

From Signals to Sales:

Turning Intent Data into Revenue



Executive Summary

Understanding true customer intent separates successful marketers from those wasting budget on disinterested prospects. This white paper explores how simple|AUDIENCE has revolutionized intent data collection and analysis, moving beyond surface-level signals to identify genuine buying behavior. By combining massive scale with sophisticated models, our approach delivers unprecedented accuracy in identifying prospects who are actively in-market for your solutions.

The Intent Data Challenge

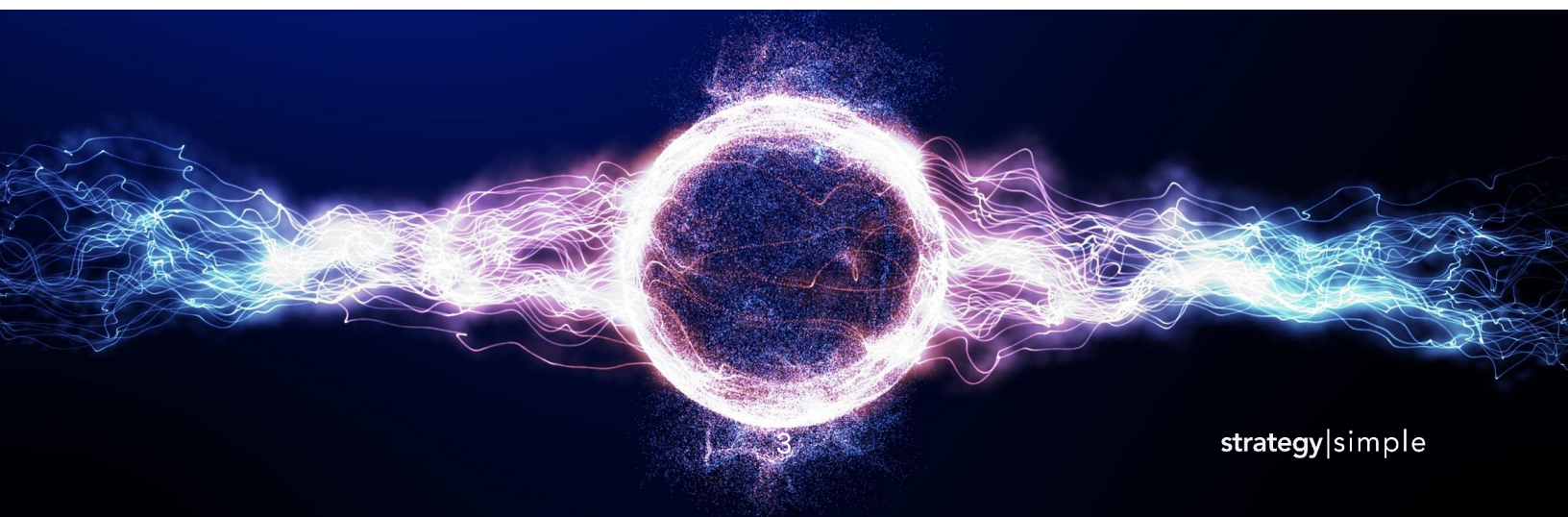
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“Just because someone visits a site or clicks an ad doesn't mean they have intent.”

This statement captures the fundamental challenge marketers face today. Traditional tracking methods capture activity but fail to differentiate between casual browsing and serious buying intent.

The result? Marketing dollars wasted on prospects who show interest but have no real intention to purchase.

True intent data must go deeper, analyzing not just what users do online but understanding the patterns and signals that indicate genuine purchasing behavior. This is where simple|AUDIENCE's advanced approach makes all the difference.



The Signals: Quantity + Quality

The foundation of superior intent data lies in both the quantity and quality of signals collected. simple|AUDIENCE has developed a comprehensive data collection framework that goes far beyond generic logs or basic tracking:

- 30 BILLION URLs processed every day
- Closed-network co-reg feeds (exclusive to major brands)
- Direct publisher partnerships
- Real transactions, search, and bidstream signals
- Every type of signal that indicates true digital intent

This unprecedented scale allows us to capture the full spectrum of online behavior, while our focus on high-quality signals ensures we're tracking meaningful interactions that correlate with purchase intent.

Beyond Average Bidstream Data

Many intent data providers rely heavily on bidstream data – the information passed between ad exchanges during real-time bidding. While useful, standard bidstream data often lacks context and quality control.

simple|AUDIENCE's approach is fundamentally different. We've developed partnerships that deliver high-signal, real-intent data. Our sophisticated processing filters out noise and low-value signals, focusing exclusively on behaviors that demonstrate genuine interest in specific products or services.

The Models: Built for Intent, Not Just Context

The real differentiator in our approach lies in how we analyze and interpret the signals we collect. Most intent feeds use keyword-based NLP models that simply guess at relevance. These systems don't actually measure intent – they measure context. The result is hit-or-miss targeting that fails to deliver consistent results.

Our models are built specifically to identify and measure intent, not just contextual relevance. This fundamental difference drives superior performance across all marketing channels.

Topic Distancing: Beyond Keywords

At the heart of our intent modeling is a sophisticated scoring system we call Topic Distancing. This approach evaluates how closely a URL's content matches a target topic on a scale of 0-100.

If a page barely mentions a topic, it's excluded from our intent signals. But if it's deeply relevant – like a product comparison page or agency contact form – it's identified as a strong intent signal. This ensures we're capturing meaningful interactions, not just casual browsing.

Intent Strength: Measuring Commitment

Clicks don't equal commitment. Our intent strength measurement looks at behavioral trends across more than 270 million user profiles to identify patterns that indicate genuine buying intent.

For example, if a user's engagement on a specific topic triples in a week compared to their median engagement level, that signals a significant shift in intent. This sophisticated analysis allows us to distinguish between routine browsing and active research that precedes a purchase decision.



Proven Performance at Scale

The power of our approach is demonstrated in the numbers. In our most recent testing:

- 1.7 BILLION topic|profile pairs scored 90+ intent
- 17 BILLION+ scored 75+

These figures represent real users showing genuine buying signals – not just contextual matches or demographic similarities. Each of these high-scoring pairs represents a potential customer actively researching solutions like yours.

WHY? Transforming Marketing Results

By focusing on true intent rather than surface-level signals, simple|AUDIENCE helps smart marketers achieve remarkable results:

Higher Conversion Rates

When you target prospects based on genuine intent signals, conversion rates naturally improve. You're reaching people who are actively in the market for your solution, not just those who fit a demographic profile.

Reduced Wasted Ad Spend

Stop showing ads to people who aren't in the market. Our intent data helps you focus your budget on prospects who are actually researching solutions like yours.

Improved Customer Acquisition Cost

More precise targeting means less waste and more efficient spending, driving down your cost per acquisition and improving marketing ROI.

More Effective Account-Based Marketing

For B2B marketers, our intent data reveals which accounts are actively researching solutions in your category, helping you prioritize outreach to the most promising opportunities.

Implementing Intent-Based Marketing

Leveraging high-quality intent data requires the right approach:

1. **Identify Target Topics:** Define the specific topics, products, or services that indicate interest in your offerings
2. **Access Intent Data:** Integrate simple|AUDIENCE's intent data into your marketing platforms
3. **Activate Across Channels:** Deploy intent-based targeting across paid media, email, and sales outreach
4. **Measure and Optimize:** Track performance and refine your approach based on results

Real-World Applications

simple|AUDIENCE's intent resolution technology drives measurable results across multiple marketing channels:

Smart Paid Advertising

Identify prospects actively searching for solutions like yours across billions of URLs. This targeted approach means your ads reach high-intent audiences before they visit your website, maximizing ROI on every campaign.

Reactivation Campaign Power

The superPIXEL technology unmask previously anonymous website visitors, enabling sophisticated reactivation campaigns. Customers consistently achieve 30% open rates and 2-3x ROI when re-engaging dormant customers with personalized messaging.

Precise Call Center Outreach

Our online2offline database delivers 95% accuracy on contact data. Your call center teams spend time having meaningful conversations instead of dealing with incorrect contact details.

B2B Email Performance

Combine intent signals with verified business contact data to target prospects actively researching solutions. simple|AUDIENCE helps you identify and connect with decision-makers when they're ready to buy.

Targeted Social Media Marketing

Our identity resolution capabilities ensure your social campaigns reach the right audience, significantly improving conversion rates and advertising effectiveness.

Conclusion: The Future of Intent-Based Marketing

As digital marketing continues to evolve, the ability to identify and act on genuine intent signals will separate market leaders from followers. simple|AUDIENCE's advanced intent data provides a competitive advantage that drives measurable results across all marketing channels.

By combining massive scale (30 billion URLs daily) with sophisticated models that measure true intent, we're helping smart marketers connect with in-market buyers at the perfect moment - when they're actively researching solutions.

Contact simple|AUDIENCE today to discover how our next-level intent data can transform your marketing results

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