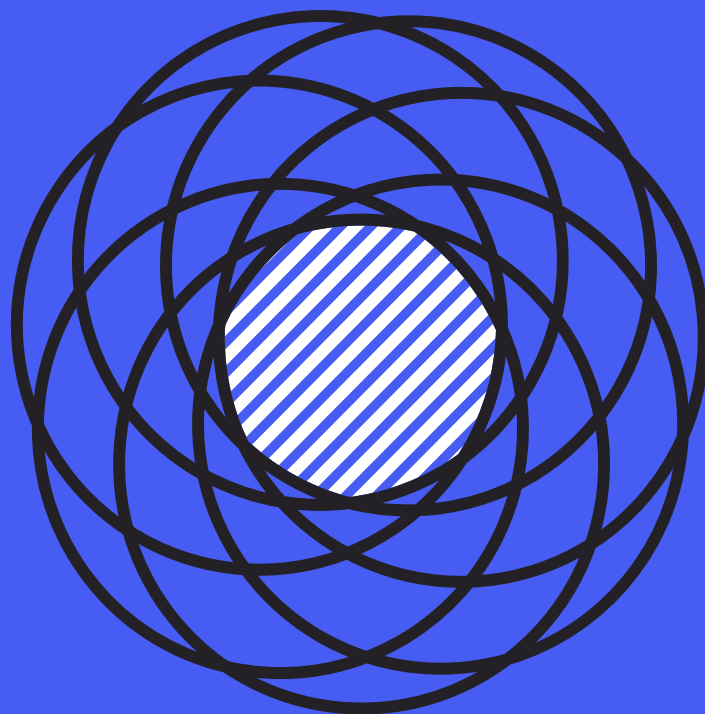


Intent 360.

High-focus targeting,
powered by a unique
combination of
behavioural
data sets.



At a
glance

What is it?

An intent tracker that guides you to the next best action for your target accounts.

Who it's for?

ABM, Business Development and Sales teams looking to turn intent insight into action.

How does it work?

Our system sees patterns across multiple data sets and score your prospects' online behaviour against your offer.



If you knew what your prospects were looking at right now, targeting them with the right message would be a lot easier, right?

Blended intent helps you understand, stay up-to-date with your prospects' and customers' online behaviour and see what they're researching and interested in. We set it up to identify topics and activities that map to your offer (products or services) and track how and where your prospects are researching these online—giving you a pretty good idea of where their minds are at.

This allows you not only to better understand where they are in their information and buying journey, it also helps you fine-tune your messages and engagement activity.

Blending data sets for multiplied insight

At the heart of the intent barometer are two core functionalities that are unique to us:

- Our proprietary data and intent taxonomies

We've mapped the B2B tech, innovation, finance, and professional solutions market and identified a refined set of topics for ABM use cases. We cross-reference these topics against your website, and your offer—and we also identify them on the wider web (across thousands of B2B websites, including large enterprises).

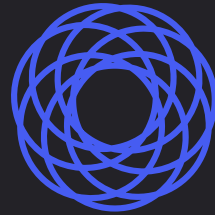
- The blending of first and third-party intent data

We can track when a prospect or customer account researches relevant topics on your website (first party) or across other sites (third party)—we can even spot which city or region they're searching from. Having learned from hundreds of ABM programs and buying journeys, we use this data to identify trends and patterns and recommend next steps for your team. Most importantly, our solution is fully GDPR compliant.

Key features

- Expertly directed focus: you'll only be analysing intent journeys that really matter.
- Recommended actions: A large range of activation solutions tailored to your prospects' actions
- Easy first-party set-up: just add a line of code into your website tag manager—a 10 minute task.
- Short-and long-term insight: rolling 4-week trend as well as weekly view, allowing you to easily see patterns.
- Better insight into your owned assets: identify the topics your accounts care about, understand where they access your website and which content they're interested in.

Agent3



Our proprietary data taxonomy and big data capabilities takes the power of intent data to the next level, tracking customers and prospects' behavior across the B2B web and your own web site.

To find out more about how you can use supercharged intent to help you identify and engage your key target accounts, visit:

agent3.com/intent360