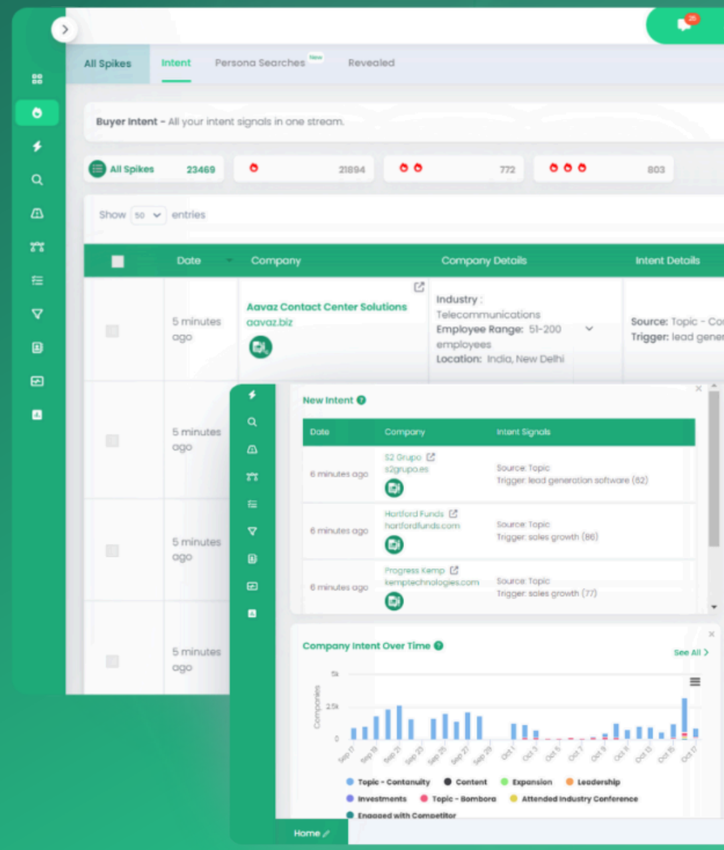
Lead Onion

How Our Data Models **Capture Buyer Intent**

Discover how our trusted data partners **source, validate, and maintain their data.**

This guide offers full transparency into the origins of the insights you rely on, ensuring quality, compliance, and confidence at every step.



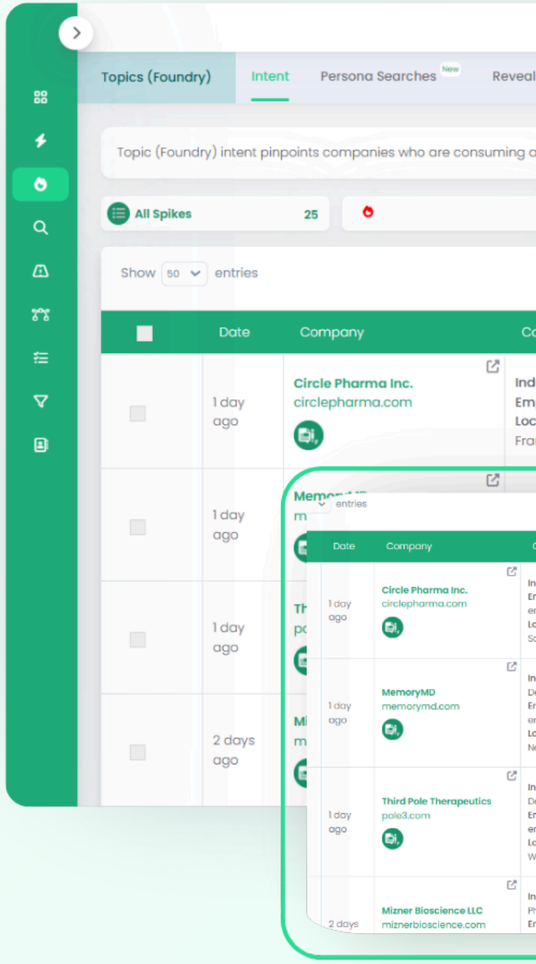
contanulTy bombora FOUNDRY pharosIQ IP Flow. PredictLeads G2 cognism delivr.ai

Understanding the Sources Behind the Data

When it comes to intent data and contact intelligence, transparency matters. It's natural to have questions about where the data originates, how it's collected, and whether it meets compliance standards.

This document provides clear, concise summaries of our key data partners and their **data sourcing practices**.

On the following pages, you'll find detailed overviews explaining how each partner gathers, validates, and processes their data, so you can feel confident in the integrity, quality, and compliance of the insights you're using.



Account-Based Intent:

FOUNDRY

Foundry captures its intent signals through a unique blend of online and offline sources, spanning web behavior across its owned and operated network, social media activity, job postings, install base data, and search behavior.

What sets Foundry apart is its integration of offline engagement - drawing insights from 800+ in-person and virtual events hosted globally each year, **offering a rare combination of digital and analog intent signals.**

This diverse stream of signals is unified and **analyzed using advanced machine learning models**, built by a team of data scientists and engineers with deep expertise in interpreting complex B2B buying behaviors.

Foundry's proprietary normalization process cuts through data noise to surface the clearest signals of intent, transforming disparate inputs into actionable intelligence. Through ongoing martech acquisitions and continued innovation, Foundry has built one of the **most comprehensive intent data ecosystems** available.

Account-Based Intent:

bombora

Bombora gathers its intent signals through the **largest B2B Data Co-op** in the industry, comprising over **5,000 premium publisher sites**, with 70% of them exclusive to Bombora. This network generates more than 16 billion monthly content consumption events, offering unmatched visibility into B2B research behaviour across the web.

Instead of relying on basic keyword scraping, **Bombora uses advanced Natural Language Processing (NLP) to understand the meaning behind each page** and identify over 10,000 intent topics. These signals are then connected to specific companies using a **proprietary Business Identity Graph**, which ties browsing activity to 4+ million unique domains.

All data is collected within a **consent-based, privacy-compliant framework**, giving Bombora one of the most trusted and comprehensive views of B2B buyer intent in the market.

Account-Based Intent:

PredictLeads

PredictLeads provides proprietary company intelligence data since 2015, available for **over 80 million companies globally**. It optimizes for data accuracy and match rate, collecting data directly from publicly available sources like company websites, news articles, and job listings, which are **checked every 6 minutes to ensure freshness**. This data helps sales and marketing teams uncover sales triggers, identify prospects in buy mode, and personalize outreach.

- **7.5 million news events** sourced from **20 million blogs, news, and PR sites**, distilled into 29 relevant categories such as product launches, new partnerships, funding rounds, and C-level changes using machine learning.
- **Tracks different 30,000 technologies** detected through DNS records, job descriptions, and website scans.
- **188 million job openings** sourced from real-time hiring intent data from company websites, including career subpages and ATS integrations. Captures structured data like open roles and descriptions, revealing companies' strategic priorities.

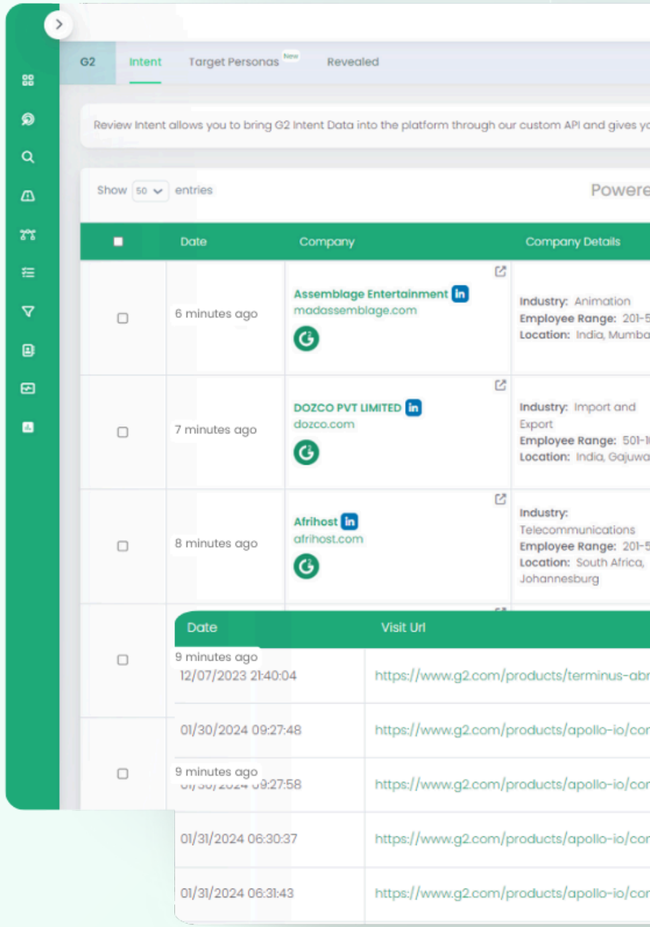
PredictLeads **complies with GDPR regulations** for data processing and collection, ensuring that no personal data is gathered.

Account-Based Intent:

G2 captures buyer intent data directly from its software marketplace, where millions of technology buyers actively research solutions. G2 intent signals are generated based on **real-time, high-intent activity from verified professionals** browsing G2.com.

The data is sourced from actions users take across the platform, such as visiting a product profile, comparing vendors, exploring category pages, or viewing alternatives, giving deep insight into where a buyer is in their journey. These behavioral signals are **linked to the company level**, allowing sales and marketing teams to see which organizations are researching their product, competitors, or category.

G2's platform-based model ensures the data is **accurate, consent-based** and reflects genuine in-market interest.



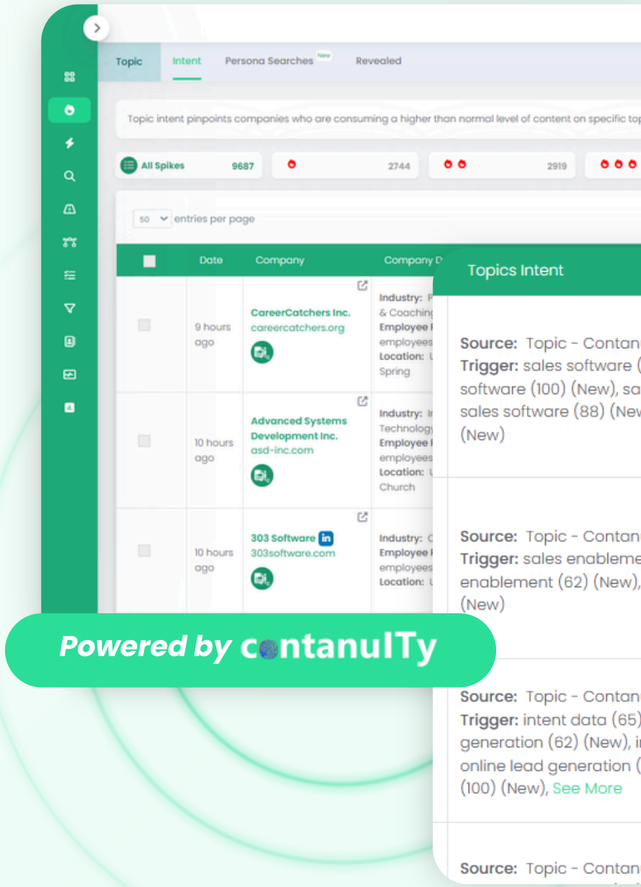
Account-Based Intent:

contanulTy

Contanuity collects its buyer intent signals through its proprietary Intent Verification Engine, which aggregates and analyzes **data from over 10,000 sources to monitor more than 1.5 million companies globally.**

The platform processes around **1 billion daily intent signals**, providing sales and marketing teams with actionable insights to identify potential buyers early in their decision-making process.

Contanuity describes its approach as delivering verified, high-quality intent data that helps clients proactively engage with accounts showing active research behaviours.



Person-Based Intent:

PharosIQ harnesses intent signals through its proprietary **first-party engagement ecosystem**, which includes the largest B2B content library and an expansive email newsletter engine. This infrastructure delivers over 13 million newsletters monthly across 650 categories and 10+ buyer personas, capturing actionable middle and bottom-of-funnel insights that surpass traditional top-of-funnel or third-party intent data.

Beyond digital interactions, PharosIQ integrates **human-verified project intelligence** by conducting over 800,000 annual conversations with B2B decision-makers. These engagements confirm business needs, budgets, project timelines, and technology requirements, providing a comprehensive view of buyer intent.

All collected **data is processed through PharosIQ's AI Signal Engine**, which synthesizes diverse engagement activities to pinpoint **individual buyer interests and readiness**. This enables marketers to execute precision-targeted campaigns, enhance engagement, and accelerate pipeline growth, all within a privacy-compliant framework.

Person + Website-Based Intent:

delivr.ai

Delivr.ai collects intent data using a **person-level aggregation model** rather than relying on traditional IP-based methods.

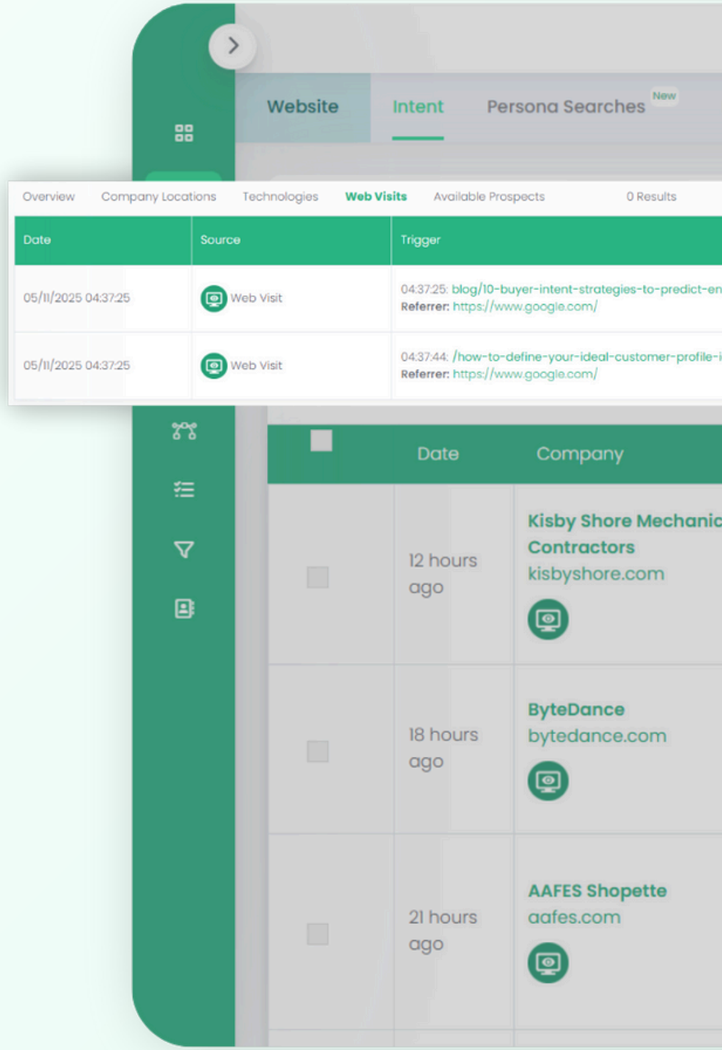
Instead of mapping behaviour to company domains via IP addresses, Delivr.ai aggregates **content consumption at the individual level** across multiple devices, linking this activity to user profiles.

The data is sourced from authenticated publisher networks and advertising ecosystems, where users have opted in to data collection. These behavioural signals are tied to individuals using a large identity resolution table that matches hashed emails (HEMs), cookies, and other identifiers to known profiles.

On average, Delivr.ai sees intent signals from **120–130 million unique U.S. individuals daily**, with a total observed range between 77 and 150 million per day. All data is collected and processed in **compliance with data privacy regulations** including GDPR and CCPA.

Website-Based Intent:

IP Flow



IP Flow sources its data by transforming business IP addresses into actionable intelligence, maintaining a comprehensive database containing information on **millions of companies worldwide**. This data is used for B2B marketing, such as direct mail, verification, and control of customer data.

To ensure accuracy, IP Flow employs both **automated scripts and a dedicated in-house data verification team**, cleansing the data on a rolling 12-month basis.

The processing of this data is grounded in **legitimate interest under GDPR**. The company holds the view that it is in the professional interest of the data subject to receive marketing communications that are relevant to their role, thereby justifying the processing as a legitimate and lawful practice.

Contact & Company-Level Data:

cognism

Cognism collects B2B data through a blend of **proprietary data collection methods** and trusted third-party providers, ensuring comprehensive and reliable coverage.

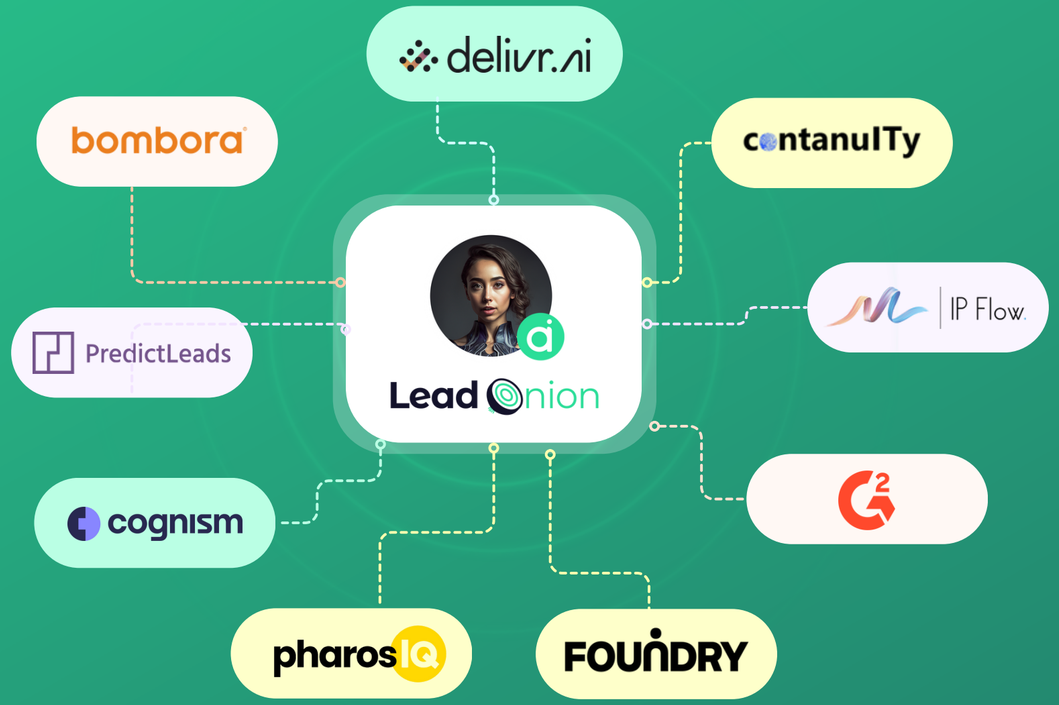
All business email addresses within the platform are generated using Cognism's own email generation process, not scraped or purchased, and phone numbers are rigorously screened against global Do Not Call (DNC) registries.

Data quality is maintained through **continuous validation and a dynamic update cycle**, where high-demand contacts are prioritized for refresh.

All data is processed under the lawful basis of legitimate interest, supported by robust legal assessments and compliance mechanisms to ensure ethical and lawful data use.

Cognism's B2B database is built on **strict data privacy** best practices, with robust mechanisms and assessments in place to ensure full compliance with global regulations, including the CCPA, GDPR, and UK GDPR.

Lead Onion works with the **leading B2B Data Providers** so you don't have to, and **aggregates signals from every buyer journey stage.**



All the intent signals you need. All in one place.

Only with Lead Onion.

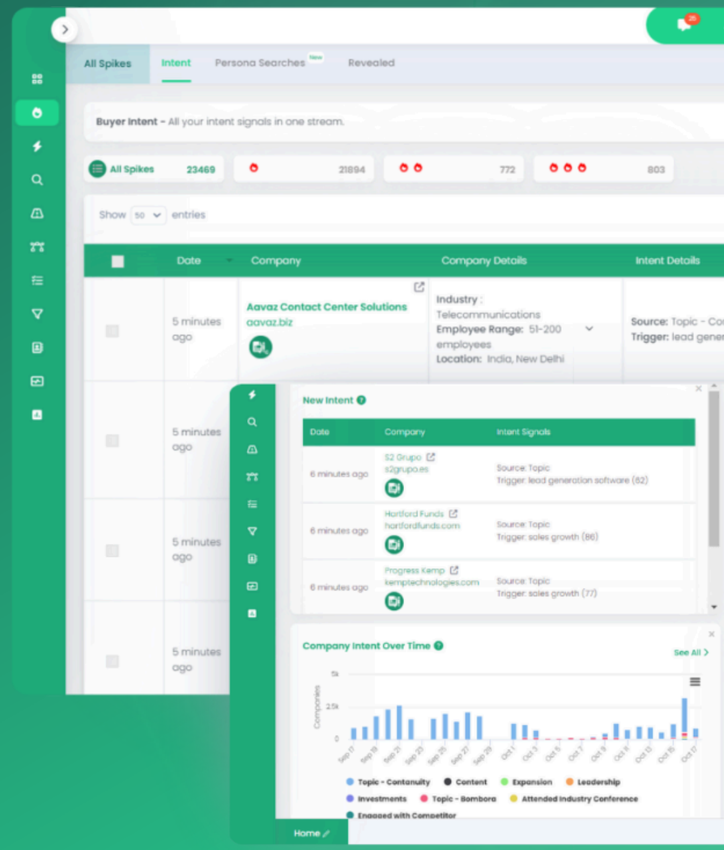
Lead Onion

The **Most Complete Intent Solution** on the Market

Experience how our all-in-one intent solution instantly uncovers high-value opportunities, connects you with engaged prospects, and accelerates your sales cycle, effortlessly.

Book a demo today and see how you can supercharge your pipeline by automatically funneling intent-driven prospects into your marketing and sales process, at scale.

Book a Demo >



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