

INTENT DATA

...NOW WHAT?

Data is more valuable now than ever before. According to a Sales Enablement Trends report by Ambition:

★ *"Data will be the North Star for increasing demand, prospecting smarter and creating shorter sales cycles and better customer experiences."* ★

At the heart of this trend towards acquiring better and more accurate data is **Intent Data**. We all know about Intent Data and its value to the sales team (if you don't, **check out this handy graphic!**).

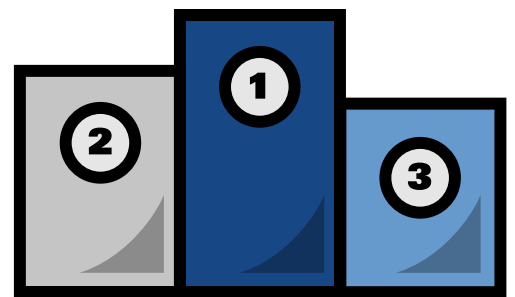
THE QUESTION, HOWEVER, IS NO LONGER **HOW** YOU GET THE DATA, BUT **WHAT** YOU DO WITH IT.

YOU'VE GOT A TON OF LEADS - GREAT! BUT NOW WHAT?



The value of Intent Data is easy to understand, but actioning that data isn't. Lots of organizations treat intent data like traditional target accounts - a major simplification for something that's so much more valuable.

demandDrive separates itself from the rest of the Intent Data providers by giving you **insight into how to action your data**. We can act as a stand-alone data provider and/or a complement to the existing data you have.



HAVING THE DATA IS ONLY HALF THE BATTLE. WHAT YOU DO WITH IT PROVES HOW VALUABLE IT CAN BE.



Unlock the value of your Intent Data with demandDrive:

- Bolster ABM campaigns by appending contact-level information to your target accounts
 - Get insight into your data set and identify which leads will yield the highest ROI
 - Utilize an industry-proven call cadence to get the most value out of the provided data
-

Want to Learn More about the dD Intent Data program?

Contact: Jon Hanman, VP of Sales

jon.hanman@demanddrive.com | (508) 283-5355

demandDrive
Customized Demand Generation