



**Solution Brief**

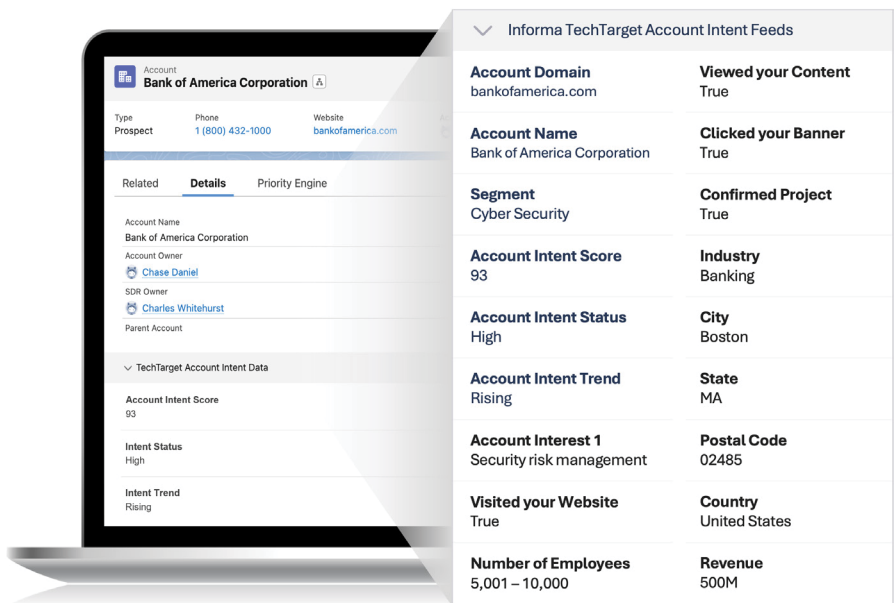
# Generate more pipeline and revenue from your ABM investments with Demandbase + Informa TechTarget

This powerful combination helps you confidently identify in-market accounts, uncover buying group members early in their journey, convert more buyer interest into pipeline, and improve operational efficiency.

## Confidently identify in-market accounts

**The Challenge: According to Forrester, 50% of companies leveraging B2B intent data saw too many false positives for accounts showing intent.**

Better go-to-market efficiency and successful ABM outcomes take quality intent data that paints a clear picture of which accounts are actually in-market for solutions like yours. Seamlessly integrate Informa TechTarget's Account Intent Feeds into Demandbase One Engagement Minutes and aggregate this precise account-level intent data with other signals to double-verify intent and focus your marketing and sales efforts on the right accounts.



Informa TechTarget Account Intent Feeds	
<b>Account Domain</b> bankofamerica.com	<b>Viewed your Content</b> True
<b>Account Name</b> Bank of America Corporation	<b>Clicked your Banner</b> True
<b>Segment</b> Cyber Security	<b>Confirmed Project</b> True
<b>Account Intent Score</b> 93	<b>Industry</b> Banking
<b>Account Intent Status</b> High	<b>City</b> Boston
<b>Account Intent Trend</b> Rising	<b>State</b> MA
<b>Account Interest 1</b> Security risk management	<b>Postal Code</b> 02485
<b>Visited your Website</b> True	<b>Country</b> United States
<b>Number of Employees</b> 5,001 – 10,000	<b>Revenue</b> 500M

### Key use cases for Demandbase + Informa TechTarget

- **Double-verify intent to confidently target in-market accounts**
- **Identify buying group members and what they care about most**
- **Fuel ABM campaigns with active, permissioned contacts**

## Uncover buying group members early in their journey

**The Challenge: Forrester found that 60% of companies leveraging B2B intent data struggle to identify members of the buying group.**

To make more shortlists, you've got to identify and engage the buying group sooner than your competitors. Because buyers rely on Informa TechTarget's authoritative content to inform their purchasing decisions, we see new accounts entering the market before other intent providers and we continuously deliver insights across the buyer's journey. Leverage this person-level intent data to pinpoint buying group members who are actively researching relevant solutions and tailor your outreach based on the topics they care about most.



**NEW** John Smith

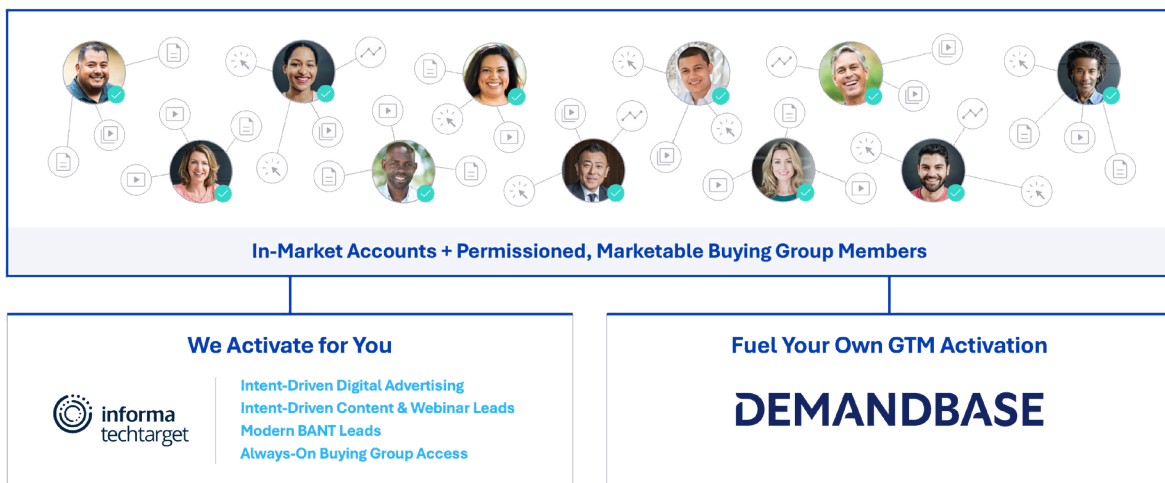
**Informa TechTarget Active Prospect**  
Director of IT at Bank of America

- ✓ **Gave permission** for partner outreach
- ✓ **GDPR, CCPA** compliant
- ✓ **Validated** phone number
- ✓ **Active** within the last 90 days
- ✓ **Personally viewed** content relevant to your solution

## Convert more buyer interest into pipeline

**The Challenge: 81% of buying teams have already picked a favorite vendor before they talk with sales.**

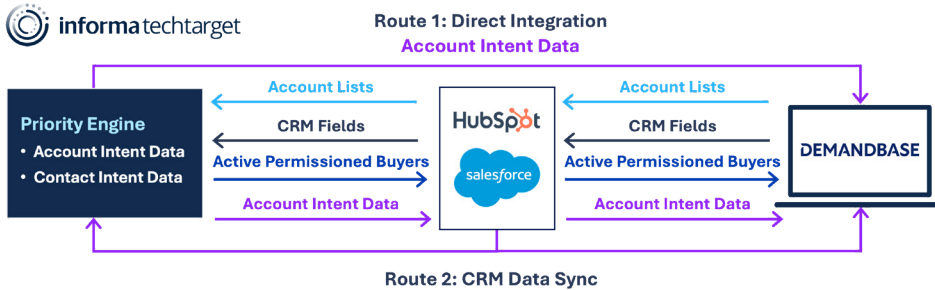
To build quality pipeline, you've got to effectively educate and influence more of the buying group. Fuel Demandbase One cross-channel ABM campaigns with Informa TechTarget's active, permissioned buyers, imported into the platform via your MAP/CRM. Boost conversion and tap into our trusted relationship with our audience when you supplement your own efforts with our intent-driven display advertising and content syndication campaigns.



Need impactful content to fuel your ABM campaigns? Capture attention and stand out from the competition with expert-crafted custom content that provides the third-party perspective buyers crave.

# Improve operational efficiency

With our automated integration with Demandbase One and seamless workflows through MAP/CRM, Revenue Operations teams can save time, reduce manual errors, and speed ABM follow-up. **Here's how it works:**



# Why is Informa TechTarget intent data more precise?

Each day, Informa TechTarget captures millions of contextually relevant intent signals as our audience of 32M+ B2B professionals interacts with content across our owned network of 150+ research destinations. That's why our intent data is the most precise in B2B tech - and why it's only available from us.

# Demandbase + Informa TechTarget in Action

By combining Informa TechTarget intent data, Demandbase, G2, PeerSpot, and their own 1st-party website data, Deep Instinct sharpened targeting for their BDR team's outbound prospecting efforts resulting in:

- 55%** fewer calls
- .333%** better call to conversation ratio
- 269%** better conversation to meeting ratio

### Trusted Content + Sites

**150+**  
owned media brands

170+ market experts creating authoritative content to draw buyers to our 150+ owned B2B media sites

### Owned, Permissioned Audience

**32M+**  
permissioned members

Buyers trusts us because our content helps them make better purchase decisions

### Precise Intent Data

**1.4M+**  
buying signals each day

Account- and person-level intent data that is directly observed, contextually relevant & only from us