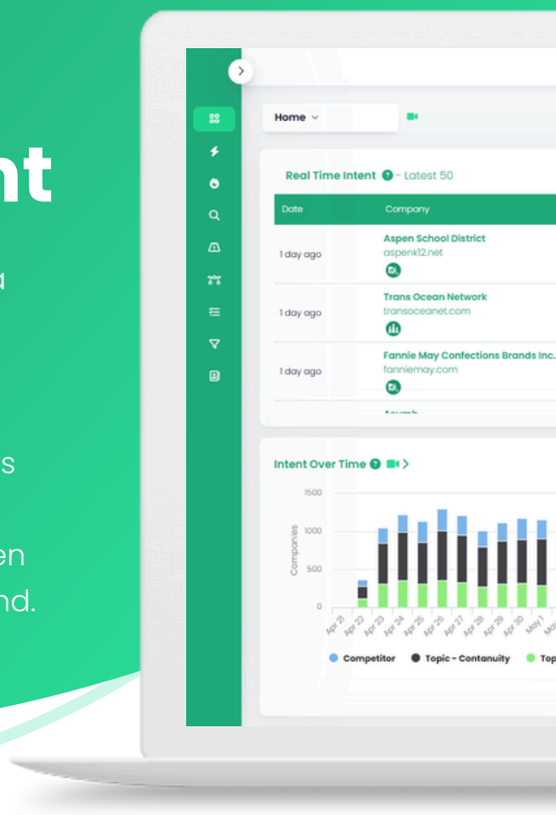
Lead Onion

24 Sources You Need to Know

Lead Onion's Sources of Intent



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

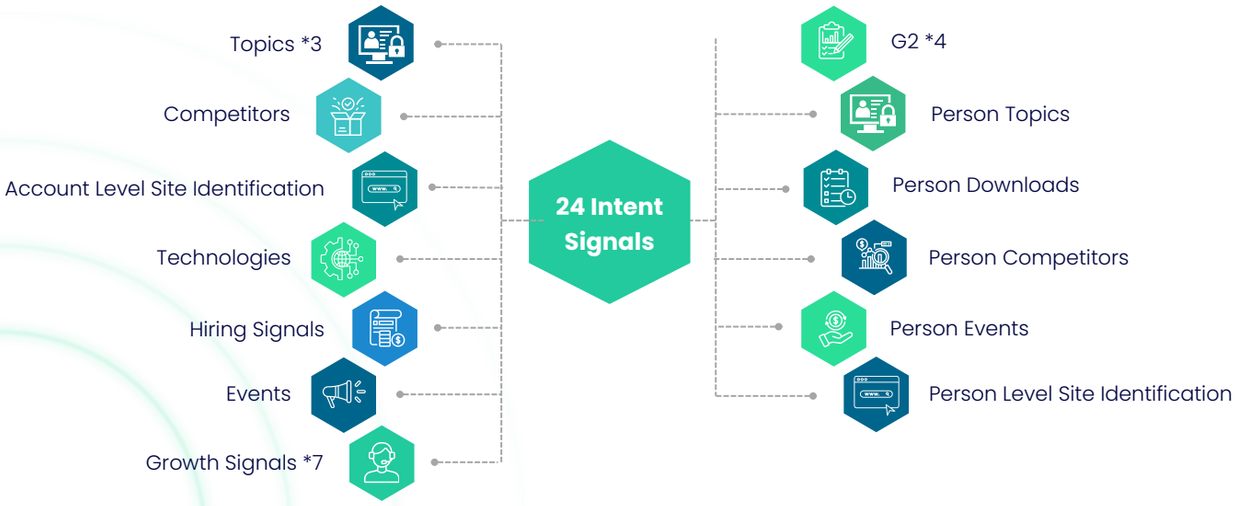
It's not just about knowing who they are; it's about understanding how actively they're engaging product or service like yours even before they directly interact with your brand.

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 topics and events they engage with, from signals they emit through hiring activities to announcements they make.

Lead Onion boasts **24 sources of intent**, ensuring comprehensive insights into prospect behaviors and preferences - including **Account, Person and Website-based intent signals**. This layered approach reveals the full buyer journey, helping you engage the right people at the right time.



Lead Onion

Account-Based Intent:

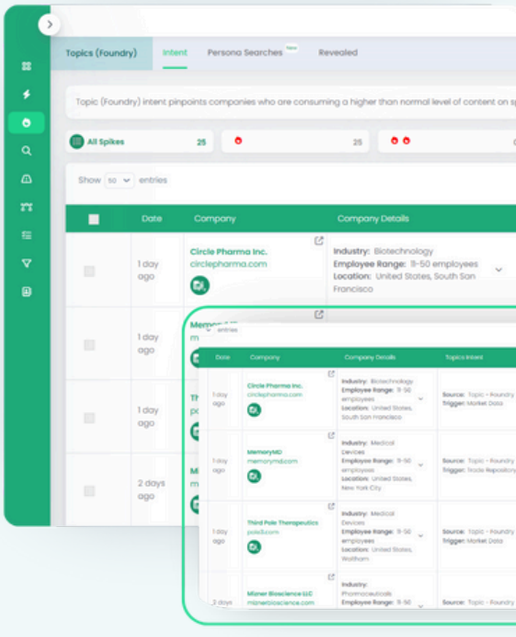
contanuITy | Topic Intent

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

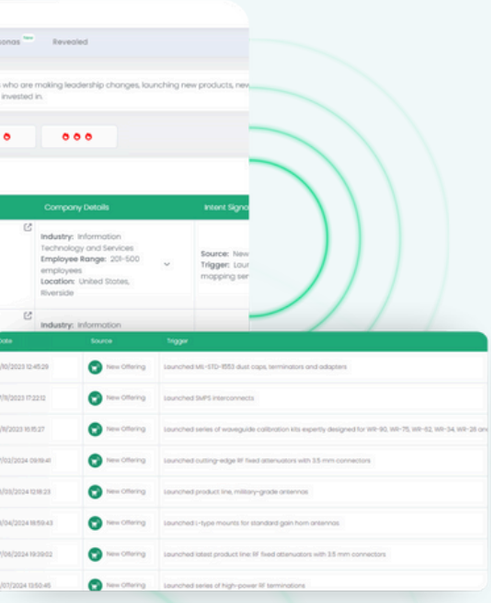
This tool analyzes consumption patterns to reveal heightened interest, indicating potential demand or market trends. It's ideal for gauging industry interest or identifying leads based on research activities.

FOUNDRY | Topic Intent

With Topic Intent data powered by Foundry, Lead Onion users can pinpoint potential buyers who are not just showing general interest in your industry, but those who are specifically engaged with topics that align with your product or service offerings.



PredictLeads | Announcements, Technologies, Hiring, Funding



Announcements

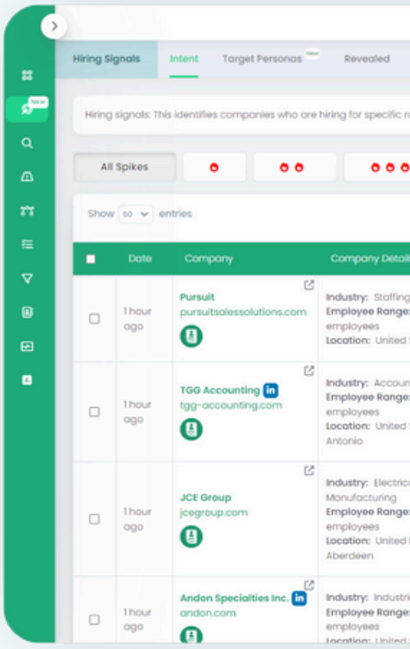
Stay ahead with insights from company announcements, including press releases, product launches, partnerships, mergers, and acquisitions. This tool tracks these events to reveal growth trajectories, strategic shifts, and potential needs.

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

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.

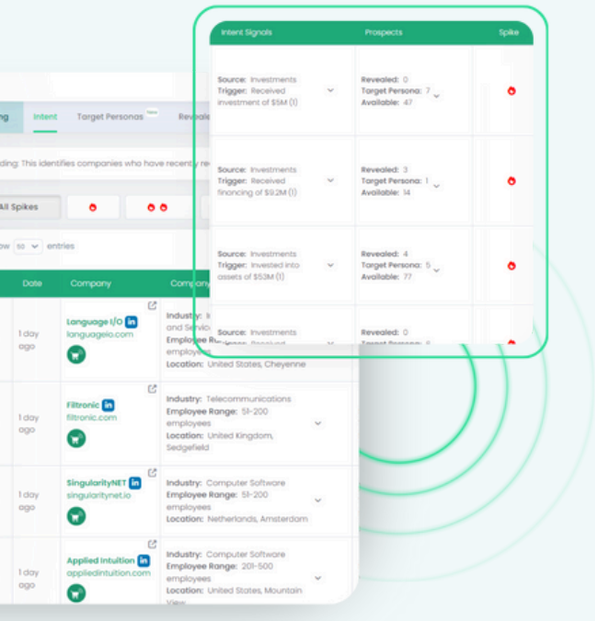
Useful for aligning your offerings with companies' evolving needs and priorities.



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.



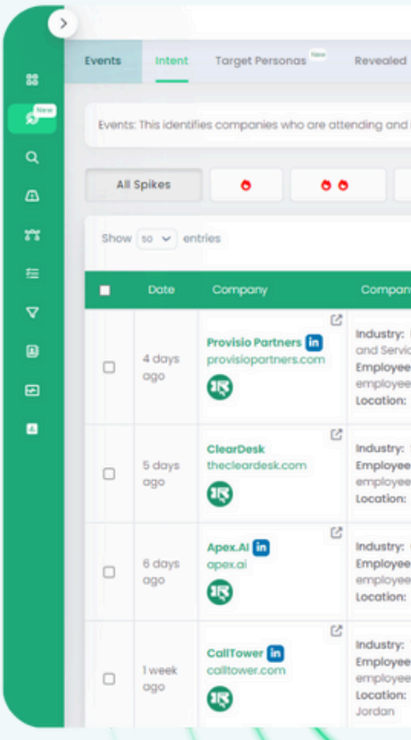
Funding

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.

Get Started Now

bombora | Topic, Events & Competitors



Events

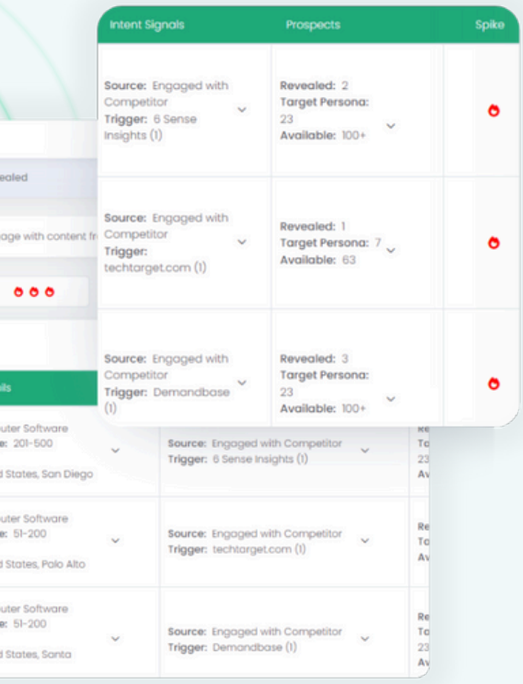
Discover companies actively engaging in industry events like conferences, trade shows, and seminars. This tool tracks prospects' participation, facilitating targeted outreach and networking opportunities.

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

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.



Competitors

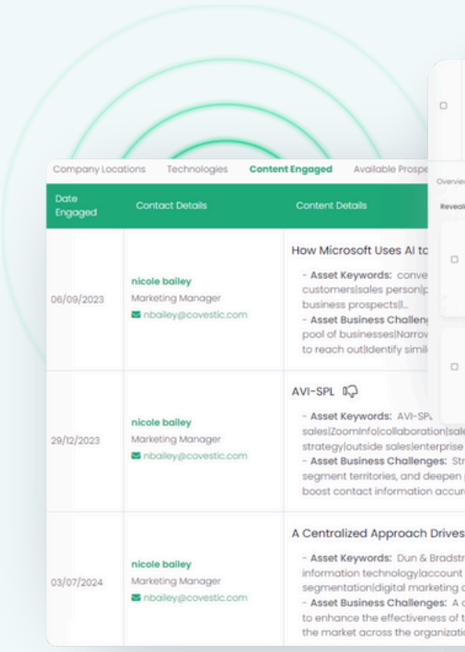
Pinpoint prospective leads engaging with your competitors online using specified keywords. This tool detects conversational intent like post likes, forum comments, and content shares, providing insights for potential engagement.

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

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.



Person-Based Intent:

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.

delivr.ai | Person-Based Intent*

Zero in on the real buyers within your Ideal Customer Profile (ICP) who are actively in-market right now. Delivr.ai's Person-Based Intent **identifies the actual individuals doing the research.** By analyzing 35 billion daily signals and matching them to job roles, search topics, and intent behavior, the platform delivers full contact records of high-intent prospects - what they're searching for and who they are.

*US Contacts only.

Get Started Now

Website-Based Intent:

IP Flow | Website Intent

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.

delivr.ai | Website Identification*

We've partnered with Delivr.ai to bring you powerful website visitor identification - **helping you uncover who's engaging with your site**, without the need for gated content. Delivr.ai matches anonymous visitors to real people, linking them to personal emails, job titles, and companies, so you can focus your sales and marketing on high-intent, high-value leads.

*US Contacts only.

Buyer Intent is Only as Good as the Quality of the Data

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

Bringing you a single stream of the broadest Intent Signal in the Market.

The #1 Platform for High-Precision Buyer Intent Data

Account, person and website-based insights.
No guess work, no dead leads.

Get Started Now