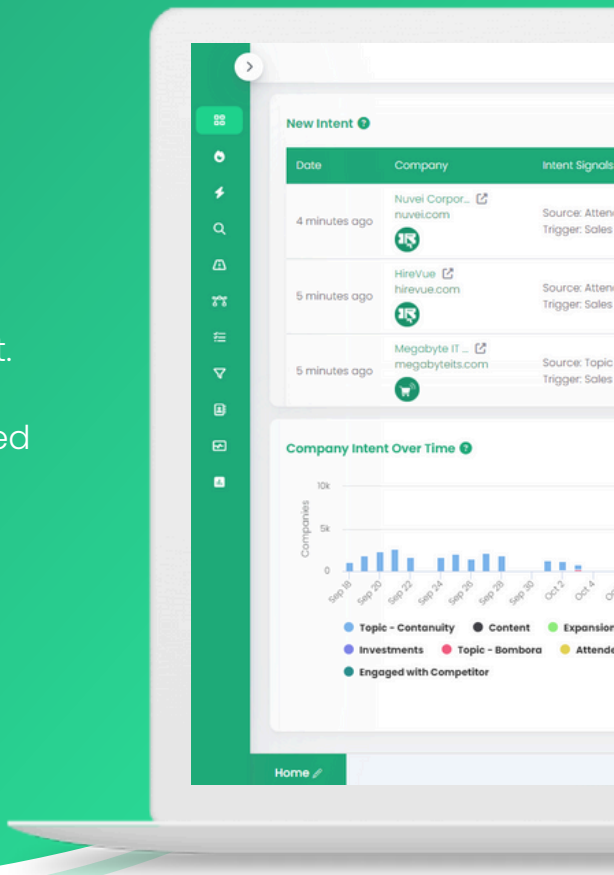
Lead Onion

Unlock the Power of **Intent Data:**

Top 55 Intent Data Statistics



Understanding Buyer Intent is key to capturing attention at the right moment. Lead Onion offers **20 unique sources of Buyer Intent Data**, giving you unmatched insights to stay ahead of competitors.

Here are some key statistics that show why leveraging multiple Intent Data sources is essential for marketing and sales success.

Fuel Your Strategy With Buyer Intent Data

Acquiring and retaining customers is a top priority for marketers everywhere. But in today's competitive market, executing successful marketing strategies can be a real challenge - especially if you're not taking full advantage of the tools and technology available.

That's where intent data comes in. By using its power, B2B marketers can reach current and potential customers at just the right moment, delivering content they need as they search for the right solution.

With all the talk about intent data, it can be tough to cut through the noise. So, we've gathered **55 key intent data statistics** from around the web to give you a clear understanding of its potential.

1 Intent Data Usage

1. **96%** of B2B marketers have seen success when using intent data to achieve their associated goals. *(The B2B perspective on Using Intent Data | **Rollworks and Bombora**)*

2. **53%** of B2B marketers say their primary goal for intent data is to align sales and marketing. *(Intent-based lead generation research | **Mixology Digital**)*

3. **70%** of B2B teams use intent data for digital marketing. *(The State of Intent Data for Go-to-Market Teams: Research Report | **Intentsify**)*

4. **43%** of B2B marketers are using intent data for email marketing. *(Intent-based lead generation research | **Mixology Digital**)*

5. **60%** of B2B teams use intent data for sales. *(The State of Intent Data for Go-to-Market Teams: Research Report | **Intentsify**)*

6. **98%** of B2B marketers say intent data is essential for demand generation. *(Inside Intent Data | **Inbox Insight**)*

7. **91%** of marketers say they're using intent data/scoring within ABM to prioritize their accounts. *(ABM & Intent Benchmarking Study 2023 | **Foundry**)*

8. **54%** of B2B teams use intent data for customer success. *(The State of Intent Data for Go-to-Market Teams: Research Report | **Intentsify**)*

9. **39%** of B2B marketers say their primary goal for intent data is to prioritize accounts for prospecting. *(Intent-based lead gen research | **Mixology Digital**)*

10. **45%** of B2B teams say the most impactful use of intent data in a go-to-market strategy is for customer account expansion. *(The State of Intent Data for Go-to-Market Teams: Research Report | **Intentsify**)*

11. **99%** of large companies are using intent data in some way. *(**Inside Intent Data | Inbox Insight**)*

More than 90+ of marketers agree that intent-based strategies are useful in audience building, gaining contact-level information, creating custom triggers, integrating campaigns, and driving data source selection.

(ABM & Intent Benchmarking Study 2023 | Foundry)

2 Intent Data Strategies

13. **94%** of B2B teams say intent data IQ is on the rise. *(Intent Data Trends: 2022 Edition | **DemandScience**)*

14. **48%** of B2B teams using intent data rate their go-to-market strategy as very successful. *(The State of Intent Data for Go-to-Market Teams: Research Report | **Intentsify**)*

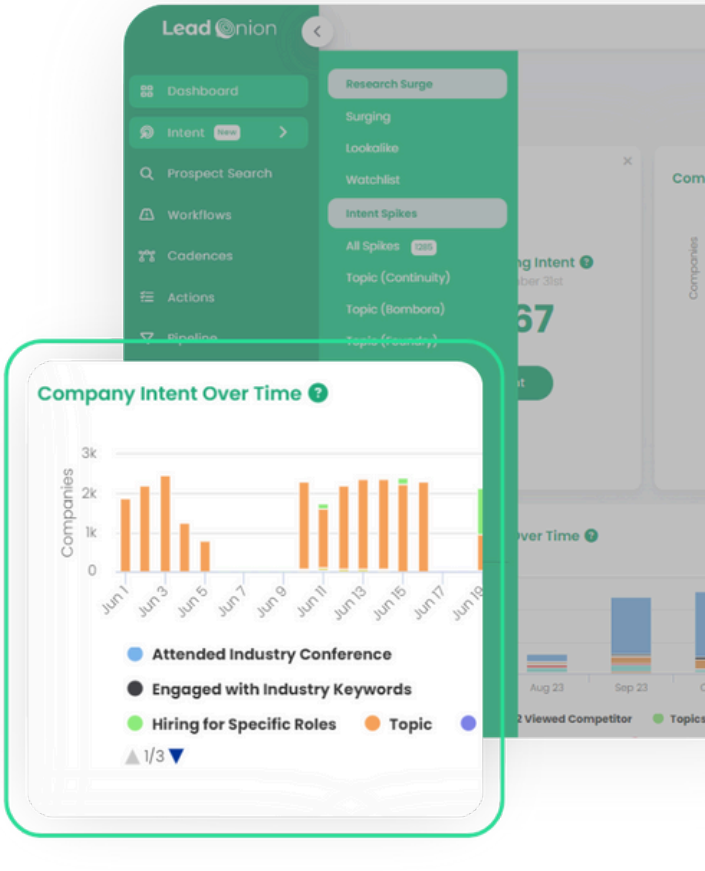
15. **87%** of B2B teams say intent data will be a bigger part of their marketing and sales strategies moving forward. *(Intent Data Trends: 2022 Edition | **DemandScience**)*

16. **79%** of APAC marketers agree that intent-based marketing signals have become more difficult to interpret with more people working from home. *(ABM & Intent Benchmarking Study 2023 | **Foundry**)*

17. **48%** of B2B marketers use intent data to understand how customers use their products. *(Intent Data: It's Becoming a Key Ingredient for Revenue Growth | **TechTarget**)*

18. **42%** of B2B teams say creating a strategy for the use of intent data is the biggest challenge in their go-to-market strategy. *(The State of Intent Data for Go-to-Market Teams: Research Report | **Intentsify**)*

19. **97%** of B2B marketers believe that intent data gives brands a competitive advantage. *(The B2B perspective on Using Intent Data | **Rollworks and Bombora**)*



3 Intent Data Sources

20. **85%** of B2B marketers source their intent data from external sources. *(Intent-based lead generation research | **Mixology Digital**)*

21. **27%** of B2B marketers use first party data most often. *(The B2B perspective on Using Intent Data | **Rollworks and Bombora**)*

22. **93%** of B2B marketers rely on 2 or more sources for their intent data. *(Intent-based lead generation research | **Mixology Digital**)*

23. **79%** of marketers who use 5 or more data sources say that over 50% of their leads become sales-accepted. *(ABM & Intent Benchmarking Study 2023 | **Foundry**)*

24. **59%** of B2B teams are only somewhat satisfied with their current intent data solution. *(The State of Intent Data for Go-to-Market Teams: Research Report | **Intentsify**)*

25. **92%** of marketers say it's important that they know the exact sources of intent data. *(ABM & Intent Benchmarking Study 2023 | **Foundry**)*

26. **75%** of B2B marketers rely on internal/1st party intent data the most. *(Inside Intent Data | **Inbox Insight**)*

27. **84%** of EMEA marketers are confident in the validity of their data sources. *(ABM & Intent Benchmarking Study 2023 | **Foundry**)*

28. **67%** of B2B marketers say data quality is the most important attribute when it comes to intent data solutions or vendors. *(The B2B perspective on Using Intent Data | **Rollworks and Bombora**)*

29. **97%** of North American marketers are confident in the validity of their data sources. *(ABM & Intent Benchmarking Study 2023 | **Foundry**)*

30. When implementing and utilizing intent data, **51%** of B2B marketers use a combination of in-house resources and outsourcing to a specialist. *(The Outlook on Intent Data | **Ascend2**)*

31. **90%** of APAC marketers are confident in the validity of their data sources. *(ABM & Intent Benchmarking Study 2023 | **Foundry**)*

4 Intent Data Challenges

32. **6%** of B2B marketers claim to have no challenges when using intent data. *(Intent-based lead generation research | **Mixology Digital**)*

33. **35%** of B2B marketers say their biggest challenge when using intent data is maintaining accuracy from multiple sources. *(Intent-based lead generation research | **Mixology Digital**)*

34. **35%** of B2B marketers say their biggest challenge when using intent data is applying it to actionable outcomes. *(Intent-based lead generation research | **Mixology Digital**)*

35. **69%** of B2B marketers scored 7+ when asked how pressured they feel to use intent data to generate high-quality leads. *(Intent-based lead generation research | **Mixology Digital**)*

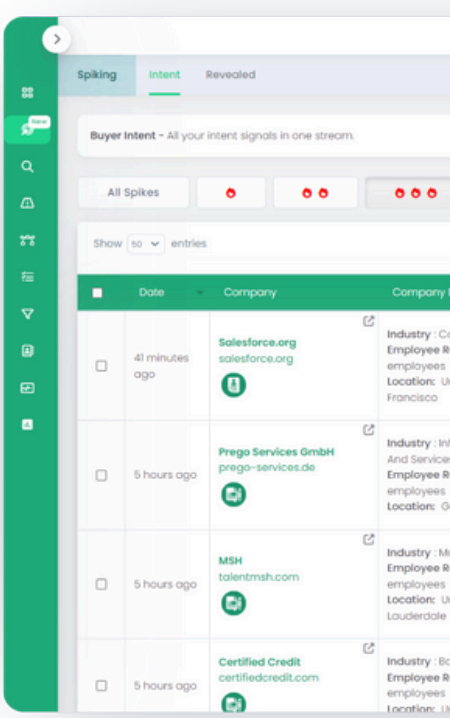
5 Intent Data Implementation + ROI

36. Intent-based ads are **2.5x** more efficient. *(Research: Increase ad performance by 2.5x with intent-based targeting | **Foundry**)*

37. **93%** of B2B marketers see an increase in their conversion rate when using intent data. *(Intent-based lead generation research | **Mixology Digital**)*

38. **82%** of B2B marketers say their sales team can convert intent-based leads faster than normal leads. *(Intent-based lead generation research | **Mixology Digital**)*

39. Intent-based ads have a **220%** higher click-through rate. *(Research: Increase ad performance by 2.5x with intent-based targeting | **Foundry**)*



6 Intent Data Implementation + ROI

40. **92%** of B2B teams have been successful at integrating intent data into their marketing stack. *(Intent Data Trends: 2022 Edition | **DemandScience**)*

41. **61%** of B2B teams say it takes up to 6 months to realise a return on their intent data investment. *(The State of Intent Data for Go-to-Market Teams: Research Report | **Intentsify**)*

42. **37%** of B2B marketers can't accurately measure the ROI of intent data. *(Intent-based lead generation research | **Mixology Digital**)*

43. **78%** of B2B teams feel confident in their intent data vendors' ability to deliver a solid ROI. *(Intent Data Trends: 2022 Edition | **DemandScience**)*

44. **30%** of B2B marketers have a measurable intent data strategy in place. *(The B2B perspective on Using Intent Data | **Rollworks and Bombora**)*

45. **46%** of B2B teams say they completed the implementation of intent data on time. *(Intent Data Trends: 2022 Edition | **DemandScience**)*

7 Intent Data Budget

46. **39%** of businesses are spending more than half of their marketing budget on intent data. *(Inside Intent Data | **Inbox Insight**)*

47. **61%** of B2B teams say the implementation of intent data went over budget. *(Intent Data Trends: 2022 Edition | **DemandScience**)*

48. **54%** of B2B marketers say their intent data budget will increase. *(The Outlook on Intent Data | **Ascend2**)*

49. **39%** of B2B marketers say more than half of their budget is allocated towards gathering and using intent data. *(Inside Intent Data | **Inbox Insight**)*

8 Intent Data and Lead Generation

50. **44%** of B2B marketers say their primary goal for intent data is to identify new accounts to target. *(Intent-based lead generation research | **Mixology Digital**)*

51. **53%** of B2B marketers are using intent data for lead generation. *(Intent-based lead generation research | **Mixology Digital**)*

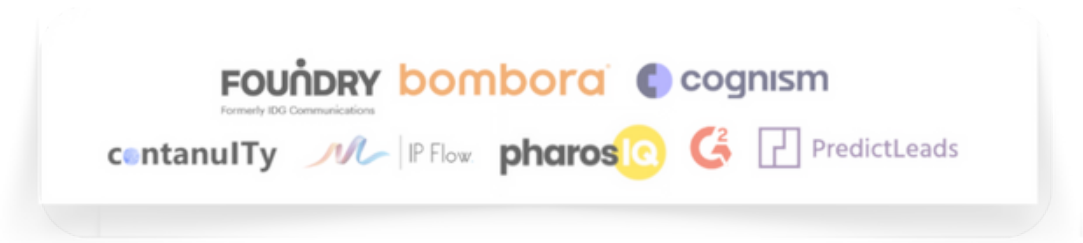
52. **90%** of B2B teams have been successful at using intent data to increase lead volume. *(Intent Data Trends: 2022 Edition | **DemandScience**)*

53. **82%** of B2B marketers have been using intent data in their lead generation strategy for more than 6 months. *(Intent-based lead generation research | **Mixology Digital**)*

54. **97%** of B2B marketers say intent data better enables them to find high-quality leads. *(Intent-based lead generation research | **Mixology Digital**)*

55. Only **30%** of B2B marketers use intent data throughout the whole funnel. *(Intent-based lead generation research | **Mixology Digital**)*

Quality Data Partners



Bringing you a single stream of the **broadest Intent Signal on the market.**

Want to start transforming your business today?

Talk to our team today >