

# IntentBase<sup>®</sup>

## Proprietary Intent Data Feed

Intent data has become an essential tool for creating a 360-degree view of the customer journey. No matter what your solution or service offering is, using verified intent data can help you generate powerful market intelligence and customer insights that make you stand out from the competition.

To unlock the full potential of intent, you need more than just a high volume of signals that reflect page views and form interactions; you need quality analysis that identifies meaningful intent signals which represent real opportunities for engagement.

You need a data feed that uses sophisticated Identity Graph technology to accurately map intent to companies and identifiable individuals. You need verified B2B contacts that match your personas and topics. And you need this data delivered in a format that's tailored specifically for your data process or service.

You need IntentBase<sup>®</sup>.

## The IntentBase Data Feed

IntentBase utilizes True Influence's proprietary advanced Relevance Engine™ analytics to deliver only the data relevant to your selected accounts, personas, and topics. We deliver intent data feeds that are an essential component to any marketing strategy.

IntentBase can be delivered in XML, JSON, or delimited formats. You have the option of either **domain intent data**, which gives you company, URL, city, state, topic, intent score, and date, or **contact intent data**, which adds the hashed email, or **contact data with specific contact information**, which targets the exact email and the precise in-market contact (full name and position) showing activity relevant to your specific topics.

## Here's Why IntentBase Stands Out

Our proprietary intent data is more expansive than what's available from data co-ops or single-source providers, providing a comprehensive base for your advanced intent analysis. We monitor intent behavior by both executive and managerial customer personas, to help you develop a complete picture of organizations' buying dynamics.

- Our exclusive Identity Graph technology goes beyond simple reverse IP lookup to identify small and midsize companies that don't have dedicated IP addresses.
- Advanced triangulation based on dozens of variables pinpoints accounts, locations, and specific individuals who are expressing intent. This critical intent intelligence is either missing or ignored in most other data streams.
- AI, machine learning, and natural language analysis of content identify precise topical interest and map intent activity to our taxonomy of more than 6,000 B2B topics. And we can easily add new topics based on your goals.
- Relevance Engine™ analytics grade intent activity on more than just frequency. We include activity type, topical relevance, and historical trends to find patterns that make intent a strategic differentiator for your solution.

IntentBase can take your data-driven sales and marketing solution or service to the next level.

### AWARDS



InsightBase<sup>®</sup> 4.0  
BEST INFLUENCER  
MARKETING MANAGEMENT  
PLATFORM - 2019



InsightBase<sup>®</sup> 4.0  
C-SUITE STRATEGY  
AWARD - 2019



trueInfluence<sup>®</sup>  
CEO Brian Giese  
PEOPLE'S CHOICE AWARD  
DEMAND GEN REPORT-2019



InsightBase<sup>®</sup> 4.0  
2019 RELE AWARD FOR  
SALES ENABLEMENT

## Feature Highlights

**Advanced AI, text analytics, and natural language processing** analyze content and ensure that intent signals match your desired topical interest and reflect ideal customer profiles.

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

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

**All B2B contact data undergoes rigorous quarterly maintenance** that includes standardization, verification, deliverability, NCOA, and deceased processing.

**GDPR and Privacy Regulation Compliance**  
All intent and contact information delivered by IntentBase is in full compliance with GDPR and other prevailing regulations. You can read more about True Influence's privacy standards at our website.

[GDPR Statement](#) | [Privacy Policy](#)

# IntentBase® is Tailored to Your Solution

Whether you are a marketing or sales department, agency, or software provider, **IntentBase** data can be tailored to your needs. Our data dictionary contains contact values relevant to both B2B and B2B2C revenue generation, any of which can be included in your **IntentBase** service.

Your company may opt for *company intent data* only, or you can enhance your feed with fully-verified B2B contact records for individuals who are expressing intent.

We deliver **IntentBase** data in formats that can be readily integrated with your systems. Regular reporting and guaranteed compliance with privacy regulations (including GDPR) ensure that you and your customers are getting real value from your investment.

It's the perfect answer for adding the power of intent to your solution or service.

## The IntentBase® Data Feed Can Power Every Aspect of B2B Revenue Generation



**IntentBase** adds compelling value to any solution or service that brings together B2B buyers and sellers.

### Data Service Providers and Customer Data Platforms

Enrich your platform with data services like intent, contact, and firmographic information from True Influence's extensive B2B database. Score accounts and contacts based on purchase intent trends.

### Software Solution Providers

Every data-driven report, dashboard, and workflow in your solution becomes more powerful with intent intelligence from **IntentBase**.

### Marketing Intelligence

Our proprietary data and broad persona coverage supports a deeper purchase journey.

### Marketing Automation Software

Campaign branching and improved audience segmentation based on **IntentBase**'s purchase journey insights drive higher ROI for your customers.

### Sales Automation Software

Add intent spike alerts in workflows and account dashboards that prompt immediate outreach when intent to purchase is high.

### CRM and Customer Success

Intent intelligence can alert your customers that an account is ready to stock up, upgrade, or may be looking for another provider.

### Agencies

Intent intelligence takes the full range of revenue generation to the next level. Leverage **IntentBase** intelligence to improve performance of any program.

### Demand Generation

Target accounts and contacts that are in-market for your customers' products with content and offers specifically tailored to the correct purchase journey stage. Take audience segmentation to the next level with the power of intent.

### Content Marketing

Understand the topics and types of content decision-makers want, in order to deliver compelling assets to your targets.

### Email Marketing

Dramatically improve open and CTR rates with highly personalized messaging that reaches the right people at the right time. True Influence's B2B data feed can fill the gaps in highly targeted email lists or campaigns.

### Multichannel Marketing

Deploy the power of intent across all marketing channels to focus on the right topics, accounts, and personas that will drive engagement. Improve your ROI and win more and larger accounts.

### Programmatic Advertising

Strategically focus retargeting programs on in-market accounts based on intent. Set geolocation and other campaign criteria based on sites where purchase intent is spiking.

### Teleprospecting Service Providers

Identify in-market accounts for your customers' solutions at every stage of the purchase journey.

## IntentBase® Support

### 1. Data Feed

We work with your team to ensure we are delivering the correct data in a timely fashion, and that you see results from your investment. Data feed can be delivered in **XML, JSON and delimited formats** for easy integration with your systems. Data updates are delivered weekly.

### 2. Intent Data Feed Configuration

**IntentBase** is delivered based on your audience criteria and selected topics to include only data that is essential to your solution or service.

### 3. Intent Feed Options

We deliver U.S. contacts based on your needs. **Domain Intent Data** will give you the basic company information. **Contact Intent Data** provides additional contact info (hashed email), while our most complete offering, **Contact Intent Data with Contact Name**, targets the person showing in-market activity relevant to your specific topics.

#### Domain intent data includes:

Company name, city, state, topic, intent score, and date.

#### Contact intent data includes:

Company name, URL, city, state, topic, intent score, date, and hashed email.

#### Contact name data includes:

Company name, URL, city, state, topic, intent score, date, full name and job title of contact who is in-market, with exact contact email.

### 4. Contact Records Validated Electronically

### 5. Ongoing Engagement

**IntentBase** contracts run for an initial 3-month paid Point Of Concept (POC) with a 12-month contract.

You'll receive weekly updates of all data under the agreement. We also send monthly summary reports of feed activity.



See what **IntentBase®** can do for you.

Call: **1-888-301-4758**

[www.trueinfluence.com](http://www.trueinfluence.com)