Data Source

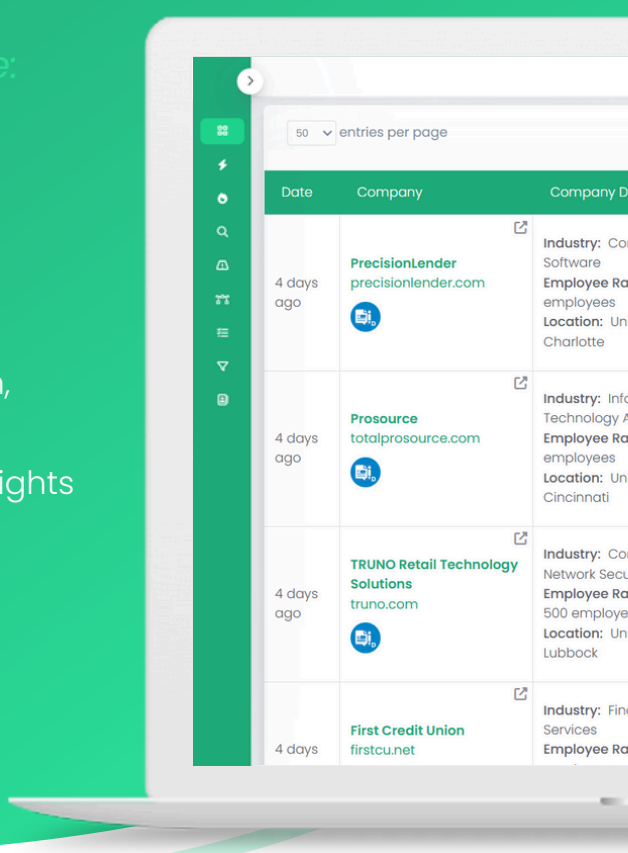
Powered by delivr.ai

Another Layer to Data Intelligence:

Person-Based Intent Data

Integrated into the Lead Onion platform, Person-Based Intent (PBI), powered by Delivr.ai goes beyond account-level insights to **identify real individuals actively researching solutions** in your space.

Book a Demo



What is Person-Based Intent?

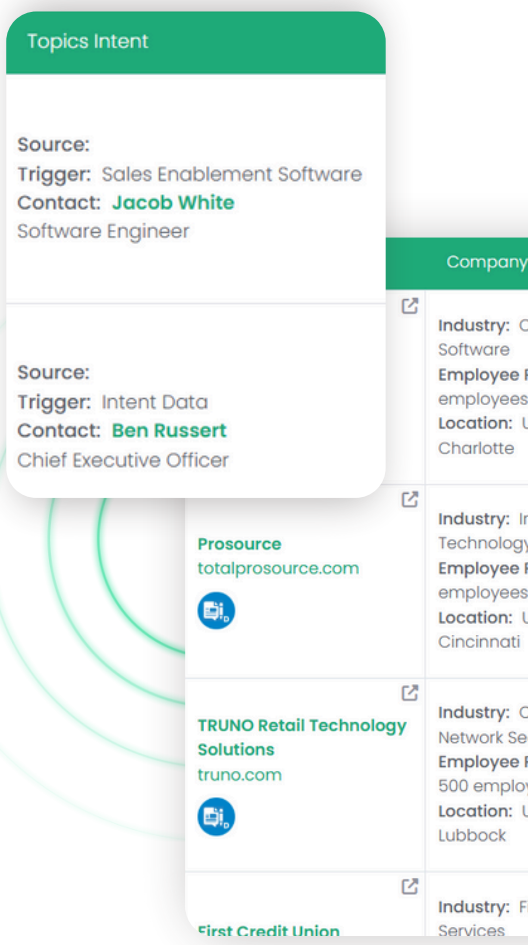
While traditional intent data tells you which companies are showing interest, PBI pinpoints who within those companies is in-market - so you can engage earlier, personalize with precision, and convert faster.

Person-Based Intent **doesn't replace account data - it enhances it**. By layering individual-level insight on top of account-level activity, you get the full picture: who's researching, what they care about, and how to reach them.

🔍 See who's actively researching
💬 Know what they care about
📬 Engage with real people, faster

On average, Delivr.ai captures intent signals from **120–130 million unique U.S. individuals each day**, with daily volumes ranging from 77 to 150 million. All data is collected and processed in full compliance with data privacy regulations, including GDPR and CCPA.

Key Benefits



Precision Targeting: Identify exactly who within the buying group is showing interest, then tailor campaigns to match their roles, seniority, and specific research behaviors - even down to the competitors they're considering.

Deeper Segmentation: Build smarter campaigns with live insights into what each buyer is researching. Align your messaging to their intent signals and deliver hyper-relevant content that resonates.

Sales Efficiency: Cut through the noise. Focus sales efforts on high-fit, high-intent individuals who are already in the market - reducing wasted time and increasing conversion velocity.

In an intent-first sales world, named buyer signals are the new competitive edge. By pairing Delivr.ai's person-based insights with Lead Onion's real-time, multi-source account-level intent, you create a 360° view of your buyer's journey, and act before your competitors do.

Lead Onion