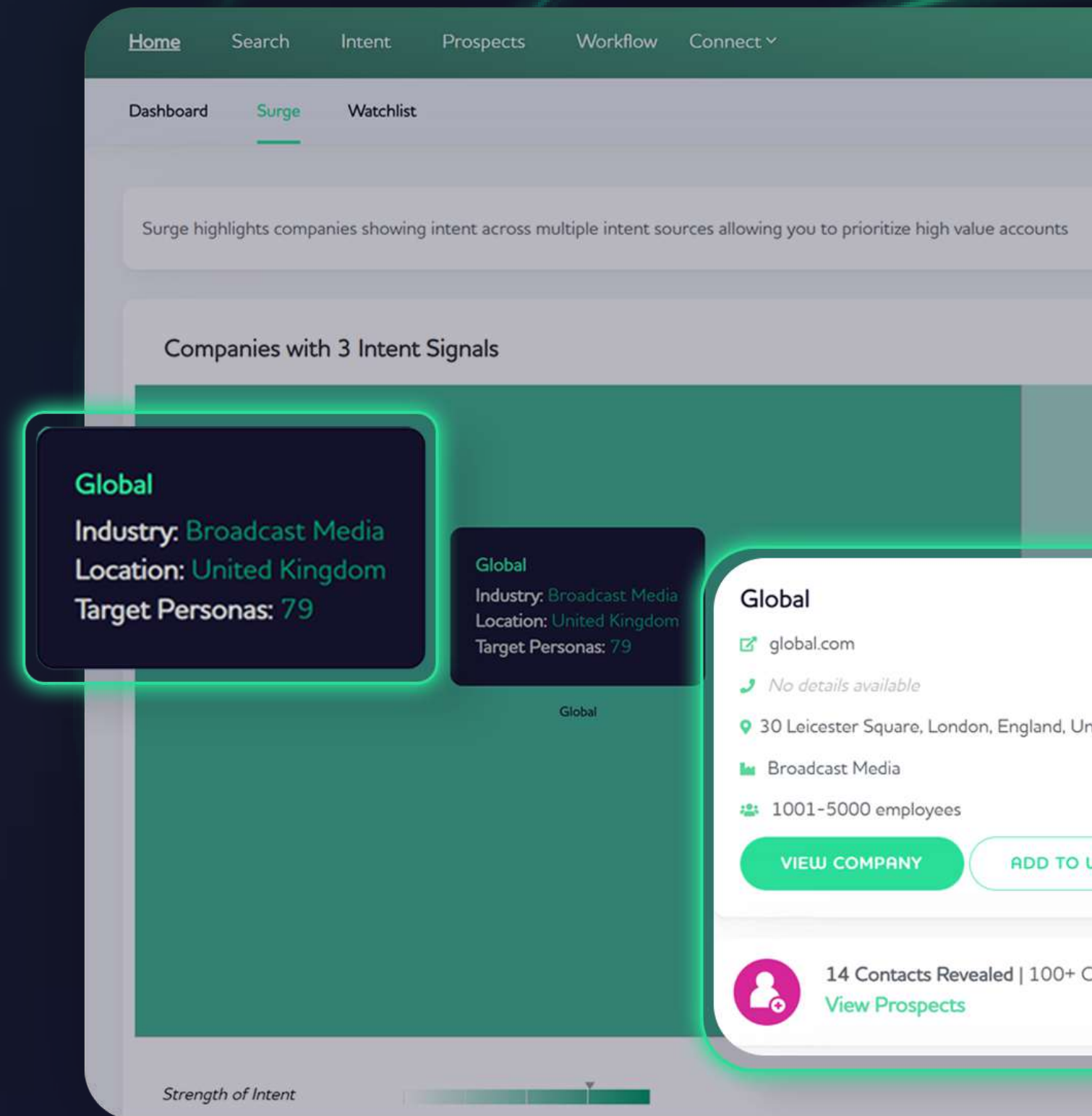


Guide

Interest vs Buying **Intent**

In B2B marketing and sales, the fine line between mere interest and genuine buyer intent holds the key to unlocking success. The ability to discern authentic buying signals amid the vast ocean of data noise sets the stage for industry leaders. This guide illuminates the intricacies of this distinction, unveiling how Lead Onion revolutionizes the art of deciphering true buyer intent signals.



nt Search ▾ Prospects Workflow Connect ▾			
c Topic Reviews Website Surge Watchlist			
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ate			
	Company	Company Details	
	Jacobowitz And Gubits LLP	Industry: Legal Services Employee Range: 11-50 employees Location: United States, Walden	Topics Intent Trigger: intent data (72) (New), data-driven marketing (62) (New)
	Moore Diversified Services	Industry: Market Research Employee Range: 11-50 employees Location: Unknown	Trigger: customer acquisition (62) (New)
	ARKANSAS BEST INSURANCE CORPORATION	Industry: Insurance Employee Range: 11-50 employees Location: United States, Hot Springs	Trigger: sales software (94) (+7%)
	Tommo	Industry: Entertainment Employee Range: 11-50 employees Location: United States, City Of Industry	Trigger: customer acquisition (62) (New)
	LAK Public Relations Inc.	Industry: Public Relations and Communications Employee Range: 11-50 employees Location: United States, New York	Trigger: social media marketing (60) (New)

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Chapter 1:

The Challenge of Intent Interpretation

The skill of distinguishing between interest and intent stands as a fundamental compass, guiding your journey through the vast sea of potential leads and opportunities. Yet, as crucial as this distinction is, it remains a challenge that businesses grapple with daily.

This differentiation can be as fine as a razor's edge, yet its implications are monumental. In this section, we embark on a deeper exploration of this challenge, recognizing the nuances of discerning leads displaying single intent from those presenting multiple intent signals.

48% of B2B leaders say that intent is a core part of their revenue strategy.

The Subtlety of Intent

Imagine you're at a crossroads, faced with a multitude of leads, each carrying its unique set of signals. Some leads exhibit a single intent, represented by a specific action like a keyword search or a visit to a product page. Their intent is clear and singular, like a solitary puzzle piece meant to complete a specific part of the picture.


However, as you journey further along this path, you encounter leads that reveal multiple intent signals—a symphony of actions and behaviors that together paint a more intricate and vivid picture of a prospect's readiness to make a move. It's akin to piecing together a puzzle where each piece contributes to a larger, more comprehensive narrative.

Distinguishing the Differences

The challenge of distinguishing between interest and buyer intent is rooted in the subtle nuances of the signals or behaviors exhibited by potential customers. These signals can sometimes appear very similar, making it challenging to differentiate between someone who is merely curious or intrigued and someone who is genuinely prepared and showing intent to make a purchase.

The logo for Leadonion, featuring the word "Lead" in a bold, sans-serif font, followed by a circular icon containing a stylized spiral, and then the word "onion" in a similar sans-serif font.

Leadonion

A woman with dark, curly hair, wearing a dark top and a watch, smiling and looking towards the camera. She is holding a pen in her right hand.

55% of sales leaders saw an increase in lead conversions when using intent data.

Distinguishing the Differences Contd

The "razor-thin" line signifies that the difference between these two states of mind is often extremely fine and can easily be overlooked or misinterpreted. Customers might engage in actions that, on the surface, seem like they indicate a strong intention to buy, but in reality, they might still be in the exploration or research phase.

Understanding this distinction is not just important but is pivotal for businesses. It goes beyond a mere matter of curiosity. Recognizing when a prospect has transitioned from a state of interest to a state of buyer intent is critical for effectively allocating resources, such as time, marketing efforts, and budget. By accurately identifying those prospects who are genuinely ready to make a purchasing decision, businesses can engage with them more strategically, enhancing their chances of conversion and fostering trust and credibility in the process.

In essence, the ability to discern these subtle differences can significantly impact a company's bottom line and success in the marketplace.

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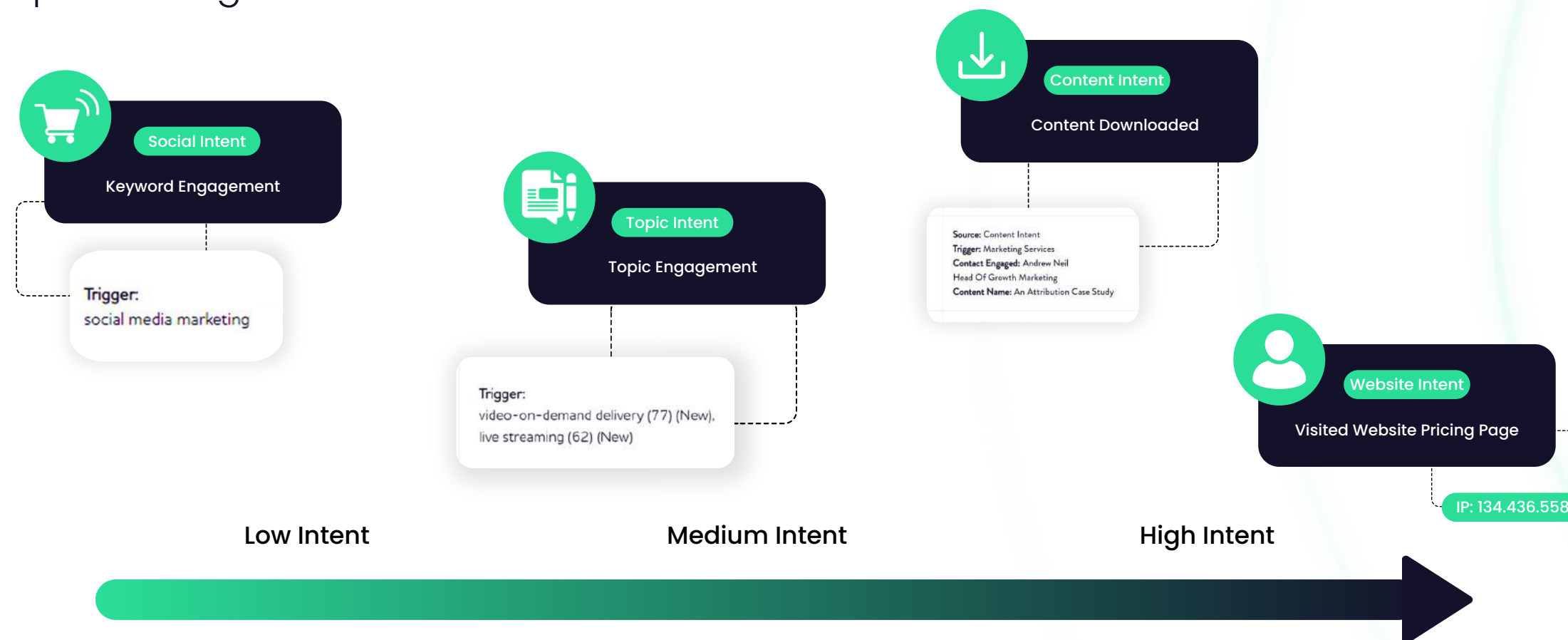
Leadonion

A woman with dark, curly hair, smiling and looking towards the camera. She is wearing a dark, long-sleeved top and a watch on her left wrist. The image is overlaid with a green tint.

67% of marketers say their number one challenge with intent data investments is making intent data actionable.

The Power of Multiple Intent Signals

Why does this matter? Leads presenting multiple intent signals carry a weightier and more accurate buying signal. These signals signify a deeper commitment and readiness to engage. They go beyond mere curiosity or exploration; they signify a prospect's active journey towards a purchasing decision.



Distinguishing between leads with single intent and those with multiple intent signals empowers businesses to allocate resources more efficiently, ensuring that precious time, effort, and marketing budget are directed towards prospects who are genuinely primed for conversion. It enables timely and relevant engagement, fostering trust and credibility.

The Consequences of Misinterpretation

Misinterpreting intent can lead to a series of unintended consequences:

- ✓ **Wasted Resources:** Pursuing leads that are not genuinely interested in buying can drain your resources, from time and effort to marketing budget.
- ✓ **Missed Opportunities:** On the flip side, failing to identify true buying signals means you might miss out on valuable prospects who are ready to convert.
- ✓ **Ineffective Nurturing:** When you treat every lead as if they have high intent, you risk bombarding them with sales messages prematurely, which can alienate potential customers.
- ✓ **Loss of Credibility:** Sending irrelevant or untimely messages can harm your brand's credibility and reputation.

The logo for Leadonion, featuring the word "Lead" in a bold sans-serif font, followed by a circular icon containing three concentric circles, and then the word "onion" in a lighter sans-serif font.

Leadonion

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97% of B2B marketers believe that third-party intent data will give brands a competitive advantage in the year ahead.



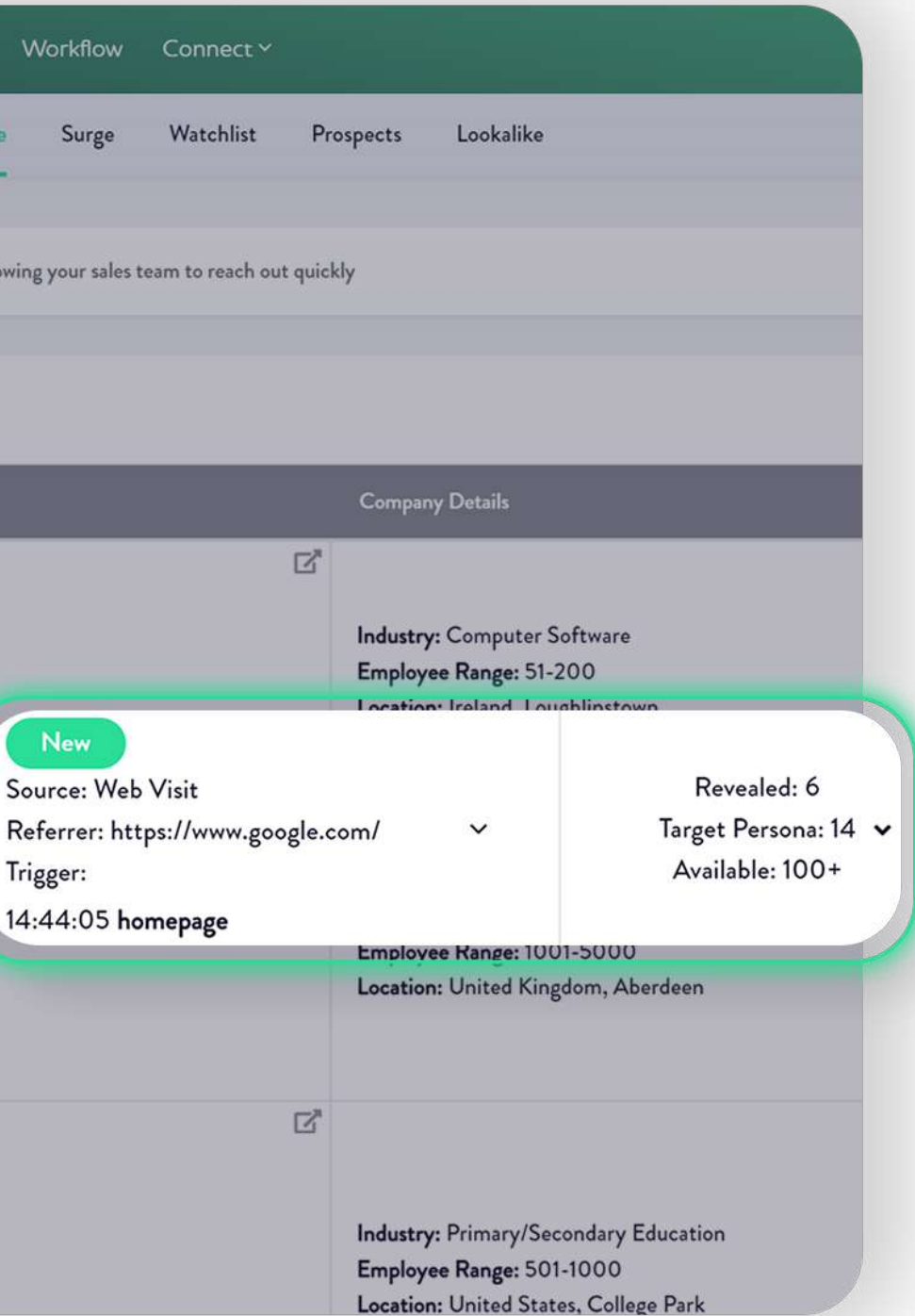
Chapter 2:

The Power of 18 Combined Signals

Welcome to a deeper exploration of the remarkable capabilities of Lead Onion's intent signals. In this chapter, we'll uncover the profound significance of aggregating signals from multiple sources and how it leads to a more accurate, comprehensive understanding of buyer intent. Prepare to discover how this holistic approach can empower your business to make well-informed decisions and effectively prioritize leads.

Introducing Lead Onion's Unique Approach

Lead Onion takes center stage as the only platform that seamlessly combines 18 intent signals into one unified solution. This distinctive approach sets us apart from the rest, and it's the cornerstone of our commitment to providing businesses with a 360-degree view of buyer behavior and engagement.





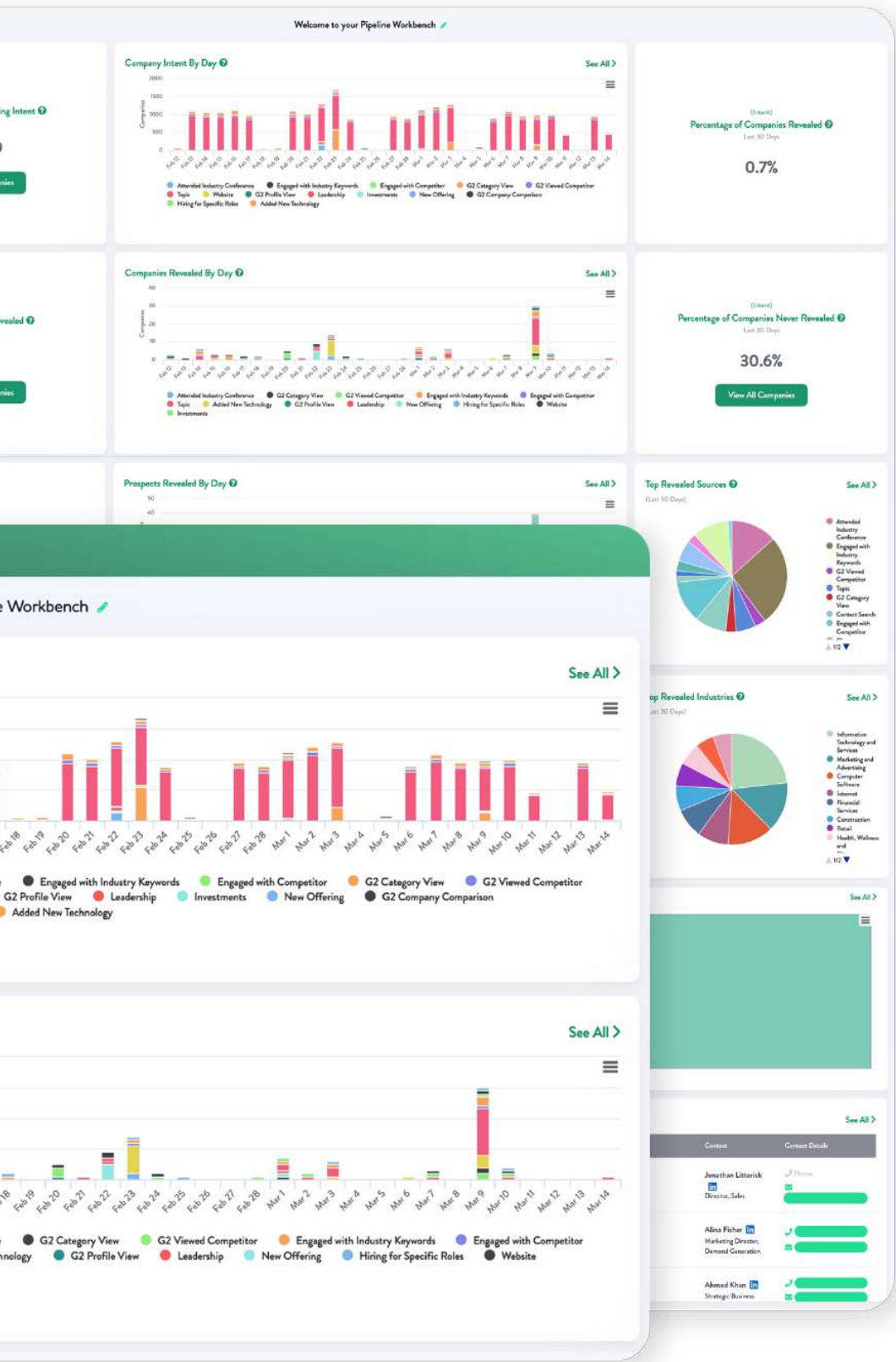
The Rich Tapestry of Intent Signals

So, what are these 18 intent signals?

They're a meticulously curated blend of 1st, 2nd, and 3rd party data, each contributing to a comprehensive view of the buyer's journey. But we don't stop there. Lead Onion's intent signals go beyond conventional sources; they encompass content intent as well. This means we're not just gauging actions; we're deciphering the why behind them.

Buyer intent data refers to the behavioral signals and data points that indicate a potential buyer's level of interest. It encompasses various digital footprints left by buyers as they interact with online content, websites, social media, and other platforms.

These signals can include keyword searches, website visits, content downloads, and engagement with marketing materials. Buyer intent data can be categorized into 3 types:





1. First-Party Data:

The data you're directly in control of and have direct access to, such as your website visits, interactions with your customers across social media or email, social listening tools and offline interactions like attendance at industry events or tradeshow.

2. Second-Party Data:

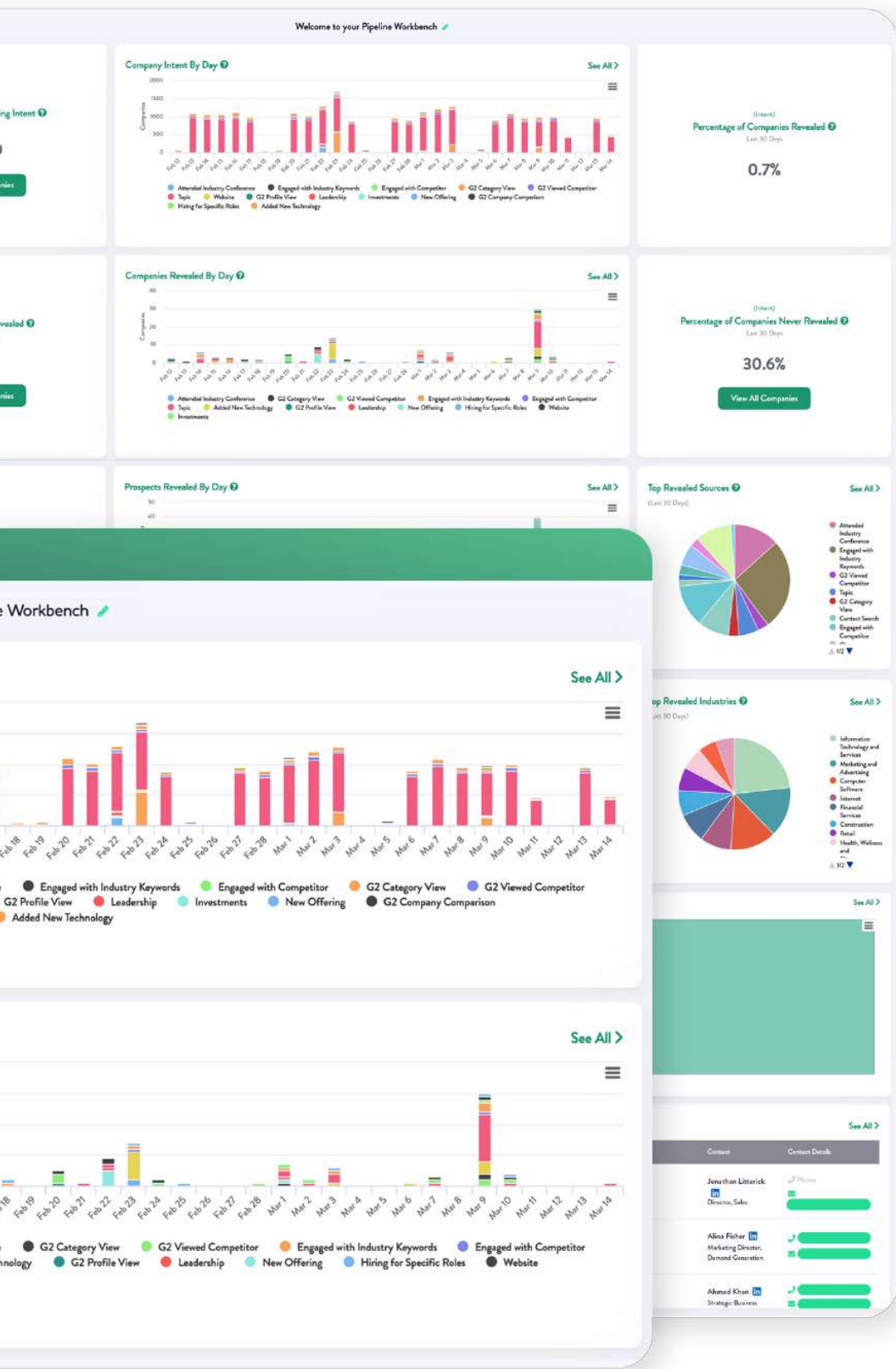
The first-party data collected, analysed and sold by another company, such as review sites, like G2 and ContentGine.

While G2's data is valuable, it can be challenging to operationalize. It's limited to company-level data, requiring supplementation with contact-level information for key decision makers. Cross-referencing with other intent signals is crucial to fully leverage its potential.

Whilst ContentGine's data is focused at the contact level.

3. Third-Party Data:

This is collected from activities outside of your owned digital properties, such as keyword and topic mentions, user reviews and competitor mentions on external sources such as Blogs, B2B publishers, Forums, business or technology-focused online communities and Public data from social media networks, i.e. LinkedIn.

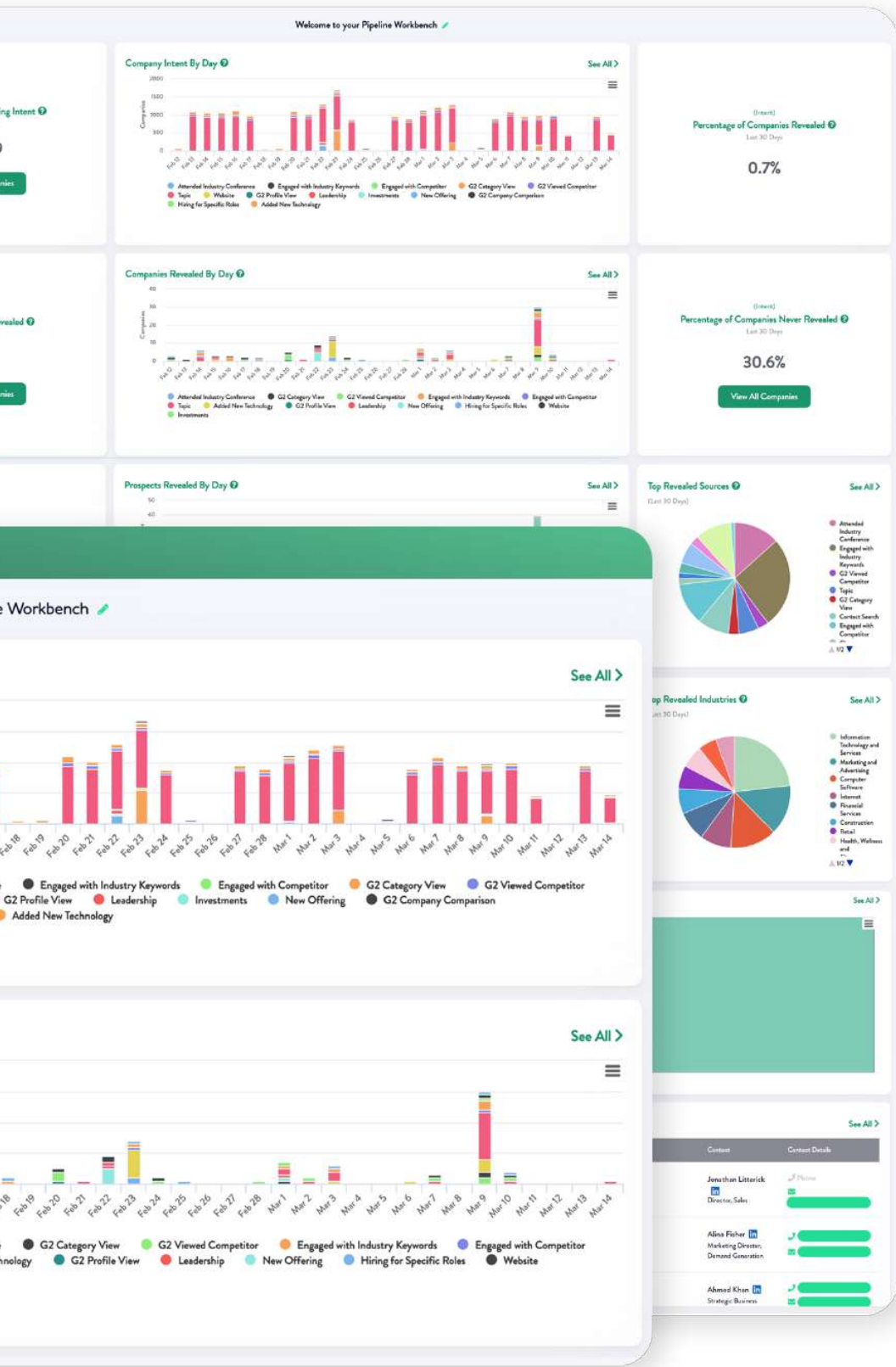




The Power of Comprehensive Insights: Navigating the Buyer's Odyssey

This knowledge isn't just power; it's a strategic advantage. It empowers your business to tailor engagement strategies that resonate with the specific needs, concerns, and desires of your leads at every stage. It's the difference between generic outreach and personalized connection, between guesswork and informed decision-making.

In essence, it's the key to forging relationships that transcend transactions. It's about understanding the heart of your audience and aligning your business with their aspirations. As we journey through this exploration of Lead Onion's 18 intent signals, you'll discover how this depth of insight becomes a cornerstone for your business's success, ushering in an era of unparalleled effectiveness and achievement.



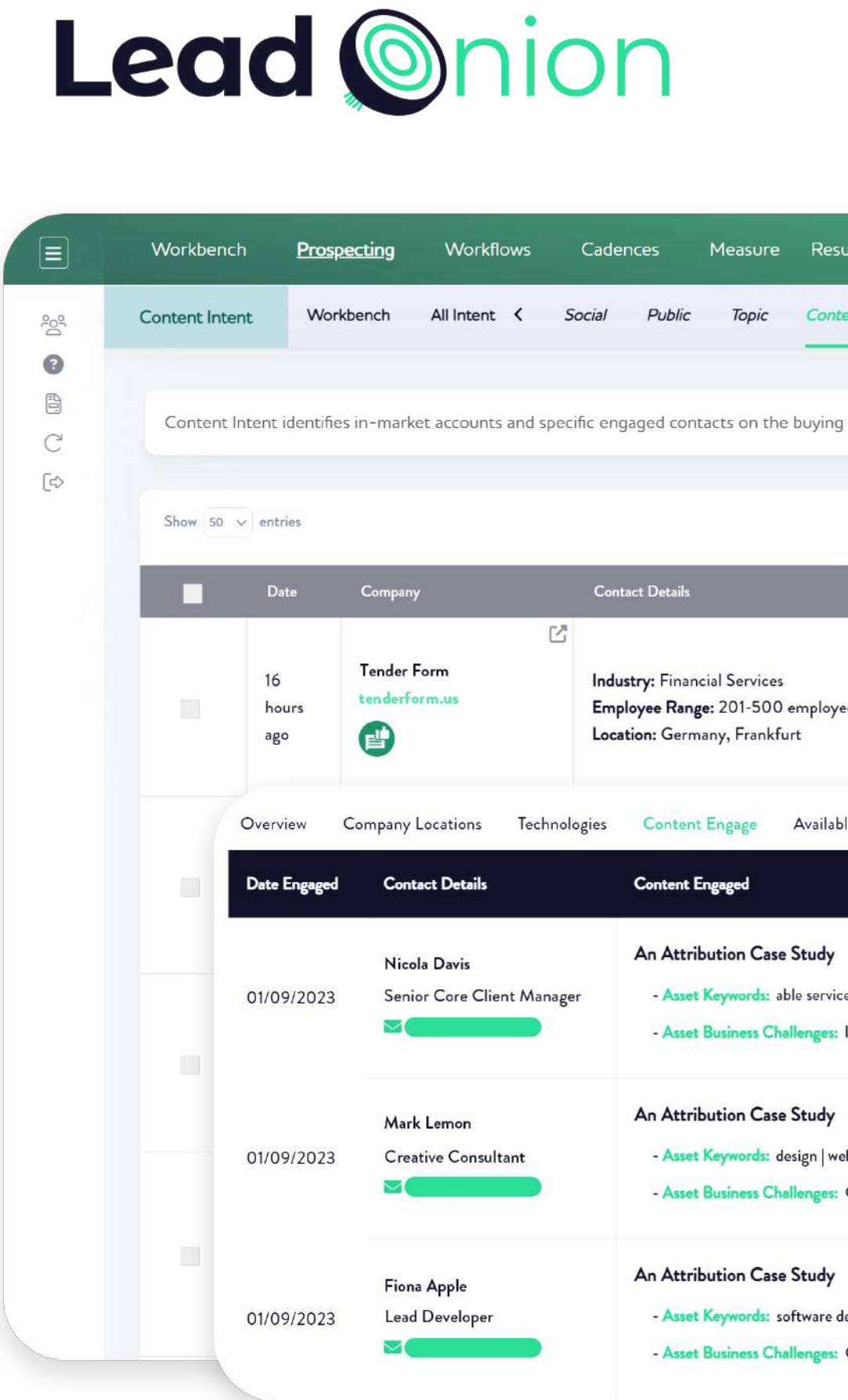
Chapter 3:

Content Intent: The Missing Piece

In this chapter, we unveil one of the most potent facets of Lead Onion's intent solution—Content Intent. It's the missing piece that goes beyond understanding who is showing intent; it's about unraveling the tapestry of what content they've engaged with or downloaded.

The Power of Understanding Content Engagement

Imagine this scenario: You're presented with two leads, both displaying intent signals. One has interacted with a product page, while the other has downloaded a comprehensive industry report. Conventional wisdom might treat them as equals, but not with Content Intent in the picture.

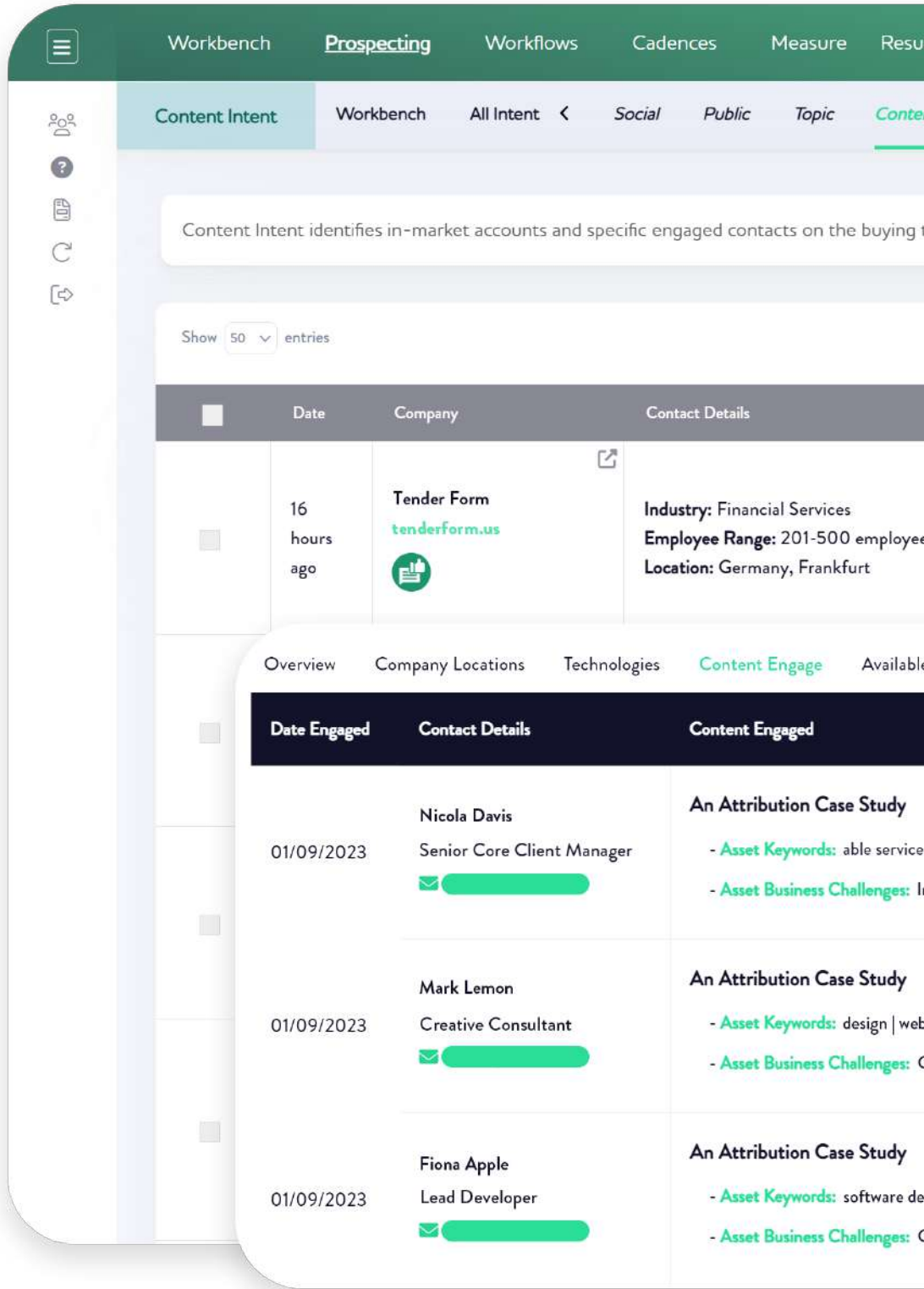


A Deeper Layer of Insight

With Content Intent, you're not just looking at actions; you're deciphering the content they've engaged with. This knowledge adds a deeper layer of insight. It's like discovering the subtle nuances of a painting that might be missed with a cursory glance. You're no longer in the dark about what piques your leads' interests.

Personalized Engagement at Scale

Armed with this knowledge, your business can take engagement to a whole new level. It's about offering leads content that aligns with their specific interests and needs. It's like crafting a tailor-made suit rather than a one-size-fits-all solution. This level of personalization resonates with your leads, fostering a stronger connection and trust.





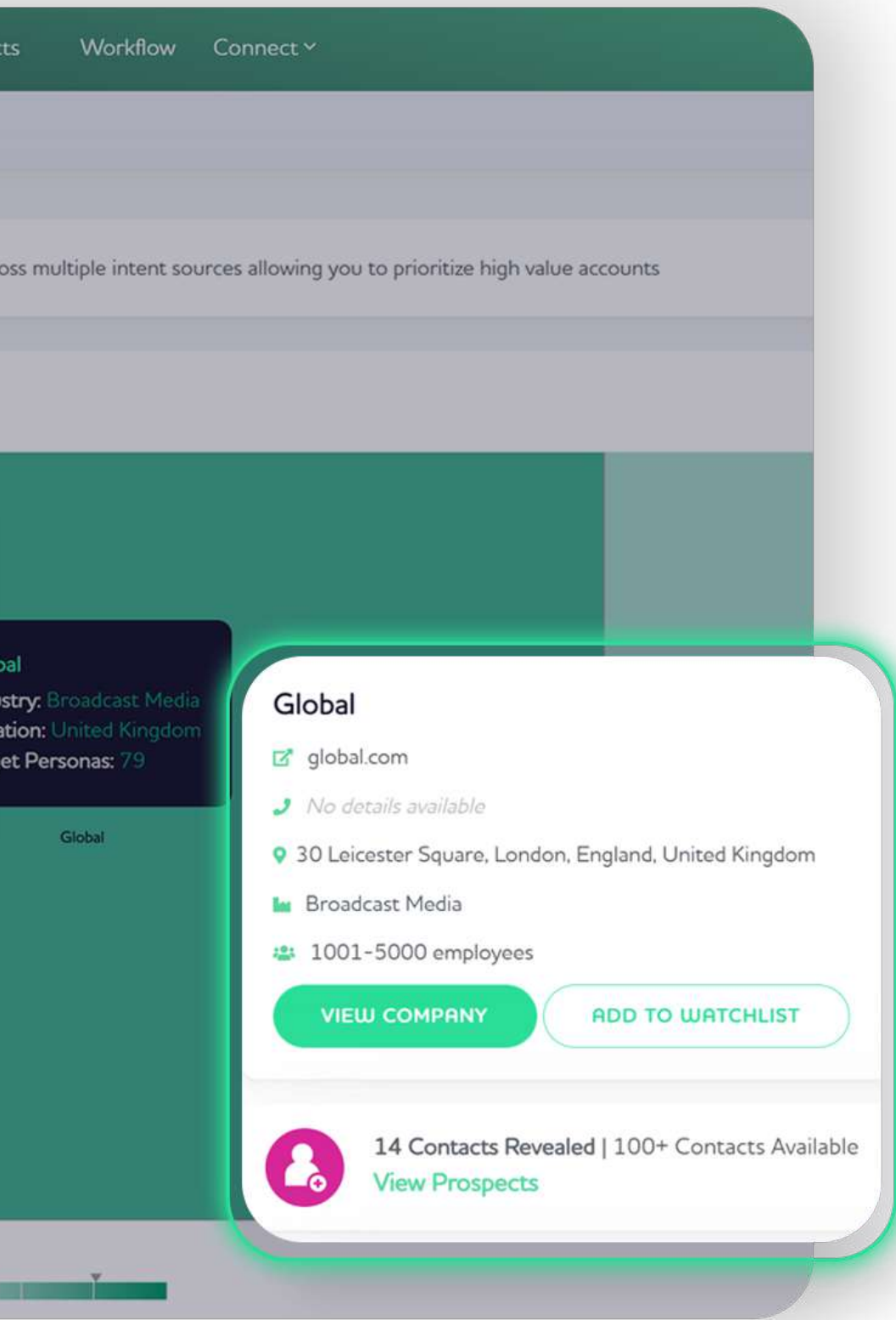
Chapter 4:

Unlocking Opportunities with Lead Onion's Surge Feature

In this chapter, we explore how Lead Onion's Surge Feature aligns with the theme of "Interest versus Buying Intent." This innovative tool is a game-changer in distinguishing between casual interest and genuine buying intent, enabling businesses to make precise decisions and seize opportunities effectively. This feature has revolutionized how businesses identify and seize opportunities within the vast landscape of buyer intent.

Understanding Surge: A Game-Changing Advantage

The world of buyer intent is dynamic, with signals and opportunities ebbing and flowing like tides. Recognizing these surges in intent is akin to capturing lightning in a bottle—a challenging feat for any business. With the Surge Feature, Lead Onion equips businesses to accomplish this challenging task efficiently and effectively.



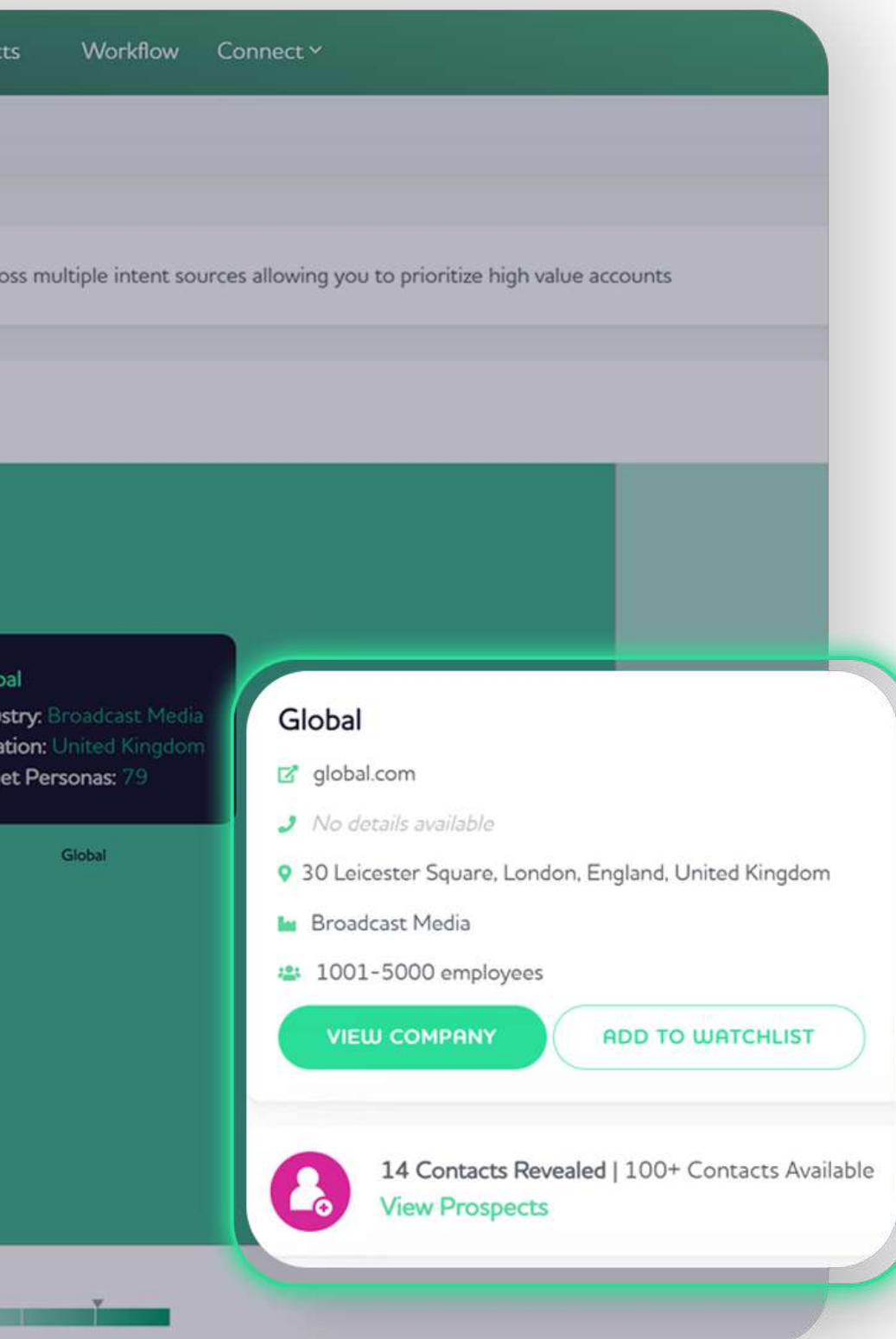
Real-Time Insight into Surging Companies

Lead Onion's Surge Feature provides businesses with real-time insights into companies exhibiting sudden surges in intent signals. These surges are clear indicators of a heightened level of interest and a significant uptick in activity. By swiftly identifying such companies, businesses can engage with them at the peak of their intent, turning interest into actionable opportunities.

Seizing the Right Moment

Timing is paramount in sales and marketing. The Surge Feature empowers businesses to identify precisely when a company is most receptive to engagement—a moment of maximum potential. This capability allows sales and marketing teams to prioritize their efforts effectively and engage with surging companies at the optimal time.

In essence, the Surge Feature directly addresses the "Interest versus Buying Intent" dilemma by offering real-time insights that enable businesses to differentiate between casual interest and genuine intent. It empowers companies to focus resources on prospects who are actively displaying buying intent, ensuring that their efforts yield the most significant impact.



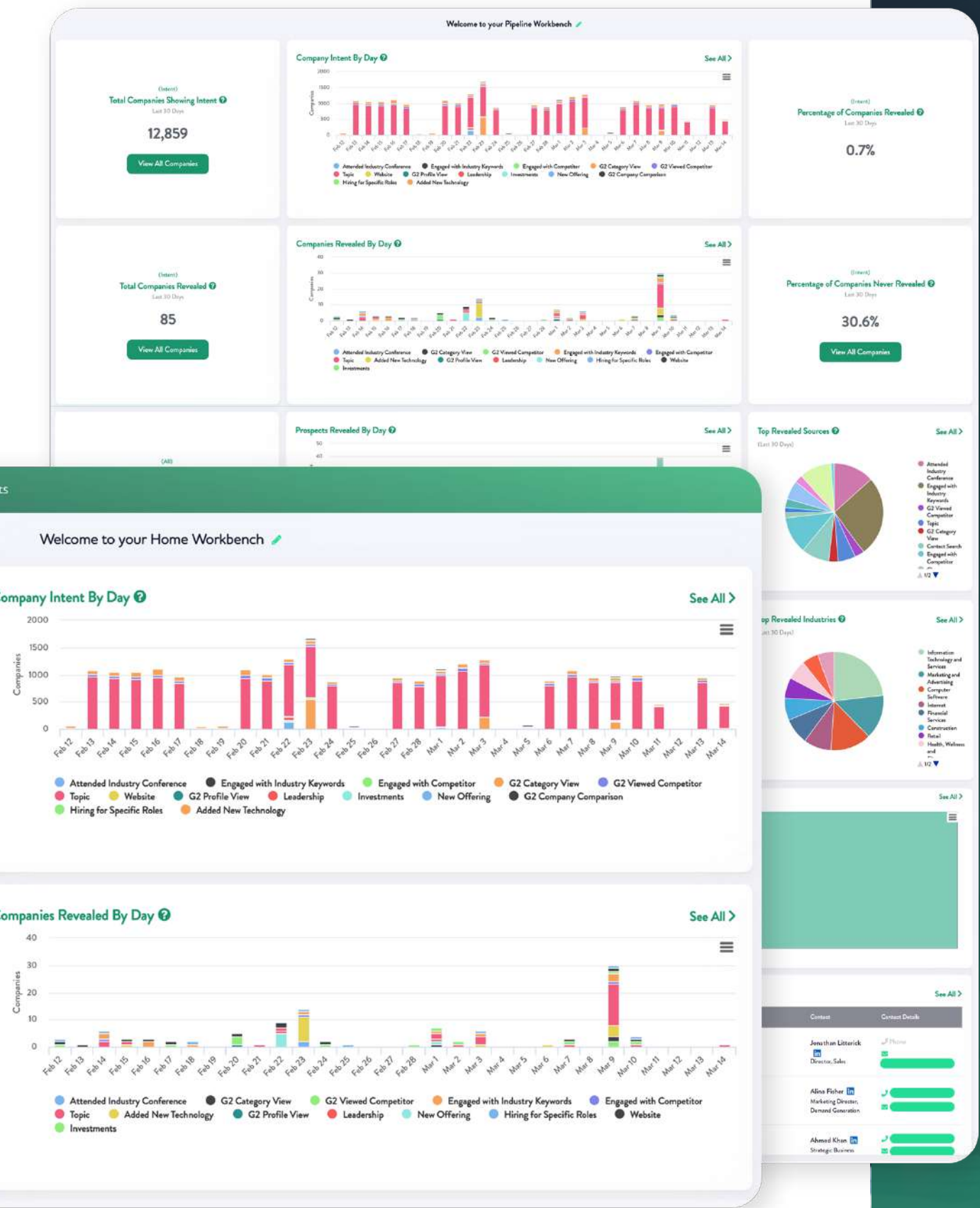
Chapter 5:

Case Studies and Success Stories

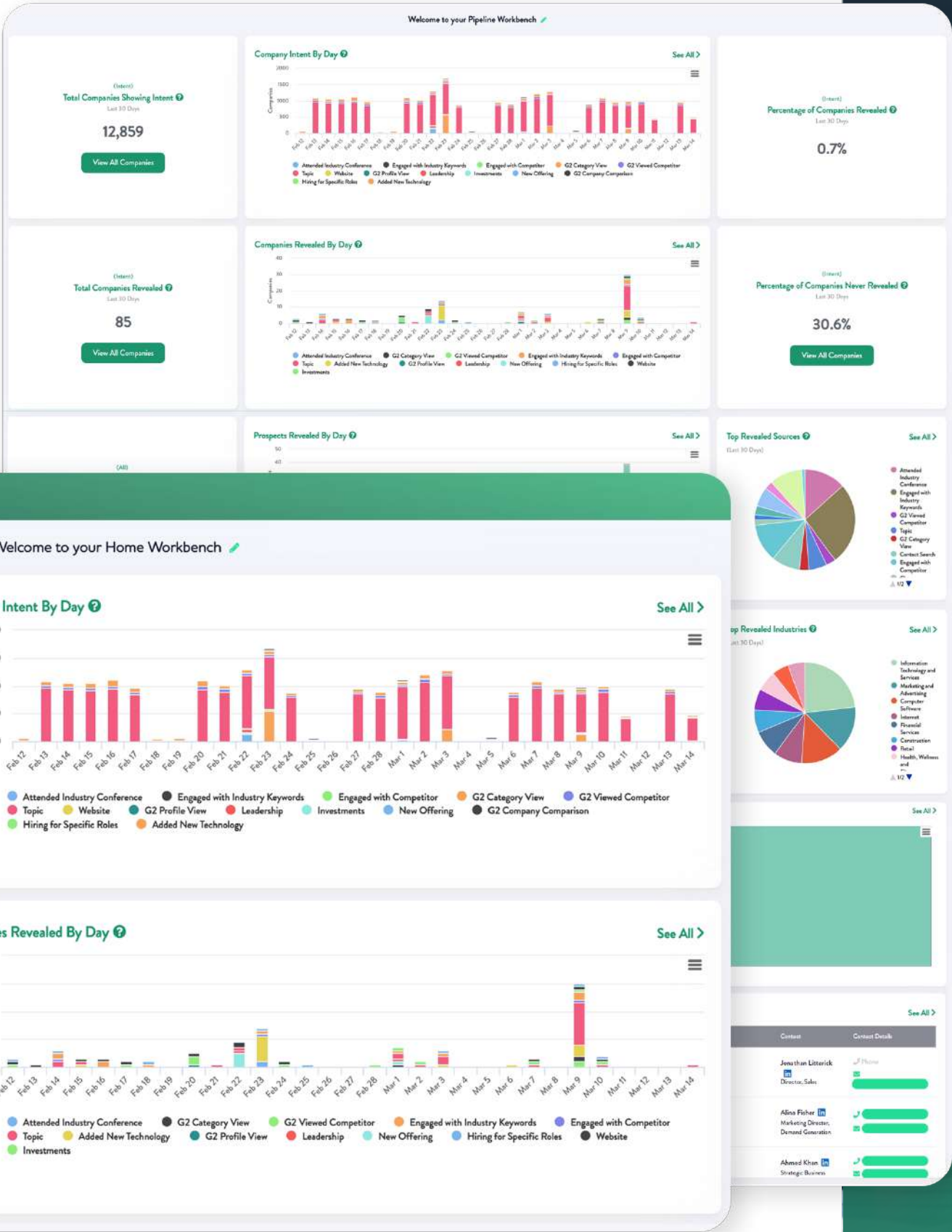
Real-world success stories are the true testament to the effectiveness of Lead Onion's intent data solutions. In this chapter, we bring you a compelling case study that showcases how businesses, like Grabyo, have harnessed the formidable power of Lead Onion's intent data to revolutionize their sales and marketing efforts, resulting in remarkable outcomes.

The Challenge: A Data-Driven Approach for a Young Company

Grabyo, a dynamic B2B SaaS platform, aimed to revolutionize its marketing and sales strategy with data-driven insights. As a young company, they needed a smarter approach to excel in a competitive industry. Their challenge was to build a lead generation engine targeting intent-driven prospects at various stages of the buyer's journey, while staying within budget.



Interest vs Buying Intent



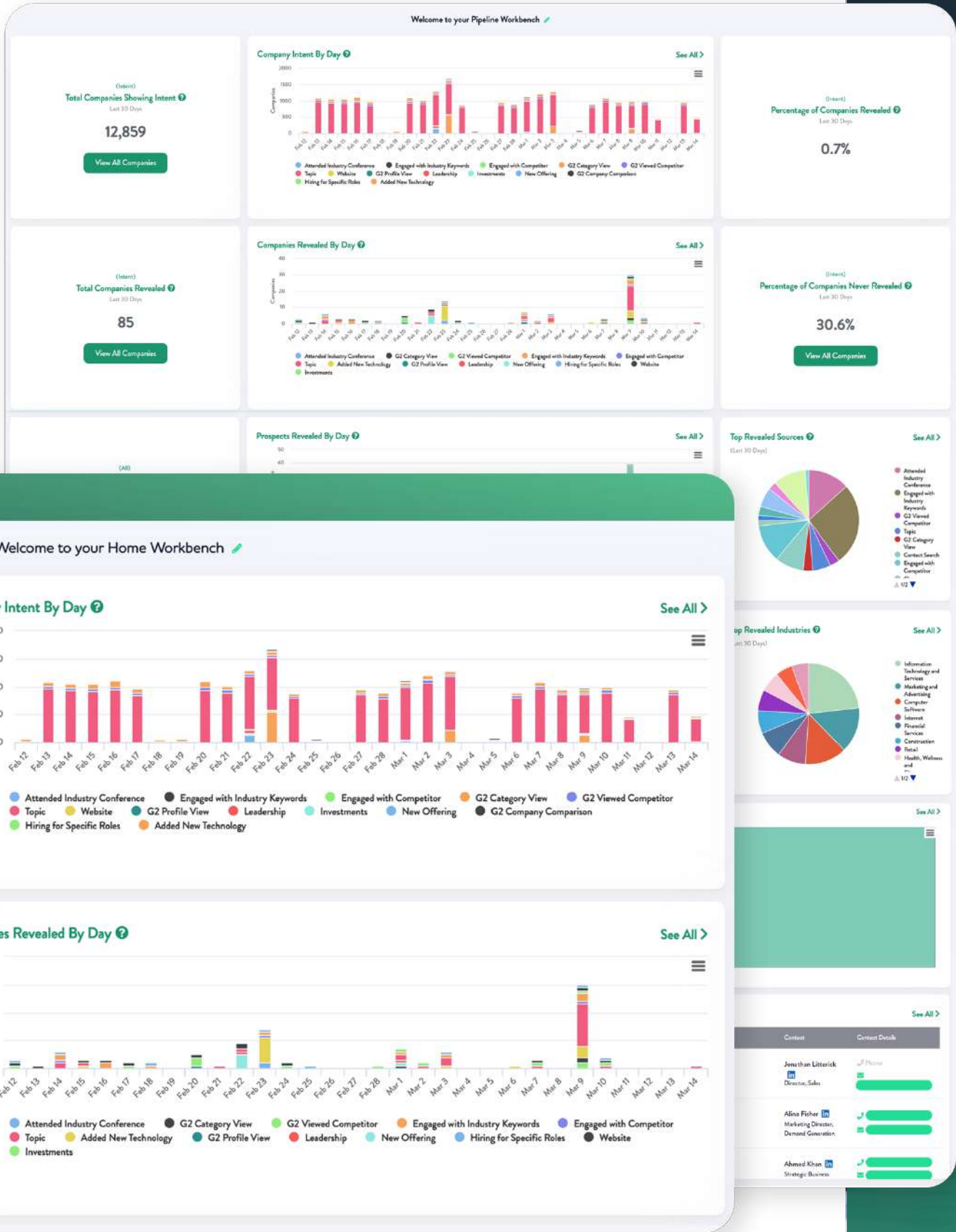
The Solution: Lead Onion

Lead Onion emerged as the perfect solution for Grabyo's needs. With its all-in-one platform integrating 18 intent signals, including the invaluable Topic Intent tool, Grabyo found the comprehensive approach they were looking for. This allowed them to craft targeted and informed messaging, aligning with their prospects' interests.

The Results: Exponential Growth in Lead Generation

Since adopting Lead Onion in January 2022, Grabyo has experienced remarkable results. While specific numbers remain confidential, Grabyo proudly states that Lead Onion is now their primary source of Marketing Qualified Leads (MQLs) across every region. The Topic Intent tool has opened doors to new opportunities, expanding their reach and impact.

Interest vs Buying Intent



Jack's Testimonial: A Necessity for Informed Decisions

Jack Cammish, Digital Marketing Manager at Grabyo, emphasizes that in the digital marketing landscape, Lead Onion has become a necessity for making informed decisions. It provides ongoing data insights that deliver constant value. Unlike static research, Lead Onion offers the ability to attribute leads directly to campaigns, making it an invaluable tool for achieving long-term success.

This case study showcases how Grabyo leveraged Lead Onion to overcome challenges, implement a data-driven approach, and achieve substantial growth in their lead generation efforts.

“Within 5 months Grabyo have gone from having limited data, to building a targeted database of intent-driven prospects.”

Chapter 6:

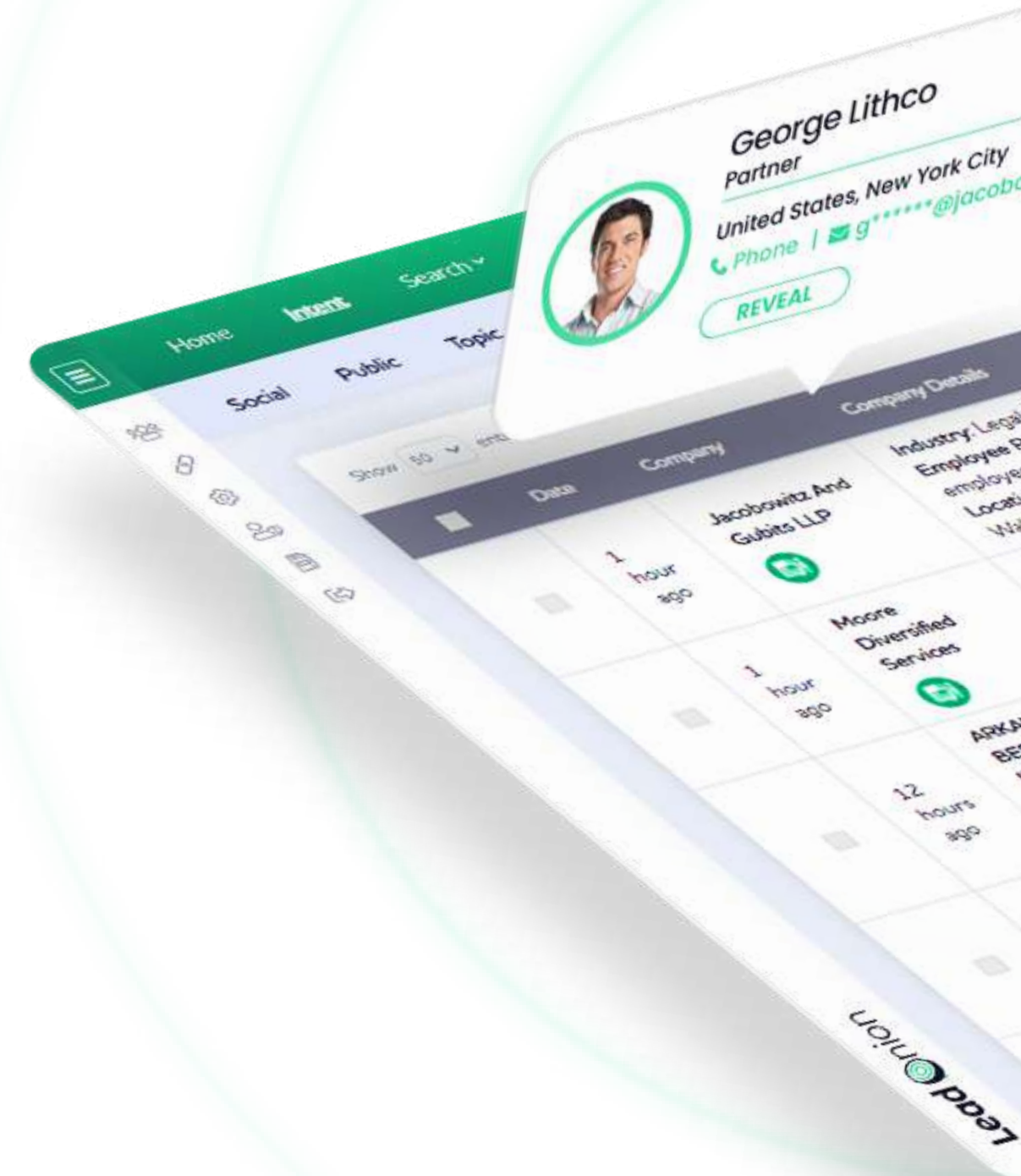
Conclusion: The Future of Buyer Intent

As we bring this comprehensive guide to a close, our gaze extends towards the horizon of buyer intent's future. The evolving landscape brings forth exciting trends and transformations, and Lead Onion stands poised at the forefront of these changes.

We envision a future where the art of understanding true buying signals transcends the realm of mere possibility to become an absolute certainty.

Embracing Emerging Trends

The future of buyer intent is marked by a continuous evolution of data sources, engagement channels, and buyer behaviors. We anticipate a shift towards even more personalized and data-driven strategies, where businesses tap into a wealth of intent signals to engage with precision and relevance.



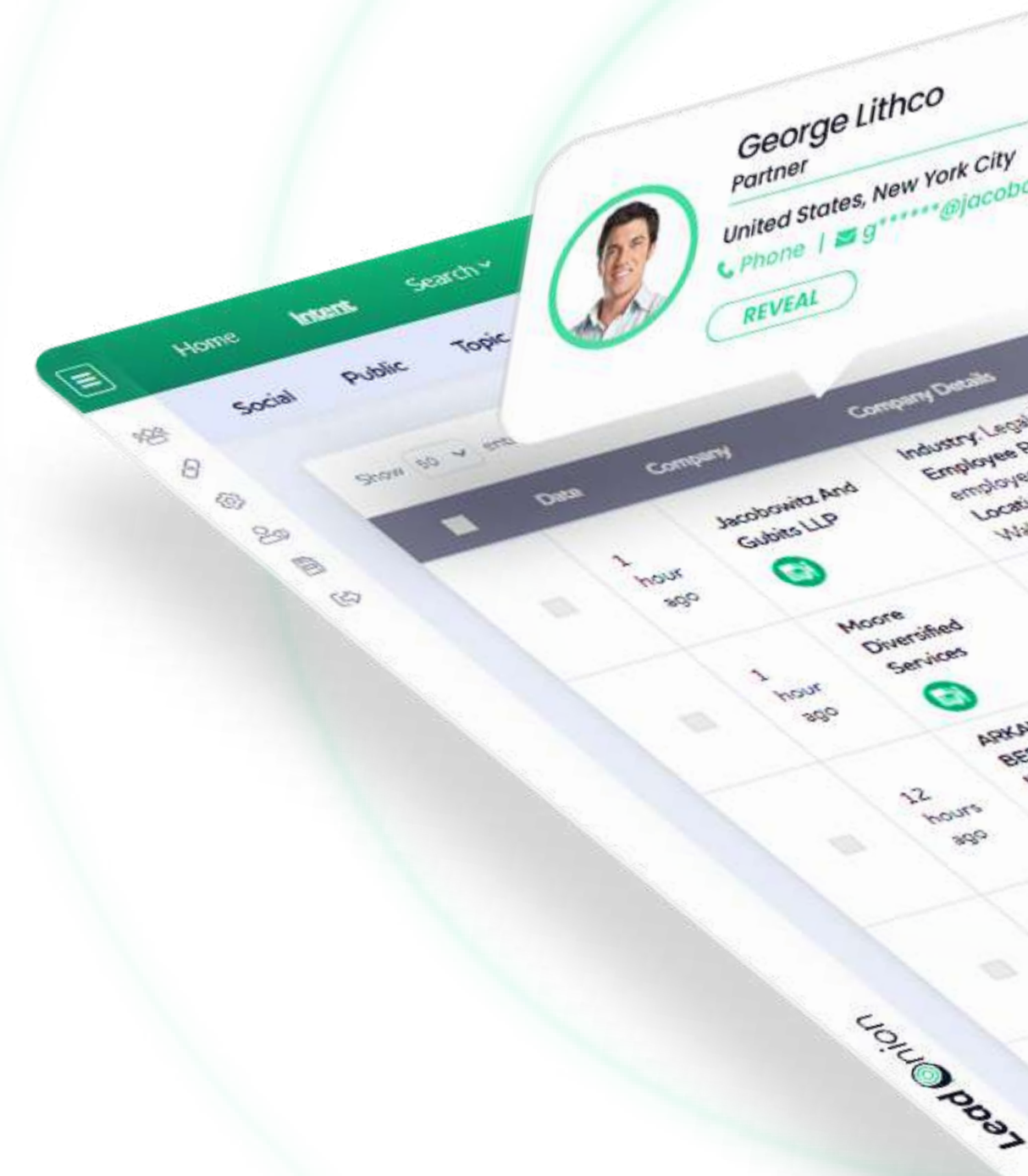


At Lead Onion, our vision is to be the driving force behind this transformation. We aspire to empower businesses with the tools and insights they need to navigate this future with confidence. Our commitment to aggregating 18 intent signals, including content intent, positions us as trailblazers in the field, and we're dedicated to pioneering new avenues that redefine how buyer intent is understood and leveraged.

Certainty in Understanding

In this future, businesses won't merely guess at buyer intent; they will know it with unwavering certainty. Lead Onion is at the vanguard, propelling this industry towards a future where the art of interpreting true buying signals is a foundational pillar of every successful sales and marketing strategy.

We invite you to join us in shaping this future of buyer intent, where the compass of knowledge leads to endless opportunities. The journey is just beginning, and we're excited to be your trusted partner as we navigate the exciting and ever-evolving waters ahead.



Helping companies **identify more prospects and leads**

Lead Onion emerges as a sophisticated tool for sales and marketers, offering the ability to source and decode 18 sources of diverse intent signals under one roof and orchestrate them into a strategic masterpiece. Much like peeling back layers, Lead Onion guides us in navigating the intricate nuances of the buyer's journey, ensuring precision and refinement in our approach.


By adopting Lead Onion, the journey towards unparalleled success in B2B demand generation becomes clear. Let us collectively peel back the layers and embark on a path towards refined and customer-centric success.

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Expanded
Facilities in
Middlesbrough


Received Investment
of **\$321M**



Attended Industry Conference