

Cognism for marketing

Better data. Smarter targeting. [More pipeline.](#)

Modern marketing teams don't struggle to launch campaigns. They struggle to reach the right buyers at the right time.

Cognism gives marketing teams access to high-quality B2B data, real-time buying signals and phone-verified contacts so they can build precise audiences, activate campaigns faster and enable sellers to progress pipeline.

From account targeting to signal-led outreach and CRM enrichment, Cognism helps marketing teams run campaigns based on real market intelligence, not guesswork.

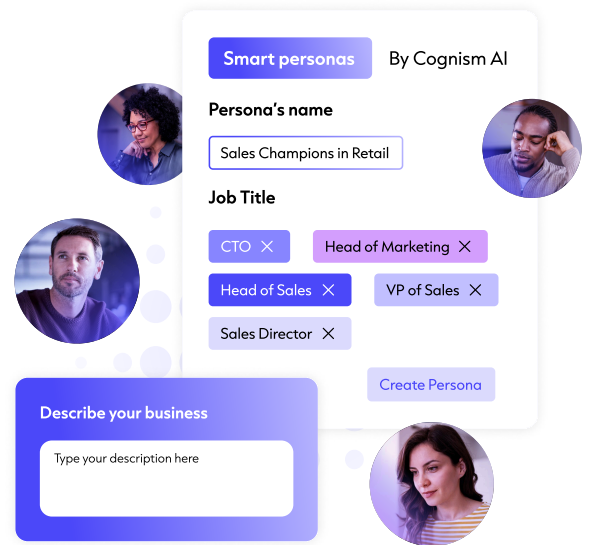


How Marketing Teams Use Cognism

Build precise audiences for every campaign

Create high-confidence audiences using accurate company and contact data across global markets.

Use advanced filtering to identify your ideal accounts based on industry, seniority, company size, technologies used and organisational structure, ensuring your campaigns reach the people most likely to convert.



Marketing teams use Cognism to:

1

Build ICP-aligned target account lists for ABM and outbound campaigns

2

Identify decision makers and buying committees across target companies

3

Align marketing and sales teams around a shared source of account intelligence

Turn signals into marketing opportunities

Great marketing happens when timing meets relevance.

Cognism surfaces key company and buyer signals so marketing teams know when an account is most likely to engage.

Signal data helps prioritise accounts that are actively changing, growing or researching solutions.

Signals include:

Technographic Signals

Identify the technologies companies currently use and spot potential replacement or renewal opportunities.

Job Changes

Track new leaders, promotions and champion movement across accounts to personalise outreach and accelerate engagement.

Mergers & Acquisitions

Understand organisational changes that create new operational challenges and buying opportunities.

Hiring Trends

Monitor team expansion, executive hires and department growth to identify companies investing in areas aligned with your product.

Funding Alerts

Identify businesses raising capital or completing acquisitions that may be ready to invest in new technology.

Intent Data

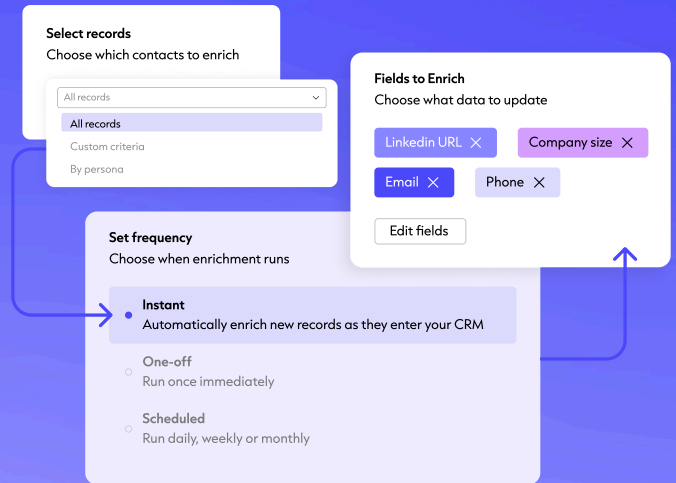
See which companies are actively researching topics related to your solution and prioritise them in your campaigns.



Enrich your marketing data at scale

Marketing data decays quickly. Incomplete or outdated records lead to poor targeting, wasted spend and missed pipeline.

Cognism helps marketing teams move beyond one-off clean-ups, with a governed system to continuously improve and maintain CRM data quality.



Identify gaps in their database

See which contacts are missing key fields or have stale data



Enrich the records that matter most

Prioritise ICP segments, personas and high-value contacts instead of bulk updates



Automatically enrich new inbound leads

Ensure records are complete, routable and ready for follow-up from the moment they enter your CRM



Maintain data quality over time

Use scheduled and trigger-based enrichment to keep records accurate as contacts change roles or companies

The result: a marketing database that stays accurate, actionable and aligned with sales — without constant manual intervention.

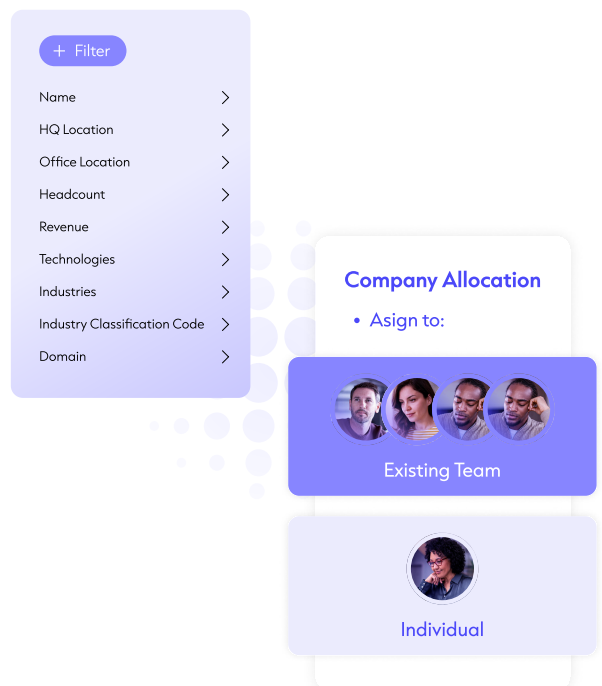
Improve paid campaign targeting

Ad platforms offer limited targeting options, often forcing marketers to rely on broad criteria.

Cognism allows marketing teams to build precise ICP audiences first — and then activate them across paid channels.

With Cognism you can...

- Export highly targeted audiences to LinkedIn and Meta campaigns
- Reduce wasted ad spend on irrelevant accounts
- Ensure your campaigns reach real decision makers in your target market

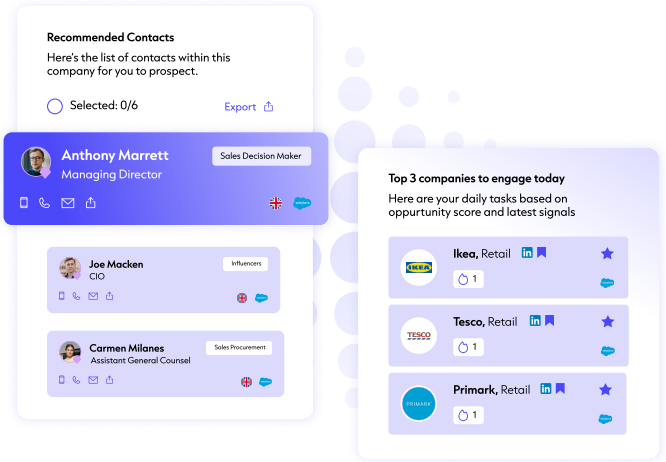




Build high-impact event audiences

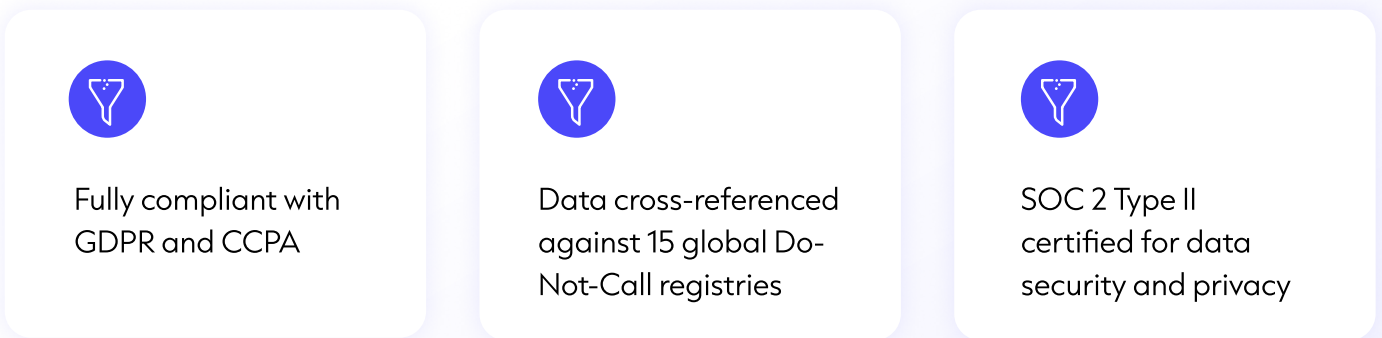
Events perform best when the right people are in the room.

Cognism enables marketing teams to build targeted event audiences quickly using detailed account and contact data.



Built for compliant-first, confident marketing

Cognism helps marketing teams run campaigns with confidence through a strict governance and compliance framework.



Get in touch

www.cognism.com

uk@cognism.com

us@cognism.com

[/cognism](https://www.linkedin.com/company/cognism)