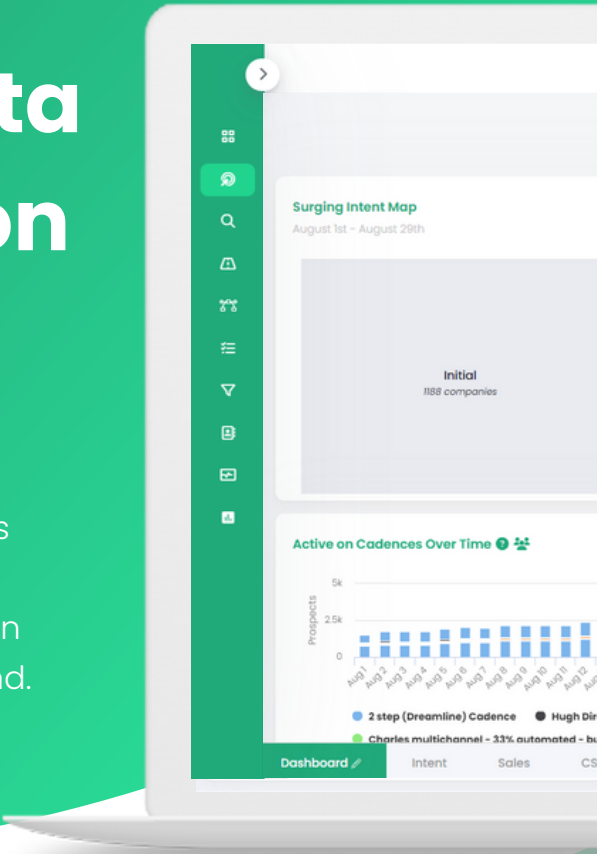


Reach Your Maximum Potential With

Buyer Intent Data Using Lead Onion

Understanding Buyer Intent is like having a crystal ball that reveals the purchasing intentions of your potential customers.

It's not just about knowing who they are; it's about understanding how actively they're engaging product or service like yours even before they directly interact with your brand.

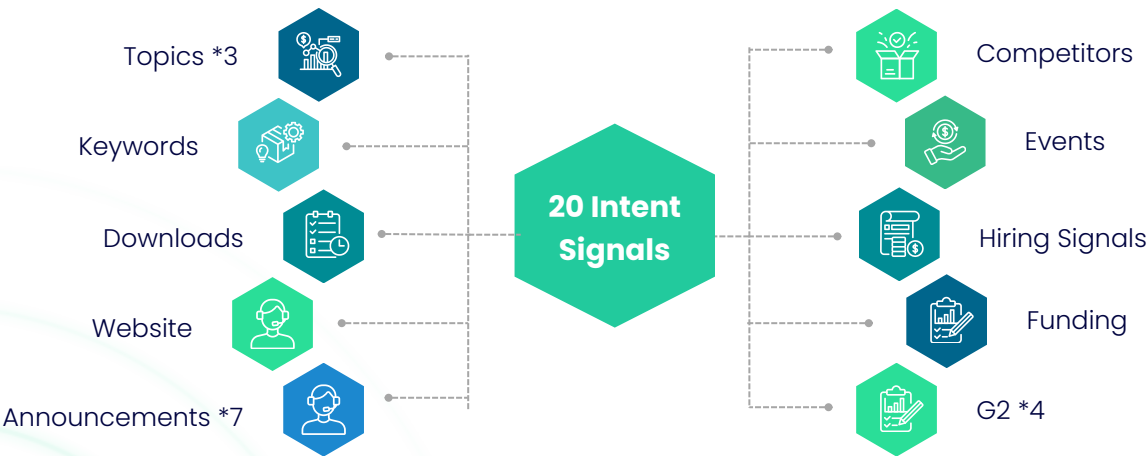


Reach Buyers Instantly

Imagine peeling back the layers of an onion to reveal the depth of Buyer Intent. Just as an onion has multiple layers, Lead Onion, with its multiple sources of Buyer Intent, provides a comprehensive understanding of your potential customers' intentions.

Each layer offers unique insights, from keywords they search for to events they engage with, from signals they emit through hiring activities to announcements they make.

Lead Onion boasts **20 sources of intent**, ensuring comprehensive insights into prospect behaviors and preferences.



Let's dive into each source, exploring how they contribute to the rich tapestry of Buyer Intent data.

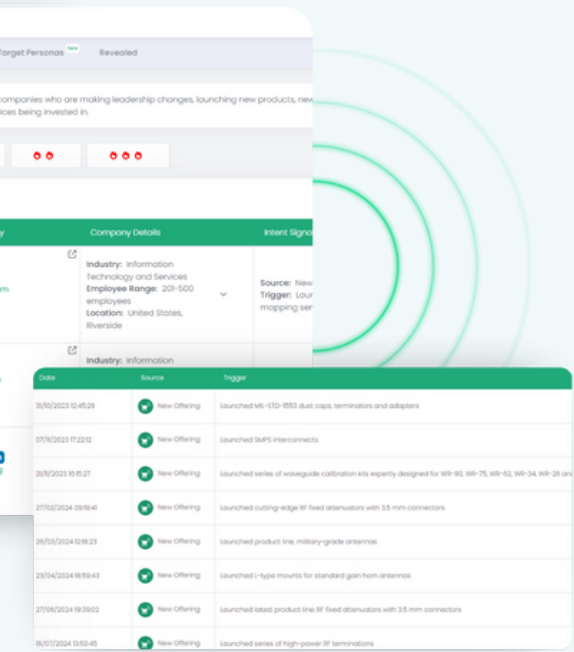
3rd Party Intent Data:

contanulTy | Topic Intent

Our Topic Intent data, powered by Contanuity, identifies companies consuming high volumes of content on specific topics across **5K+ B2B sites.**

This tool analyzes consumption patterns to reveal heightened interest, indicating potential demand or market trends. It's ideal for gauging industry interest or identifying leads based on research activities.

PredictLeads | Announcements, Technologies, Hiring, Funding



Announcements

Stay ahead with insights from company announcements, including press releases, product launches, partnerships, mergers, and acquisitions. This tool tracks these events to reveal growth trajectories, strategic shifts, and potential needs.

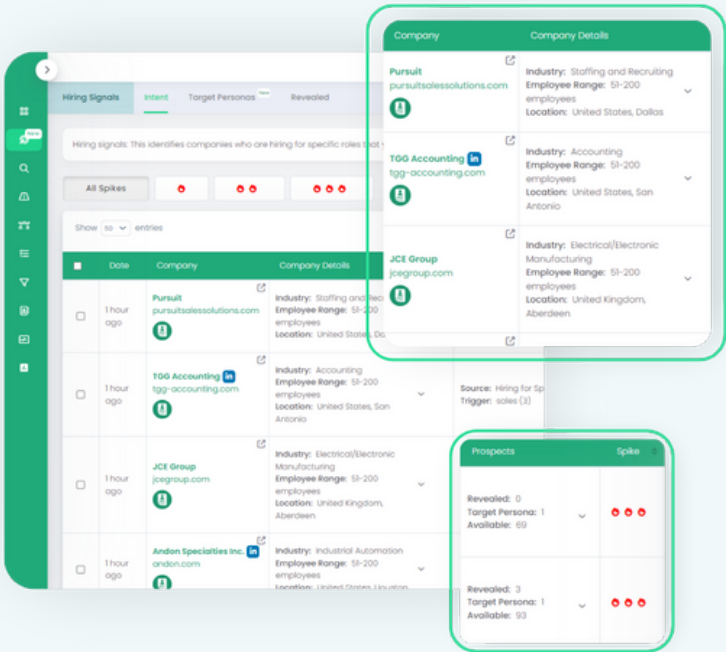
Use this to tailor messaging based on timely, relevant updates, maximizing meaningful engagement and conversion.

Technologies

See which companies are adopting new or specific technologies.

This could include the latest software tools, platforms, or systems crucial to various business functions, from marketing automation and CRM systems to advanced manufacturing technologies.

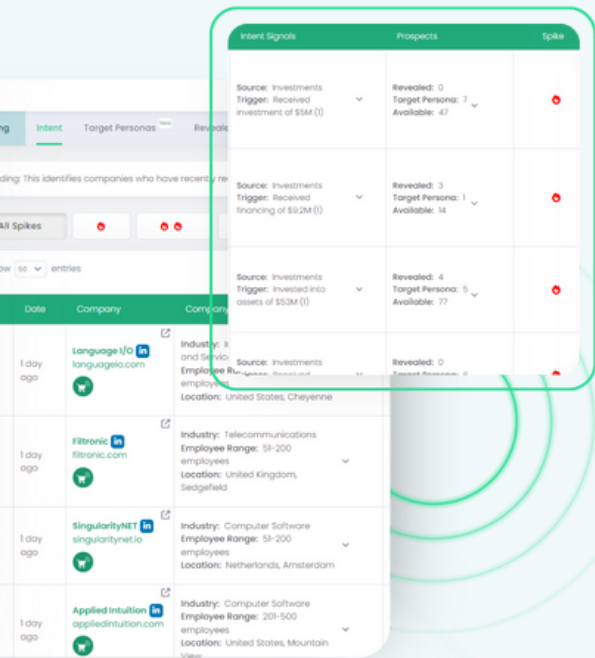
Book A Demo



Hiring Signals

Hiring Signals targets organizations hiring for positions relevant to your industry, indicating potential needs for new products or services. This tool monitors hiring activities to identify prospects undergoing organizational changes or expansion, presenting tailored engagement opportunities.

Useful for aligning your offerings with companies' evolving needs and priorities.



Funding

Identify accounts securing new funding, signaling readiness for expansion and investment in new initiatives. This tool enables timely outreach with highly personalized communications by tracking new funding announcements.

Ideal for targeting prospects poised for growth and investment, aligning your offerings with their strategic objectives and initiatives.

Book A Demo

bombora | Topic, Events & Competitors, Keywords

Topic Intent

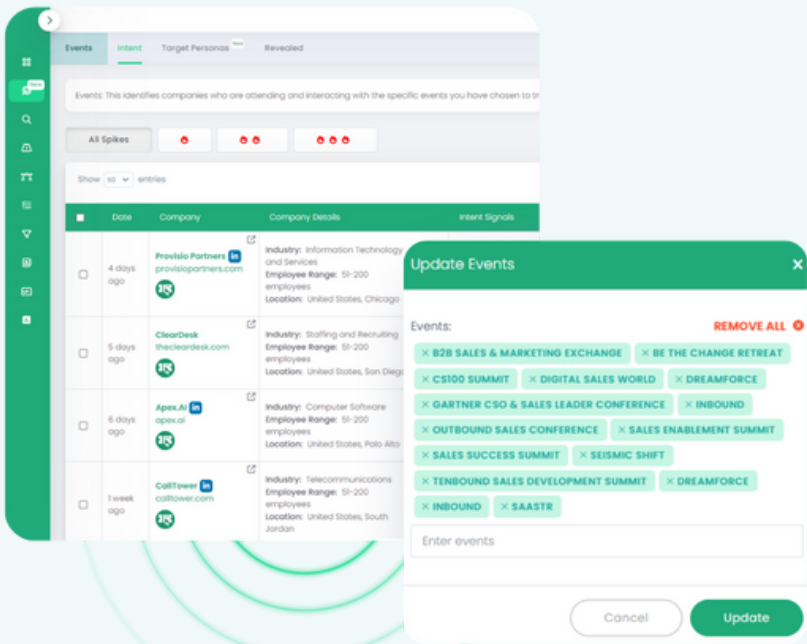
Our Topic Intent feature, powered by Bombora, provides real-time insights into the content your target audience engages with.

Leverage this data to identify trends, optimize your outreach, and tailor marketing efforts to align with audience interests, enhancing your ability to reach and influence potential customers.

Events

Discover companies actively engaging in industry events like conferences, trade shows, and seminars. This tool tracks prospects' participation, facilitating targeted outreach and networking opportunities.

It's valuable for identifying prospects with high industry engagement, enhancing your chances of meaningful interactions.



Keywords

Identify accounts engaging with your industry-specific keywords through online posts, discussions, forums or reviews.

The Keywords feature is perfect for tapping into current industry conversations and engaging with prospects showing immediate interest.

Intent Signals	Prospects	Spike
Source: Engaged with Competitor Trigger: 6 Sense Insights (1)	Revealed: 2 Target Persona: 23 Available: 100+	
Source: Engaged with Competitor Trigger: techtarget.com (1)	Revealed: 1 Target Persona: 7 Available: 63	
Source: Engaged with Competitor Trigger: Demandbase (1)	Revealed: 3 Target Persona: 23 Available: 100+	
Source: Engaged with Competitor Trigger: 6 Sense Insights (1)	Revealed: 2 Target Persona: 23 Available: 100+	
Source: Engaged with Competitor Trigger: techtarget.com (1)	Revealed: 1 Target Persona: 7 Available: 63	
Source: Engaged with Competitor Trigger: Demandbase (1)	Revealed: 3 Target Persona: 23 Available: 100+	

Competitors

Pinpoint prospective leads engaging with your competitors online using specified keywords. This tool detects conversational intent like post likes, forum comments, and content shares, providing insights for potential engagement.

By monitoring interactions related to competitors, it offers insights into prospects' preferences, useful for competitive positioning and tailoring your approach accordingly.

2nd Party Intent Data:

pharosIQ | Downloads

We've partnered with PharosIQ, the world's largest solutions-based content library with **117M+ contact profiles**, to provide you with contact-level intent. Access real-time insights and data on individuals downloading industry-related content.

Use Downloads Intent to engage with prospects seeking industry-related content, delivering targeted solutions based on their interests.

G2 | G2

G2 Intent converts activity from **80M in-market G2 users** into actionable B2B contact info. It identifies prospects searching for your industry, competitors, or profile on G2 in real-time for immediate action.

Boost conversion rates and shortens sales cycles by targeting prospects actively researching industry solutions, engaging them at the right moment.

Company Locations	Technologies	Content Engaged	Available Prospects
Date Engaged	Contact Details	Content Details	
06/09/2023	nicole bailey Marketing Manager nbailey@covestic.com	How Microsoft Uses AI to - Asset Keywords: convey customer sales person; business prospects;... - Asset Business Challenges: pool of businesses; Narrow to reach out; identify similar	
29/12/2023	nicole bailey Marketing Manager nbailey@covestic.com	AVI-SPL - Asset Keywords: AVI-SPL, sales; Zoominfo; collaboration; sales and marketing strategy; outside sales; enterprise grade audio... - Asset Business Challenges: Strengthen market segment territories, and deepen portfolios; improve contact information accuracy, including...	
03/07/2024	nicole bailey Marketing Manager nbailey@covestic.com	A Centralized Approach Drives Customer- - Asset Keywords: Dun & Bradstreet; ABM; program information technology; account strategy; content segmentation; digital marketing activities... - Asset Business Challenges: A coordinated effort to enhance the effectiveness of targeted marketing the market across the organization f...	

1st Party Intent Data:



A prospect visiting your website signals strong intent. Partnered with **IP Flow's 1.4B+ B2B IPs**, we transform your site into a powerful lead generation engine.

Identify visiting companies and key contacts to ensure you never miss a lead, and capture visitor data effectively with Website Intent.

Quality Data Partners



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

Make **Big Impact** with a
Small Team

With Lead Onion as your trusted companion, you can streamline your lead generation process, nurture leads effectively, and achieve extraordinary results.

Book a demo today to get started with Lead Onion.

Get Started Now