InsightBase® VERSION 4.1

Single User Interface for Consolidated, Intent-Driven Demand Gen Campaigns

Intent can improve your sales and marketing performance by discovering in-market accounts. But that's just the beginning.

With intent intelligence, you can map the purchase intent of prospects and organizations based on their online activity. This can help you know how and where to spend your marketing dollars. So, what more do you need to optimize your sales and marketing teams' ROI goals?

You need an integrated solution that offers a clear view of the exact decision-makers tasked with the research and purchase of your specific solution or service. You need intent that can seamlessly leverage a full spectrum of Buying Group intelligence across an entire ecosystem of demand generation and sales enablement technologies.

You need the award-winning integrated marketing management solution from InsightBase® Version 4.1, which now includes the content syndication power of PersonaBase™ and the steady flow of demand generation from ActiveBase.®

Manage sales and marketing campaigns from a single solution

InsightBase 4.1 is a powerful integrated solution that allows you to monitor the results of your demand generation campaigns across a diverse range of solutions, giving you the most complete picture of what's working and what's not, so you can optimize your funnel for maximum ROI.

InsightBase 4.1 also supports leading sales and marketing platforms. With CRM bi-directional integration, data can be shared without manual intervention. Once integrated with your CRM, InsightBase 4.1 dynamically updates changes in your coverage map, including each sales representative assigned to an account. Sales teams will know which of their accounts are "hot prospects" based upon that prospect's intent activity with relevant topics.

With increased security compliance and more power to improve your marketing campaigns, InsightBase 4.1 has included PersonaBase and ActiveBase — all within a single user interface. By integrating your campaigns in one place, you can easily measure results while decreasing costs. Email alerts notify you when your campaigns are available in InsightBase 4.1.

Buying Group insights for revenue-driven sales & marketing

InsightBase 4.1 organizes your ideal customer personas into Buying Groups across any account list, target audience, or active demand segment. InsightBase 4.1 even identifies missing members of a Buying Group and alerts you when new contact-verified influencers have surfaced within the account.

With this powerful intelligence, you can:

- **Discover Contact-Level Intent –** InsightBase 4.1 employs cookie-tracking technologies to map intent signals directly to individuals in its expansive B2B contact database.

- **Build a Comprehensive, Intent-Driven Revenue Strategy –** Discover intent trends at the company, location, and contact level. Compare this intent intelligence to Buying Group models for a deeper understanding of new opportunities and influencers within an account.

- **Engage Active Demand Accounts & Prospects –** Intent insights, spiking accounts, and contacts are configured for your CRM or marketing automation system for immediate qualification and outreach. Trigger intelligent workflows and target engagement at all stages of a customer's journey.

- **Enable Intent-Driven Sales & Marketing Decisions –** InsightBase 4.1's powerful intent analysis, segmentation, and research tools go beyond lookalike modeling to identify your Total Active Market.

- **Leverage Big Data Analytics for Better B2B Prospects –** InsightBase 4.1's exclusive multi-variant Relevance Engine™ uses natural language processing, machine learning, and artificial intelligence to gather and analyze billions of intent signals each day to identify organizations researching your topics. Our proprietary Identity Graph technology identifies contact-level intent from B2B decision-makers across all departments in an account.

AWARDS

MARTECH BREAKTHROUGH AWARDS

InsightBase®4.0
BEST INFLUENCER MARKETING MANAGEMENT PLATFORM - 2019

B2B INNOVATOR AWARDS

InsightBase®4.0
C-SUITE STRATEGY AWARD - 2019

B2B PEOPLE'S CHOICE AWARDS

true**Influence**®
CEO Brian Giese
PEOPLE'S CHOICE AWARD DEMAND GEN REPORT - 2019

Feature Highlights

Comprehensive intent data engine combines first-party and third-party behavioral data for broad industry and persona coverage.

Relevance Engine™ big data analytics identifies meaningful changes in contact and account behavioral intent.

B2B Identity Graph conducts company mapping, contact mapping, and identity resolution to capture hard-to-identify signals.

Buying Group / Demand Unit workflows organize personas into SiriusDecisions Demand Unit Waterfall® groups, populated by demand gen from your PersonaBase™ and ActiveBase® programs.

Responsive Visual Dashboards help you discover intent trends by topic, segment, company, and Demand Unit to drive highly focused revenue strategies.

Sales Alerts spotlight spiking accounts and contacts that merit immediate action.

Intuitive User Workflows support Total Active Market research and segmentation around topical interest, purchase decisions, and other firmographic data.

TripleCheck® Verification ensures contact record accuracy.

TripleCheck®
Verification

How InsightBase® Version 4.1 Does It

Intent Fuels Market Discovery

InsightBase 4.1 looks for spikes in purchase research activity from individuals within Buying Groups (or Demand Units) who are actively researching your product or solution. These intent signals are then tied together with verified contact information and firmographic data and is organized around our extensive library of 6,000+ topics that are essential to your solution and markets.

We offer two types of intent solutions: domain intent, and contact intent.

Domain intent is based on company domain and location. This intelligence can be used to drive ABM and digital advertising campaign strategy, fuel outbound sales efforts with active demand prospects, help define Total Active Market, and drive sales engagement and prioritization.

Contact intent is a powerful intent solution that identifies exactly who is in-market and includes a full contact record of the person, including their role in a Buying Group or Demand Unit. This can be the difference to making or losing a sale, since 59% of B2B purchase decisions are made by groups. Intent Contacts receive guaranteed TripleCheck Validation. Contact intent can be used by sales and marketing to contact and qualify prospects as part of a strategy that includes:

- Reaching prospects at the right time and sourcing new accounts
- Prioritizing current accounts and gaining deeper account insights
- Identifying key market trends and optimizing your content strategy
- Defining advanced Buying Group and ABM strategies
- Improving campaign ROI, while Cross-Selling and Upselling

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 both domain and contact 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 how to interpret the data in order to quickly identify which individuals are exhibiting interest and where they reside within the Buying Group or Demand Unit. You need to know how much influence they have on the buying decision, and whether their intent truly represents active demand and a compelling opportunity to connect.

InsightBase 4.1's ability to attribute intent signal activity directly to key individuals in B2B Buying Groups and accounts is a game-changer for shortening the sales cycle and winning new revenue.

Advanced analytics and segmentation-driven insights

- **Buying Group Engagement:** Not only can InsightBase 4.1 locate members of Buying Groups within a company or department, but it also identifies gaps in those Buying Groups and fills in those personas. This can help you locate as many individuals as possible in a Buying Group so you can reach and determine which groups are most likely to be 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 display 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 4.1 even projects the number of net-new contacts it will deliver based on your ideal customer profile, intent topics, and other criteria.
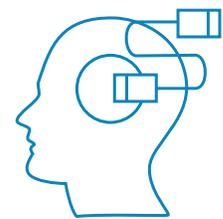
> *"Marketers with knowledge about how and when members of the buying group engage and interact throughout the buying process can adapt their content, programs, and tactics to align with each target persona; without a complete picture, marketers inevitably missaddress the needs of personas critical to the decision process."*
>
> *— SiriusDecisions*

true influence®

InsightBase® Version 4.1 in Action

The intent signal intelligence provided by InsightBase 4.1 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. Direct delivery of True Influence demand generation leads into InsightBase 4.1 (and bi-directional integrations with your CRM and marketing platforms) lets you optimize and execute programs tailored to your prospect's 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 4.1's intuitive workflows let you assign target personas to Buying Groups within prospect accounts for each of your solutions, following the SiriusDecisions Demand Unit Waterfall® framework. InsightBase 4.1 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 4.1's reporting tools let you track intent trends at the account, individual contact, and Buying Group levels — 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 4.1 puts the power of intent at the fingertips of your marketing and sales teams with easy-to-read displays.

InsightBase® Version 4.1 Features and Technical Specifications

InsightBase Version 4.1 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 Engine: InsightBase 4.1 is powered by a proprietary intent signal 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 Domain-Level Intent Discovery: InsightBase 4.1 employs cookie-tracking technologies to map intent signals directly to individuals in its expansive B2B contact database. Additional bidstream data collection adds domain-level intent monitoring to identify businesses and locations where purchase research activity is spiking.

Advanced Relevance Engine™ Intent Signal Analysis: InsightBase 4.1 employs machine learning and regression analysis to find patterns in billions of intent signals every day. Relevance Engine™ multi-variant 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 solutions.

SiriusDecisions® Buyer Audience Framework Workflow: InsightBase 4.1's intuitive workflows allow you to assign buyer personas to Buying Groups/Demand Units for each of your solutions, following SiriusDecisions frameworks. InsightBase 4.1 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 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 (which is included in InsightBase 4.1) 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 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 deterministic and probabilistic identifiers. Our True Influence demand generation programs resolve these identifiers to our 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 know exactly who is researching your product and which channels are best to connect with them.

Integrations with your sales and marketing platforms: InsightBase 4.1 supports bi-directional 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. InsightBase 4.1 can import key criteria from your CRM, and export matching intent analysis, Buying Group insights, contacts, and demand-gen for immediate nurturing or outreach.

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 CSV format allows InsightBase 4.1 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 into 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 predict the number of contacts delivered for the timeframe, topics, and filters you define. InsightBase 4.1 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 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 platform or CRM for immediate segmentation and use. Your team can also prioritize additional contacts for TripleCheck® Verification services, to accelerate the addition of large volumes of high-quality prospects to your active pipeline.

See what InsightBase® Version 4.1 can do for you.
Call: 1-888-301-4758

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