Discovering and understanding active demand within your best B2B sales and marketing prospects is essential. But how do you find meaningful, actionable intelligence in the massive volumes of behavioral signals that B2B decision-makers generate as they research that next big purchase?

You need absolute confidence that the intent data driving your most important strategic decisions is accurate and reflects signals from the individuals and personas most likely to influence buying decisions. You need relevant insights and analytics that empower sales and marketing to know when your named accounts are ready to buy. You need advanced segmentation tools to identify your Total Active Market and highly-qualified buyers who are simply not on your radar. And you need to know exactly who is researching a purchase, as well as which key players within an organization will influence that final decision.

You need the power of InsightBase Version 3.0 and its advanced intent monitoring, identity mapping (or graphing) analytics, and expansive B2B contact database.

Buyer insights for every phase of Sales and Marketing

InsightBase Version 3.0 gathers and analyzes hundreds of millions of intent signals each day. Our proprietary intent data includes our own demand generation programs. We employ advanced natural language processing and AI technologies to ensure our data accurately identifies interest in your product or solution, expressed by the kind of decision-makers you most want to reach. And InsightBase’s exclusive Relevance Engine™ analyzes this data against multiple variables to find powerful intent trends.

InsightBase Version 3.0 maps this market intelligence to its database, identifies individuals who are exhibiting intent and accounts that are actively researching your product or solution, then ties it all together with verified contact info and firmographic data.

With this powerful intelligence, you can:

- **Identify Your Total Active Market** – Discover the true scope of your sellable target market. InsightBase’s powerful intent monitoring, segmentation and research tools go beyond lookalike modeling and identify your total active market – accounts and prospects that demand your attention based on current and historical behaviors.

- **Discover Active Demand** – Comprehensive dashboards help you discover intent trends at the topic, company, and location level. Gain a deeper understanding of not only spiking accounts and contacts, but shifts in engagement and behavior that signal new opportunities or influencers within an account.

- **Engage Active Demand Accounts & Prospects** – 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 alerting sales of the hottest, best-fit prospects – at exactly the right time. Trigger intelligent workflows based on location-specific intent and drive deeper engagement with buying group members.
How Does InsightBase® Version 3.0 Do It?

InsightBase’s proprietary intent data stream includes signals that are relevant to most B2B industries, including first-party data from True Influence’s demand-generation programs. Unlike intent data co-ops, which tend to skew heavily toward the C-Suite, we also monitor intent from managers and other key influencers who drive purchase research.

InsightBase Version 3.0 employs text analysis, natural language processing, machine learning and AI technologies to evaluate the topical focus and target audience of content. We know the difference between a strategic overview of a new technology and a simple techie blog post, and we meticulously scrub our data to eliminate bot activity and other low-value signals.

InsightBase Version 3.0 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™ employs analysis to focus on powerful signals (such as whitepaper downloads) and identify meaningful intent trends and spikes at both the market and account level. Our Relevance Engine also maps this intelligence directly to business contacts who are exhibiting purchase intent, as well as business locations where purchase research is spiking.

Your team can use InsightBase’s powerful segmentation and reporting tools to research purchase intent at named accounts and discover new companies for your overall strategies, including Account-Based Marketing (ABM) programs. Intent Contacts (key decision-makers who are in-market) can be prioritized for immediate sales qualification and outreach.

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 by 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 multivariable analytics, artificial intelligence, machine learning, and regression analysis to analyze search behaviors and page content to identify relevant signals. It then compares current activity levels to baselines and determines which intent signals demand action now. Natural Language processing provides for Google-like topic searching.

InsightBase’s ability to attribute intent signal activity directly to a key individual in a buying organization is a game-changer for shortening the sales cycle and winning new revenue.

InsightBase’s Version 3.0 advanced analytics and reporting tools give your team clear visibility into:

- **Intent Contacts**: These individuals match your ideal customer profile and are exhibiting high levels of purchase intent. Prioritize them for sales qualification and outreach.

- **Company Intent Trends**: One-screen Company Summary reports visualize historical trendlines of intent exhibited by an account, as well as specific topical and vendor interest, detailed contact information at locations that are generating intent signals, and firmographic data.

- **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. Reports quickly update as you apply new topical and persona filters.

- **Segmentation Performance**: Track overall intent trends for unlimited target segments based on the criteria you’ve defined for contact information, firmographic data and topical interest. InsightBase Version 3.0 even projects the number of net-new contacts it will deliver based on your ideal customer profile, intent topics and other criteria.
The intent signal intelligence InsightBase Version 3.0 provides to your team can optimize every aspect of your marketing and sales operations and strategy.

**Reach prospects at the right time:** Identify and reach out to Intent Contacts: individual decision-makers whose intent activity indicates they are in-market. 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.

**Identify key market trends:** InsightBase’s intuitive visual reporting tools give you compelling intent intelligence that informs every aspect of your strategic plan.

**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 that are exhibiting active intent. Realize higher engagement and conversion rates – and get a better return on your investment.

**Reduce database fatigue:** Throttle back on marketing efforts focused on 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 that are 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 opportunities or potential competitive threats. Expand contracts and offer additional products and services to your best accounts.

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*InsightBase Version 3.0 puts the power of intent at the fingertips of your marketing and sales teams with easy-to-read displays.*
InsightBase Version 3.0 Features and Technical Specifications

InsightBase Version 3.0 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.

Proprietary Intent Data Engine: InsightBase Version 3.0 is powered by a proprietary intent data stream, including first-party signals from True Influence’s PersonaBase™ demand generation programs. We analyze originating content from the global web using natural language processing technologies to verify that topical and audience level match your segmentation criteria.

Contact-Level and Account-Level Intent Discovery: InsightBase Version 3.0 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 Version 3.0 employs machine learning and regression analysis to find patterns in intent data points every day. Relevance Engine™ multivariable analysis reviews several months of historical data to find actionable patterns, and highlights individuals and accounts showing increased activity over the last several weeks. 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’s firmographic data, included in InsightBase Version 3.0, 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.

Powerful B2B Identity Graph: Our advanced data architecture captures dozens of company and contact-level identifiers and uses both deterministic and probabilistic matching with unique identifiers with our True Influence demand generation programs to resolve these identifiers to our curated database of millions of high-value B2B contacts. Our proprietary Identity Graph provides a clear, omnichannel view of your best prospect’s online research behavior.

You can be confident that you know exactly who is researching your product and which channels are best to connect with them.

Concurrent Integration with Salesforce, Marketo, Eloqua and Hubspot: InsightBase Version 3.0 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 to any platform or application to trigger actions based on purchase intent. Bulk exporting in a CSV format allows InsightBase data to be used with any third-party software.

Intuitive User Workflows and Reporting: Starting with natural-language search tools to identify topical interest, even non-technical team members can easily apply additional filters to build advanced audience segments and highly detailed reports. Single screen Company Summary reports compile intent trends, firmographic, and contact info in a visually compelling dashboard.

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 customized campaigns.

Segmentation Projections: Advanced Relevance Engine analytics credibly predict the number of contacts to be delivered for the timeframe, topics and filters you define. InsightBase Version 3.0 even provides rollup reports on the impact that intent monitoring is having across all your sales and marketing initiatives.

Data Augmentation: Enhance your marketing and sales lists with verified information from our database. 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.

Realtime Contact Delivery: Verified Intent Contact records can be delivered directly to your marketing automation platform or CRM for immediate segmentation and use. Your team can also prioritize contacts for TripleCheck Verification® services to accelerate adding large volumes of high-quality prospects to your active pipeline.

See what InsightBase® Version 3.0 can do for you.

Call: 1-800-294-9418

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