

InsightBase[®] VERSION 4.0

Buying Group/Demand Unit Discovery & Intent Intelligence at Scale

Discovering active purchase intent for your solutions can completely transform your Account-Based Marketing (ABM), named account, and account acquisition strategies. But knowing which individuals are researching a purchase decision at an in-market account is just the first step in harnessing the full power of the intent breakthrough.

B2B purchases are made by Buying Groups or Demand Units of individuals within an organization — the executives who sign off on deals rely on key influencers to research and inform their decisions. Understanding the purchase intent exhibited by members of these Buying Groups or Demand Units is essential to reach in-market prospects with the right message, at the right time in their organization's complex customer journey.

You need an advanced marketing intelligence platform that lets you define Buying Groups/Demand Units by customer persona, then automatically identify individuals in its comprehensive B2B contact database who match these criteria across any account list or audience segment. And you need real-time, actionable intelligence on how the purchase intent of each Buying Group/Demand Unit member drives an account's final purchase decision.

You need the power of InsightBase Version 4.0.

Buying Group insights for revenue-driven sales & marketing operations

InsightBase 4.0 gives you the intelligence you need to identify exactly when general account intent becomes actionable Buying Group or Demand Unit intent. The moment Buying Group/Demand Unit personas engage in a concerted fashion becomes an inflection point in your sales strategy. These insights are the fuel that enables highly focused and micro-targeted outreach efforts that speak to each persona's unique role and stage in the complex B2B customer journey. And you can tap into these powerful insights across all your in-market accounts with just a few minutes of setup time in InsightBase's new intuitive user Demand Unit workflow.

InsightBase 4.0 gathers and analyzes hundreds of millions of intent signals each day. We then employ advanced natural language processing and AI technologies to ensure these signals accurately identify interest in your solutions, 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 4.0's intuitive UI lets you organize your ideal customer personas into Buying Groups (or Demand Units) for each of your solutions. In just minutes you can define, identify, and begin discovering Buying Group intent across any account list, target audience, or active demand segment. InsightBase 4.0 even identifies gaps in verified contacts for a Buying Group/Demand Unit, and identifies when new influencers have surfaced within the account.

With this powerful intelligence, you can:

- **Enable Data-Driven Sales & Marketing Decisions** – Discover the true scope of your sellable target market. InsightBase 4.0 goes beyond lookalike modeling to identify your total active market – accounts and prospects that demand your attention based on current and historical behaviors. Make smarter decisions about how to assign your valuable resources to get the most impact.
- **Build an Intent-Driven Revenue Strategy** – Comprehensive dashboards help you discover intent trends at the topic, company, Buying Group/Demand Unit, and contact level. Gain a deeper understanding of not only spiking accounts and contacts, but how shifts in engagement within Buying Groups signal new revenue opportunities for both Sales and Marketing.
- **Engage Active Demand Accounts & Prospects** – Intent insights and spiking contacts post automatically to your CRM or marketing automation system for immediate qualification and outreach. Trigger intelligent workflows based on location-specific intent and drive deeper engagement with Buying Group members based on their role in the customer journey. Cut the lengthy B2B sales cycle and grow revenue by alerting sales of the hottest, best-fit prospects – at exactly the right time.

Feature Highlights

Comprehensive proprietary intent data engine combines True Influence's first-party behavioral data with a variety of intent signals representing broad industry and buyer persona coverage.

Advanced AI, machine learning and natural language processing ensures that intent signals match your topical interest and reflect ideal customer profiles.

Relevance Engine™ big data analytics evaluates signals against several variables for a more nuanced analysis of behavioral intent at both the individual and account level.

B2B Identity Graph maps dozens of companies and contact identifiers and conducts identity resolution against our expansive B2B database to capture intent signals absent from most other data streams.

Buying Group/ Demand Unit workflows encapsulate the SiriusDecisions™ framework to organize customer personas into Buying Groups/ Demand Units that research, influence, and make purchase decisions. InsightBase 4.0 matches these personas to its comprehensive contact database to automatically identify Buying Group members across any audience segment or account list.

Comprehensive Visual Dashboards provide key insights, including intent within Buying Groups or Demand Units, to drive more effective revenue operations strategies.

Sales Alerts highlight top spiking accounts, Buying Groups and contacts that merit immediate action.

Intuitive user workflows support Total Active Market research and segmentation around topical interest, purchase decision role, installed technology, and other firmographic data.

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

TripleCheck® verification ensures accuracy of intent for contact records.



How Does InsightBase® Version 4.0 Do It?

InsightBase 4.0'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 within B2B Buying Groups.

InsightBase Version 4.0 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 4.0 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. Relevance Engine also maps this intelligence directly to business contacts who are exhibiting purchase intent, as well as Buying Groups and business locations where purchase research is spiking.

Your team can use InsightBase 4.0's powerful segmentation and reporting tools to research purchase intent at named accounts and discover new in-market companies to drive your net-new revenue strategies. Intent Contacts (key decision-makers who are in-market) can be prioritized for immediate sales qualification and outreach. And powerful Buying Group/Demand Unit workflow tools let you monitor intent for contacts who match your ideal customer personas within Buying Groups or Demand Units.

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

Relevance and Market Intelligence are the difference

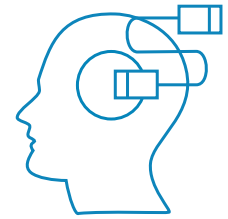
Knowing the raw volume of intent signals generated by an account is just the first step in identifying hot sales prospects and creating killer marketing campaigns. You need to know which individuals are exhibiting that interest, how much influence they have on the buying decision, and if a spike truly 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.

InsightBase 4.0's ability to attribute intent signal activity directly to a key individuals in B2B Buying Groups and accounts is a game-changer for shortening the sales cycle and winning new revenue.

InsightBase's Version 4.0 advanced analytics and segmentation 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.
- **Buying Group Engagement:** Identify gaps in your Buying Group/Demand Unit reach and determine which Buying Groups are likely in the buying phase.
- **Company and Demand Unit Dashboards:** One-screen Company Summary reports visualize historical trendlines of intent exhibited by an account, as well as Buying Group status and intent. Reports also detail 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.
- **Segmentation Performance:** Track overall intent trends for unlimited target segments based on the criteria you've defined. InsightBase Version 4.0 even projects the number of net-new contacts it will deliver based on your ideal customer profile, intent topics and other criteria.



“Marketers with knowledge about how and when members of the buying group engage and interact throughout the buying process can adapt their content, programs and tactics to align with each target persona; without a complete picture, marketers inevitably missaddress the needs of personas critical to the decision process.”

-- SiriusDecisions

InsightBase® Version 4.0 in Action

The intent signal intelligence provided by InsightBase Version 4.0 can elevate every aspect of your revenue 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. Optimize sales and marketing programs by understanding exactly 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.

Define advanced Buying Group and Account-Based Marketing strategies: InsightBase's intuitive workflows let you assign customer personas to Buying Groups within prospect accounts for each of your solutions, following the SiriusDecisions Demand Unit Waterfall® framework. InsightBase 4.0 matches verified contacts to these personas and visually highlights possible gaps in your Buying Group and ABM contact lists — helping you prioritize database enrichment programs.

Gain deeper account insights: InsightBase 4.0's report tools let you track intent trends at the account, individual contact, and Buying Group level — all within the same intuitive dashboard. You can even manage Buying Group personas directly from within a Company Summary Report.

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 emails and other engagement efforts to the intent intelligence you've gathered about accounts and contacts.

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.

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.



InsightBase Version 4.0 puts the power of intent at the fingertips of your marketing and sales teams with easy-to-read displays.

InsightBase® Version 4.0 Features and Technical Specifications

InsightBase Version 4.0 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 4.0 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 levels match your segmentation criteria.

Contact-Level and Account-Level Intent Discovery: InsightBase Version 4.0 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 4.0 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.

SiriusDecisions® Buyer Audience Framework Workflow: InsightBase's intuitive workflows allow you to assign buyer personas to Buying Groups/Demand Units for each of your solutions, following SiriusDecisions frameworks. InsightBase 4.0 then matches these personas to verified individuals in its contact database, and highlights Buying Group roles that are candidates for database enrichment programs. Purchase research activity is mapped to contacts within these Buying Groups, identifying precise opportunities to reach out to purchase influencers and decision-makers at exactly the right time.

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 4.0, gives you an accurate picture of the active market size for your solution, 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 and 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 4.0 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 Rest API 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 4.0 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, Buying Group 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 industry and DUNS numbers 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 4.0 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 Contact records can be delivered directly to your marketing automation platform or CRM for immediate segmentation and use. Your team can also prioritize additional contacts for TripleCheck Verification® services to accelerate adding large volumes of high-quality prospects to your active pipeline.

See what InsightBase® Version 4.0 can do for you.

Call: 1-888-301-4758

