

InsightBase®

VERSION 3.0

The key to B2B Marketing and Sales is reaching the right individuals, with the right message, at the exact moment when their interest is at its peak.

But how do you find and connect with every qualified prospect who is actively in-market for your product or service?

For every interaction they have with your online content or emails, B2B decision-makers visit dozens, if not hundreds, of web sites and social media networks to research their next big purchase. And no matter how aggressively you research and prospect your named accounts, shifts in purchasing readiness happen quickly. **There are hundreds of active, highly-qualified buyers out there who are simply not on your radar.**

You need to know exactly who is researching a purchase. You need to identify the other key contacts within active accounts who will influence the final purchase decision. And you need comprehensive intelligence on the **Total Active Market** for your business.

You need the power of the InsightBase advanced Intent Signal Monitoring technology and an extensive B2B contact database.

Intent Fuels Every Phase of Marketing and Sales

InsightBase's exclusive Relevance Engine™ gathers and analyzes millions of signals each day. Our proprietary intent data comes from a wide range of sources and identifies purchase intent for all types of B2B decision-makers – from tactical managers to the C-Suite – who will impact the final purchase decision.

InsightBase looks for spikes in purchase research activity and maps them to its database of more than 500 million B2B contacts, at more than 300 million companies. We identify individuals who are exhibiting intent and accounts actively researching your product or solution, then tie it all together with verified contact info and firmographic data.

With this powerful intelligence, you can:

- **Size Your Total Active Market** – Discover the true scope of your in-market contacts and accounts with InsightBase's powerful intent monitoring, segmentation and research tools.
- **Prospect Your Total Active Market** – Leverage InsightBase's extensive account and contact database, including industry-standard firmographic information from Dun & Bradstreet, to identify – and reach – key decision-makers and influencers who match your ideal customer profile
- **Sell to Your Total Active Market** – Intent insights and spiking contacts post automatically to your CRM or marketing automation system for immediate qualification and outreach. Cut the lengthy B2B sales cycle and grow revenue by discovering and connecting to the hottest, best-fit prospects – at exactly the right time.

Feature Highlights

Sophisticated segmentation tools help your team identify and explore Intent trends in companies and their locations in domestic markets.

Advanced Relevance Engine™ analytics pinpoint Intent Signal activity at both the individual and account level, fueling every phase of your marketing and sales strategy.

500M B2B contact record database enables sales outreach to spiking contacts, as well as highly targeted lead-generation marketing programs to purchase influencers in active accounts.

High-quality proprietary intent data engine ensures broad market and buyer persona coverage.

Intuitive user workflow supports **Total Active Market** research and campaign design around topical interest, purchase decision role and company firmographics powered by Dun & Bradstreet.

Concurrent integrations with industry-leading marketing and sales automation systems adds the power of intent to the tools you use every day.

TripleCheck® verification ensures accuracy of intent for contact records.



How Does InsightBase® Do It?

InsightBase's proprietary Relevance Engine™ collects signals on most B2B industries and from a highly reputable sources than intent data co-ops, which tend to skew heavily toward the C-Suite and ignore managers and other key decision-makers who drive purchase research. We identify the individuals who generate the signal, providing far more detailed and actionable intelligence than data co-ops that report only account-level activity. And we meticulously scrub our data to eliminate bot activity and low-value signals, such as email views, that undermine the credibility of other intent data providers.

InsightBase organizes this activity – web searches, read articles, content downloads, advertising engagement and more – around an extensive library of 6,000+ topics that are essential to your solution and markets. InsightBase's advanced Relevance Engine identifies meaningful changes in intent behavior and trends that go beyond simple averages and it maps this intelligence directly to business contacts who are exhibiting purchase intent, as well as accounts and business locations where purchase research is spiking.

Your team can use InsightBase's powerful segmentation tools to research purchase intent at named accounts and discover new companies for your overall strategies, including Account-Based Marketing (ABM) programs. Spiking Contacts, key decision-makers who are ready to buy, can be prioritized for immediate sales qualification and outreach. And all contacts delivered for your marketing and sales initiatives undergo our rigorous TripleCheck® verification process.

The result: Your sales team stops chasing dead-end leads and starts closing more deals.

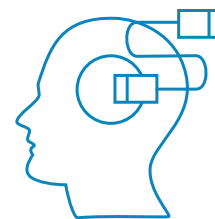
Relevance and Market Intelligence Are the Difference

Knowing the raw volume of Intent Signals generated at an account is just the first step in identifying hot sales prospects and creating killer marketing campaigns. You need to know which individuals are exhibiting that interest, and if a spike truly represents active demand and a compelling opportunity to connect.

InsightBase's Relevance Engine uses advanced analytics, including machine learning, natural language processing and regression analysis, to analyze search behaviors and page content to identify relevant signals, then compares current activity levels to baselines to determine which Intent Signals demand action now. This unique approach to market intelligence offers far deeper insights into audience behavior than the simple averaging used by some other intent monitoring solutions. And InsightBase's ability to attribute intent signal activity directly to a key individual in the buying organization is a game-changer for shortening the sales cycle and winning new revenue.

InsightBase's advanced analytics and reporting tools give your team clear visibility into:

- **Spiking Contacts:** These individuals match your ideal customer profile and are exhibiting high levels of purchase intent. Prioritize them for sales qualification and outreach.
- **Demand Units within Buying Organizations:** Use InsightBase's extensive contact and firmographic data to augment your database and identify Inferred Contacts, individuals in active accounts who are peers to Spiking Contacts and will influence the buying decision. Target them with engagement and nurturing programs.
- **Intent Signal Content Sources:** Not all web content is created equal. InsightBase weighs the credibility and source of intent signal activity in its analysis, including contacts and intent signals from True Influence PersonaBase programs.
- **Market-wide Topical Interest:** Research interest in your solution in any industry and across millions of companies, locations and personas. Get the clearest possible picture of your Total Active Market.
- **Segmentation Performance:** Track overall intent trends for unlimited target segments based on the segmentation criteria you've defined for contact information, firmographic data and topical interest. InsightBase even projects the number of net-new TripleCheck® contacts it will deliver based on your ideal customer profile, intent topics and other criteria.



"When you use InsightBase you're getting in front of people before they raise their hand. It means you're more likely to get a qualified sale and you're more likely to get somebody who is interested in buying a full suite of products."

Sarah Reynolds
Senior Manager, Demand Generation, Salary.com

InsightBase® in Action

The Intent Signal intelligence InsightBase provides to your team can optimize every aspect of your marketing and sales operations.

Reach prospects at exactly the right time:

Identify and reach out to Spiking Contacts, individual decision-makers whose intent activity indicates they are ready to buy now. Plan and execute marketing campaigns to prospects at accounts that are actively in-market. Analysis of our intent signals gives you a more accurate understanding of where your prospect is in their purchase journey.

Prioritize current accounts:

Shift precious resources to accounts that are demonstrating active intent to buy your solution or shift account strategy to reflect current product interest.

Source new accounts: Discover intent activity at companies and locations that currently are not on your radar. Accurately measure your Total Active Market and fuel your pipeline with new prospects.

Optimize your content strategy: Monitor your markets to find hot topics and invest in top-quality content to engage and build trust with demanding B2B decision-makers.

Personalize your messaging: Tailor emails and other engagement efforts to the intent intelligence you've gathered about accounts and prospects.

Improve campaign ROI. Focus email campaigns and paid programs on targets who are exhibiting active intent. Realize higher engagement and conversion rates – and better return on your investment.

Create more Sales-Accepted Leads. Use spikes in Intent Signals to identify demand in marketing-qualified leads (MQLs) and accelerate them into the sales funnel.

Reduce database fatigue. Throttle back marketing efforts to accounts and prospects that aren't actively researching your solution. Don't run the risk of disinterested prospects opting out.

Prioritize best-fit target accounts. Filter campaigns by installed technologies, DUNS, NAICS or SIC industry codes to focus on organizations with the best technographic and firmographic fit for your solution.

Expand reach into target accounts. Supplement your named-account or ABM strategy with the largest available database of verified contacts, enriched with Dun & Bradstreet firmographic data.

Notify sales of active interest. Auto-trigger alerts to inform sales of companies with Intent Spikes, topics of interest, and relevant contacts to start prospecting. Personalize sales collateral and phone outreach based on intent intelligence for prospect accounts.

Cross-sell and Upsell: Continue to monitor intent activity of current customers to identify new or potential competitive threats. Expand contracts and offer additional products and services to your best accounts.

Automate insights in all your marketing and sales systems. Feed data and insights directly into your CRM, marketing automation system, and sales automation system for custom analysis and automatic nurturing.

"Using the intent signals, we got the right titles, gave our sales team the right collateral to put in front of prospects and as a result we had one opportunity's value increase by \$1.8 million. Intent data is a bit like having a crystal ball which revealed hidden data that was behind the scenes"

Lynne Powers
Director of Demand Generation
Imprivata

Bulldog Solutions, a B2B marketing agency, incorporated InsightBase Intent Signal analysis in an ABM program that highlighted the agency's personalized video services.

The results speak for themselves: An email open rate of 39% – about 4 times the industry average – and a CTR of 22%. Bulldog recognized 42 meetings as a result of the campaign, with a pipeline of \$14.8 million, and \$3.5M in net-new business resulting in a 5,833% ROI.

"InsightBase puts control back into the hands of marketers by helping identify the right message, to the right customer, at the precise time they should get it. InsightBase provides me intelligence on which prospects and customers are actively researching and in market. Now, each quarter we can prioritize and identify 50-75 accounts to target, resulting in higher engagement, increased conversion, and faster sales cycles."

Todd Spiecher

Senior Vice President of Marketing and Sales,
Bulldog Solutions

InsightBase® Features and Technical Specifications

InsightBase is an advanced intent monitoring solution that supports your team's daily operation with an outstanding user interface and easy integration into your overall sales and marketing technology stacks.

Contact-level and Account-level intent discovery: InsightBase employs cookie tracking technologies to map intent signals directly to individuals in its expansive B2B contact database. Additional bidstream data collection adds account-level intent monitoring to identify businesses and locations where purchase research activity is spiking.

Advanced Relevance Engine Intent Signal Analysis: InsightBase employs machine learning and regression analysis to find patterns in intent data points every day. Relevance Engine analyzes six weeks of historical data to find actionable patterns, and highlights individuals and accounts showing increased activity in the last 7-days. This analysis simply cannot be matched by basic average and bulk signal spike measurement employed by other intent data solutions.

Segmentation and Total Active Market Sizing: Powerful segmentation capabilities allow you to research intent activity across millions of accounts and locations. Mapping this intent activity to Dun & Bradstreet firmographic data included in InsightBase gives you an accurate picture of the active market size for your product or service and improves revenue and sales forecasting.

Extensible Topic Library: Our team can evaluate and add new topics to our proprietary intent data engine within days to help you further identify and act on a prospect's purchase intent activity. With data co-ops, this process can take months, undermining your ability to react to quickly changing market conditions.

Intuitive User Workflow: A tabbed interface quickly walks non-technical team members through researching Intent Signal activity, developing segments, generating reports, and building marketing campaign filters.

Stringent Data Quality Assurance: All intent data is scrubbed for false positives, bot activity and other noise before being onboarded into InsightBase. Data from dubious sources, such as advertising clicks, is vetted to ensure the uncompromising accuracy of our proprietary intent data analysis.

Concurrent Integration with Salesforce, Marketo, Eloqua and Hubspot: InsightBase supports multiple concurrent integrations with industry-leading CRM and marketing automation software, putting the power of intent at the fingertips of your marketing and sales teams – right there in the tools they use every day.

Support for RestAPI integrations: Our Open REST API means the sky's the limit for how many ways you can use intent intelligence to drive more meaningful personalization and engagement. Deliver intent insights into any platform or application to trigger actions based on purchase intent. Bulk export in CSV format allows InsightBase data to be used with any third-party software.

Intent intelligence reports: Extensive reports detail Intent Signal trends in your target accounts and across multiple industries. Natural-language search tools make it easy to learn which topics prospects in your Total Active Market are researching and optimize your strategies around market-wide Intent trends.

Demographic, firmographic, and technographic filters: Segment and account research can be filtered by a wide range of criteria, including profile data from the largest B2B contact database. Firmographic data is provided by Dun & Bradstreet, and NAICS and SIC industry codes can be used to define highly customize campaigns.

Segmentation projections: Advanced Relevance Engine analytics credibly predict the number of TripleCheck® contacts to be delivered for the timeframe, topics and filters you define within InsightBase.

Drip contact delivery: Verified contact records can be delivered directly to your marketing automation platform or CRM for immediate segmentation and use. And your team can prioritize contacts for TripleCheck verification services to accelerate adding large volumes of prospects to your active pipeline.

Data Augmentation: Enhance your marketing and sales lists with verified information from our database of 500 million+ contact records at 300 million businesses. Fill in gaps of missing phone numbers, mailing addresses and other professional information, as well as firmographic data from Dun & Bradstreet to complete your account intelligence.

See what InsightBase® can do for you:

Call: 1-800-294-9418



True Influence gives you the intelligence you need to *be there when they're ready to buy.*