

Data Report

Capture the Cyber Security Market with Intent Data

We analyzed intent signals from a 1 month period to predict which companies are likely to be in the market for a cyber security solution.



The screenshot displays the Intent data interface. At the top, there are navigation tabs: Intent, Search, Prospects, Workflow, and Connect. Below this, there are sub-tabs: Public, Topic, Reviews, Website, Surge, Watchlist, and Lookalike. The main content is a table with columns for Date, Company, and Company Details. Two pop-up windows are overlaid on the table, providing detailed information for specific companies.

Date	Company	Company Details
	OPS Consulting LLC opsconsulting.com	Industry: Information Technology and Services Employee Range: 51-200 employees Location: United States, Hanover
18 minutes ago	Storefront Academy storefrontacademy.org	Industry: Education Management and Services Employee Range: 11-50 employees Location: United States, New York City
18 minutes ago	Université de nice sophia-antipolis unice.fr	Industry: Higher education Employee Range: 1001-5000 employees Location: France, Nice
19 minutes ago		Trigger: video-on-demand delivery (77) (New), live streaming (62) (New) Revealed: 24 Target Persona: 7 Available: 88

Data Report

Contents

1. [Background](#)
2. [What is Intent Data?](#)
3. [How does it work?](#)
4. [Highlights](#)
5. [Companies interacting with Vendors](#)
6. [Companies Hiring CISOs & CTOs](#)
7. [Companies Researching Topics](#)
8. [Account Spotlight with Surge](#)
9. [5 Ways Intent Data can power pipeline](#)
10. [How Lead Onion Works](#)



Background

A period of growth:

- Revenue in the Cybersecurity market is projected to reach US\$58.65bn in 2023.
- The market's largest segment is IT Services with a projected market volume of US\$24.40bn in 2023.
- Revenue is expected to show an annual growth rate (CAGR 2022–2026) of 7.44%, resulting in a market volume of US\$78.14bn by 2026.
- The average Spend per Employee in the Cybersecurity market is projected to reach US\$349.30 in 2023.
- In global comparison, most revenue will be generated in the United States – \$58,650.00m.

Revenue

REVENUE BY SEGMENT

in billion USD (US\$)

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Hardware	6.14	6.80	7.77	9.24	9.53	10.30	11.01	11.65	12.31	12.99	13.70
IT Services	12.57	14.07	16.00	18.25	19.68	22.03	24.40	26.78	29.40	32.25	35.33
Software	13.55	15.06	16.93	19.63	20.30	21.77	23.23	24.58	26.02	27.54	29.10
Total	32.26	35.92	40.70	47.12	49.52	54.11	58.65	63.02	67.73	72.79	78.14

Notes: Data shown is using current exchange rates. Data shown does not yet reflect market impacts of Russia-Ukraine war, we are currently working on an update.

Most recent update: Mar 2022

Sources: Statista, Financial Statements of Key Players



Background

Market Saturation

It's estimated that in the US alone there are over 3,500 cybersecurity firms, with 465,000 job openings in the sector currently.

Staying Competitive

Cybersecurity companies are turning to Intent Data to provide them with a strategic insight into the buying motivations & signals their ideal customers are showing.

What is intent data and how does buyer intent work?

When it comes to B2B marketing and sales, the success of your campaign's hinges heavily on the quality of your data and how you use it. Any marketing professional or sales expert worth their salt knows the true value of harnessing data to grow and strengthen their pipeline.

Despite all the types of data out there - in its myriad forms of packaged customer insights and dashboard trackers -there's none quite as effective as Buyer Intent Data. Bearing this in mind, only 25% of B2B companies use intent data, even though 75% of companies say closing more deals is their top sales priority. It's time to get acquainted with business's most powerful tool.

75%

of companies say closing more deals is their top sales priority.



[Sign up for a Demo](#)



89%

of B2B researchers are using the internet during the B2B research process

- Google



But how does it work?

In the advent of online shopping, millions of people all around the world are interacting online in their hunt for the products that will meet their needs. From engaging with content on websites to specific search engine topics and according to research by Google, **89% of B2B researchers are using the internet during the B2B research process** - this is a huge amount of data left behind the actions of your potential target market.

By using smart technology, such as machine learning and AI, these databases of

information can be mined to deliver key insights, predict buyer intent patterns and track consumer engagement.

The success of buyer intent is all down to the algorithm which is set up to monitor engagements, observe prospects' behaviour and locate the prospects who match your buyer profile. In return, the buyer intent algorithm will deliver all the prospects who are indicating high purchase intent and put them straight into your database.

[Sign up for a Demo](#)



Where does Intent Data come from?

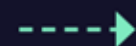
[Sign up for a Demo](#)



How buyer intent data is collected has to do with its sources and these are broken down into three categories: first, second and third party data. Until recent years, buyer intent has been largely restricted to first-party sources, but in the growth of technology and mobile shopping, buyer intent data can now be accumulated across the three categories.

First-party intent data

First-party data is the data you're directly in control of and have direct access to, such as your website visits, interactions with your customers across social media or email, social listening tools and offline interactions like attendance at industry events or tradeshow.



Second-party intent data

Second-party intent data is the first-party data collected, analysed and sold by another company, such as review sites, like G2 (a premier technology review site). In the case of G2, it collects data for visitors to industry categories or customer profiles and sells this information back to the companies listed. While this is very useful data, the challenge G2 customers have is operationalizing this data. Firstly, the data is company level only so companies need to supplement it with contact level information for key decision makers and secondly, it is limited to one source, being able to cross reference this data with other intent signals is vital to maximising its use.



Third-party intent data

Third-party intent data is collected from activities outside of your owned digital properties, such as keyword and topic mentions, user reviews and competitor mentions on external sources such as Blogs, B2B publishers, Forums, business or technology-focused online communities and Public data from social media networks, i.e. LinkedIn. With contact/lead level intent data you can start to segment and score your leads and use intent data to trigger personalized emails.



Key Findings

In the 1 month period we saw:

- Over 3,000 US-based companies researching Cyber Security-related keywords, vendors & topics.
- The Financial Services Industry was the most active, with 31% of companies found to be researching. Banking was the next most active with 19%.
- End Point Security was the most frequently researched topic.



Not Every Buying Decision Starts the Same Way

Lead Onion tracks 17 different buying signals across 6 different intent types.

Intent Type: Topic	Intent Type: Social	Intent Type: Public
Topic intent pinpoints companies who are consuming a higher than normal level of content on specific topics across over 5,000 B2B content sites, indicating that companies are researching those products or services.	Social Intent mines social sites for interactions which may indicate intent e.g. Companies engaging with a competitor, attending an industry conference or interacting with tracked Industry Keywords.	Public Intent tracks relevant changes within an organisation e.g. expansion or investment announcements, hiring for key roles or releasing new products or offerings.
Intent Type: Website	Intent Type: Review	Intent Type: Surge
Website intent identifies companies visiting your website and which pages they visit allowing your sales team to reach out quickly	Review Intent allows you to bring G2 Intent Data into the platform through our custom API and gives you the ability to identify cross channel intent and operationalise your G2 Intent Data	Surge highlights companies showing intent across multiple intent sources allowing you to prioritize high value accounts



Findings: Social






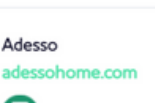


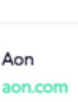
Companies interacting with the Top 20 Cyber Security Software Vendors








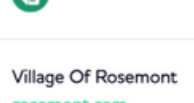

<p>solo.io solo.io</p>	<p>Industry: Computer Software Employee Range: 11-50 employees Location: United States, Cambridge</p>	<p>Source: Engaged with Competitor Trigger: splunk.com</p>
<p>HubSpot hubspot.com</p>	<p>Industry: Internet Employee Range: 1001-5000 employees Location: United States, Cambridge</p>	<p>Source: Engaged with Competitor Trigger: splunk.com</p>
<p>Lightning Labs lightning.engineering</p>	<p>Industry: Computer Software Employee Range: 1-10 employees Location: United States, San Francisco</p>	<p>Source: Engaged with Competitor Trigger: okta.com</p>
<p>Zenledger.io zenledger.io</p>	<p>Industry: Financial Services Employee Range: 11-50 employees Location: United States, 10400 Ne 4th St; Bellevue</p>	<p>Source: Engaged with Competitor Trigger: okta.com</p>
<p>Cloudapp getcloudapp.com</p>	<p>Industry: Computer Software Employee Range: 11-50 employees Location: United States, California</p>	<p>Source: Engaged with Competitor Trigger: paloaltonetworks.com</p>
<p>Net Health nethealth.com</p>	<p>Industry: Computer Software Employee Range: 201-500 employees Location: United States, Pittsburgh</p>	<p>Source: Engaged with Competitor Trigger: splunk.com</p>
<p>Real Dev Squad realdevsquad.com</p>	<p>Industry: Computer Software Employee Range: 11-50 employees Location: Unknown</p>	<p>Source: Engaged with Competitor Trigger: crowdstrike.com</p>
<p>Privado.Ai privado.ai</p>	<p>Industry: Computer Software Employee Range: 1-10 employees Location: India, Delhi</p>	<p>Source: Engaged with Competitor Trigger: onetrust.com</p>

<p>Rakuten rakuten.com</p>	<p>Industry: Consumer Goods Employee Range: 501-1000 employees Location: United States, San Mateo</p>	<p>Source: Engaged with Competitor Trigger: cisco.com</p>
<p>Banshie banshie.com</p>	<p>Industry: Computer Software Employee Range: 1-10 employees Location: Denmark, Copenhagen</p>	<p>Source: Engaged with Competitor Trigger: okta.com</p>
<p>ExxonMobil exxonmobil.com</p>	<p>Industry: Oil & Energy Employee Range: 10,001+ employees Location: United States, Irving</p>	<p>Source: Engaged with Competitor Trigger: okta.com</p>
<p>Bolt bolt.com</p>	<p>Industry: Internet Employee Range: 51-200 employees Location: United States, San Francisco</p>	<p>Source: Engaged with Competitor Trigger: okta.com</p>
<p>Change Catalyst changecatalyst.co</p>	<p>Industry: Internet Employee Range: 1-10 employees Location: United States, San Francisco</p>	<p>Source: Engaged with Competitor Trigger: cisco.com</p>
<p>Hightouch hightouch.io</p>	<p>Industry: Computer Software Employee Range: 1-10 employees Location: United States, San Francisco</p>	<p>Source: Engaged with Competitor Trigger: splunk.com</p>
<p>Superclick, Inc. superclick.com</p>	<p>Industry: Internet Employee Range: 51-200 employees Location: Canada, Montréal</p>	<p>Source: Engaged with Competitor Trigger: fortinet.com</p>
<p>Electric AI electric.ai</p>	<p>Industry: Information Technology and Services Employee Range: 51-200 employees Location: United States, New York</p>	<p>Source: Engaged with Competitor Trigger: splunk.com</p>

Findings: Public

Companies Hiring CISOs & CTOs

 Prudential Financial prudential.com	Industry: Financial Services Employee Range: 10,001+ employees Location: United States, Newark	Source: Hiring for Specific Roles Trigger: chief information security officer
 Epigraph epigraph.us	Industry: Marketing and Advertising Employee Range: 1-10 employees Location: United States, Kansas City	Source: Hiring for Specific Roles Trigger: chief technology officer
 Wish wish.com	Industry: Computer Software Employee Range: 501-1000 employees Location: United States, San Francisco	Source: Hiring for Specific Roles Trigger: chief technology officer
 Belvedere Trading, LLC belvederetrading.com	Industry: Financial Services Employee Range: 201-500 employees Location: United States, Chicago	Source: Hiring for Specific Roles Trigger: chief technology officer
 Lucas Systems lucasware.com	Industry: Computer Software Employee Range: 51-200 employees Location: United States, Wexford	Source: Hiring for Specific Roles Trigger: chief technology officer
 Adesso adessohome.com	Industry: Retail Employee Range: 11-50 employees Location: United States, New York City	Source: Hiring for Specific Roles Trigger: chief information security officer
 Wells Fargo wellsfargo.com	Industry: Financial Services Employee Range: 10,001+ employees Location: United States, Baltimore	Source: Hiring for Specific Roles Trigger: chief technology officer
 PicsArt Inc. picsart.com	Industry: Computer Software Employee Range: 201-500 employees Location: United States, California	Source: Hiring for Specific Roles Trigger: chief information security officer
 Aon aon.com	Industry: Financial Services Employee Range: 10,001+ employees Location: United Kingdom, London	Source: Hiring for Specific Roles Trigger: chief information security officer

 Corporate Tools corporatetools.com	Industry: Computer Software Employee Range: 51-200 employees Location: United States, Post Falls	Source: Hiring for Specific Roles Trigger: chief technology officer
 BAE Systems baesystems.com	Industry: Defense & Space Employee Range: 10,001+ employees Location: United Kingdom, London	Source: Hiring for Specific Roles Trigger: chief technology officer
 Stamps.com stamps.com	Industry: Internet Employee Range: 201-500 employees Location: United States, El Segundo	Source: Hiring for Specific Roles Trigger: chief information security officer
 Lone Star National Bank lonestarnationalbank.com	Industry: Banking Employee Range: 501-1000 employees Location: United States, Mcallen	Source: Hiring for Specific Roles Trigger: chief technology officer
 SumUp sumup.com	Industry: Financial Services Employee Range: 1001-5000 employees Location: United Kingdom, London	Source: Hiring for Specific Roles Trigger: chief information security officer
 Onbuy.Com onbuy.com	Industry: Retail Employee Range: 51-200 employees Location: United Kingdom, Poole	Source: Hiring for Specific Roles Trigger: chief technology officer
 Silicon Valley Bank svb.com	Industry: Banking Employee Range: 1001-5000 employees Location: United States, Santa Clara	Source: Hiring for Specific Roles Trigger: chief technology officer
 Village Of Rosemont rosemont.com	Industry: Law Enforcement Employee Range: 11-50 employees Location: United States, Rosemont	Source: Hiring for Specific Roles Trigger: chief technology officer
 Stone & Chalk stoneandchalk.com.au	Industry: Information Technology and Services Employee Range: 11-50 employees Location: Australia, Sydney	Source: Hiring for Specific Roles Trigger: chief information security officer



Findings: Topic

Companies interacting with Cybersecurity Topics

<p>The Apache Software Foundation apache.org </p>	<p>Industry: Computer Software Employee Range: 5001-10,000 employees Location: United States, Wakefield</p>	<p>Trigger: Multi-Factor Authentication (MFA) Software</p>
<p>Navitas Business Consulting Inc navitas-tech.com </p>	<p>Industry: Computer Software Employee Range: 51-200 employees Location: United States, Herndon</p>	<p>Trigger: Security Orchestration, Automation and Response (SOAR) Software</p>
<p>Yubico yubico.com </p>	<p>Industry: Internet Employee Range: 201-500 employees Location: United States, Palo Alto</p>	<p>Trigger: Multi-Factor Authentication (MFA) Software</p>
<p>FireMon firemon.com </p>	<p>Industry: Computer Software Employee Range: 201-500 employees Location: United States, Dallas</p>	<p>Trigger: Endpoint Detection & Response (EDR) Software</p>
<p>Fasoo fasoo.com </p>	<p>Industry: Computer Software Employee Range: 201-500 employees Location: United States, Bethesda</p>	<p>Trigger: Endpoint Detection & Response (EDR) Software</p>
<p>Oneup Sales oneupsales.co.uk </p>	<p>Industry: Computer Software Employee Range: 1-10 employees Location: United Kingdom, Birmingham</p>	<p>Trigger: Endpoint Detection & Response (EDR) Software</p>
<p>ArangoDB arangodb.com </p>	<p>Industry: Computer Software Employee Range: 51-200 employees Location: United States, San Francisco</p>	<p>Trigger: Multi-Factor Authentication (MFA) Software</p>
<p>Versive versive.com </p>	<p>Industry: Computer Software Employee Range: 51-200 employees Location: United States, Seattle</p>	<p>Trigger: Endpoint Detection & Response (EDR) Software</p>
<p>Netlabs netlabs.com.uy </p>	<p>Industry: Computer Software Employee Range: 11-50 employees Location: Uruguay, Montevideo</p>	<p>Trigger: Multi-Factor Authentication (MFA) Software</p>
<p>Prodoscore prodoscore.com </p>	<p>Industry: Computer Software Employee Range: 51-200 employees Location: United States, Irvine</p>	<p>Trigger: Multi-Factor Authentication (MFA) Software</p>
<p>Trend Micro trendmicro.com </p>	<p>Industry: Computer Software Employee Range: 5001-10,000 employees Location: Japan, Tokyo</p>	<p>Trigger: Security Orchestration, Automation and Response (SOAR) Software</p>
<p>Shephard Media shephardmedia.com </p>	<p>Industry: Defense & Space Employee Range: 11-50 employees Location: United Kingdom, London</p>	<p>Trigger: Security Orchestration, Automation and Response (SOAR) Software</p>
<p>Goldman Sachs goldmansachs.com </p>	<p>Industry: Financial Services Employee Range: 10,001+ employees Location: United States, New York City</p>	<p>Trigger: Multi-Factor Authentication (MFA) Software</p>
<p>Gpro Ood gpro.net </p>	<p>Industry: Internet Employee Range: 1-10 employees Location: Bulgaria, Sofia</p>	<p>Trigger: Multi-Factor Authentication (MFA) Software</p>
<p>Graylog, Inc. graylog.com </p>	<p>Industry: Computer Software Employee Range: 11-50 employees Location: United States, Houston</p>	<p>Trigger: Multi-Factor Authentication (MFA) Software</p>
<p>Theta Labs, Inc. thetatoken.org </p>	<p>Industry: Computer Software Employee Range: 1-10 employees Location: United States, Cupertino</p>	<p>Trigger: Multi-Factor Authentication (MFA) Software</p>



Findings: Topic

Companies interacting with Cybersecurity Topics

<p>The Apache Software Foundation apache.org </p>	<p>Industry: Computer Software Employee Range: 5001-10,000 employees Location: United States, Wakefield</p>	<p>Trigger: Multi-Factor Authentication (MFA) Software</p>
<p>Navitas Business Consulting Inc navitas-tech.com </p>	<p>Industry: Computer Software Employee Range: 51-200 employees Location: United States, Herndon</p>	<p>Trigger: Security Orchestration, Automation and Response (SOAR) Software</p>
<p>Yubico yubico.com </p>	<p>Industry: Internet Employee Range: 201-500 employees Location: United States, Palo Alto</p>	<p>Trigger: Multi-Factor Authentication (MFA) Software</p>
<p>FireMon firemon.com </p>	<p>Industry: Computer Software Employee Range: 201-500 employees Location: United States, Dallas</p>	<p>Trigger: Endpoint Detection & Response (EDR) Software</p>
<p>Fasoo fasoo.com </p>	<p>Industry: Computer Software Employee Range: 201-500 employees Location: United States, Bethesda</p>	<p>Trigger: Endpoint Detection & Response (EDR) Software</p>
<p>Oneup Sales oneupsales.co.uk </p>	<p>Industry: Computer Software Employee Range: 1-10 employees Location: United Kingdom, Birmingham</p>	<p>Trigger: Endpoint Detection & Response (EDR) Software</p>
<p>ArangoDB arangodb.com </p>	<p>Industry: Computer Software Employee Range: 51-200 employees Location: United States, San Francisco</p>	<p>Trigger: Multi-Factor Authentication (MFA) Software</p>
<p>Versive versive.com </p>	<p>Industry: Computer Software Employee Range: 51-200 employees Location: United States, Seattle</p>	<p>Trigger: Endpoint Detection & Response (EDR) Software</p>
<p>Netlabs netlabs.com.uy </p>	<p>Industry: Computer Software Employee Range: 11-50 employees Location: Uruguay, Montevideo</p>	<p>Trigger: Multi-Factor Authentication (MFA) Software</p>
<p>Prodoscore prodoscore.com </p>	<p>Industry: Computer Software Employee Range: 51-200 employees Location: United States, Irvine</p>	<p>Trigger: Multi-Factor Authentication (MFA) Software</p>
<p>Trend Micro trendmicro.com </p>	<p>Industry: Computer Software Employee Range: 5001-10,000 employees Location: Japan, Tokyo</p>	<p>Trigger: Security Orchestration, Automation and Response (SOAR) Software</p>
<p>Shephard Media shephardmedia.com </p>	<p>Industry: Defense & Space Employee Range: 11-50 employees Location: United Kingdom, London</p>	<p>Trigger: Security Orchestration, Automation and Response (SOAR) Software</p>
<p>Goldman Sachs goldmansachs.com </p>	<p>Industry: Financial Services Employee Range: 10,001+ employees Location: United States, New York City</p>	<p>Trigger: Multi-Factor Authentication (MFA) Software</p>
<p>Gpro Ood gpro.net </p>	<p>Industry: Internet Employee Range: 1-10 employees Location: Bulgaria, Sofia</p>	<p>Trigger: Multi-Factor Authentication (MFA) Software</p>
<p>Graylog, Inc. graylog.com </p>	<p>Industry: Computer Software Employee Range: 11-50 employees Location: United States, Houston</p>	<p>Trigger: Multi-Factor Authentication (MFA) Software</p>
<p>Theta Labs, Inc. thetatoken.org </p>	<p>Industry: Computer Software Employee Range: 1-10 employees Location: United States, Cupertino</p>	<p>Trigger: Multi-Factor Authentication (MFA) Software</p>



Account Spotlight: Surge

Microfocus: 3 Different Intent Signals in 60 seconds

The screenshot displays the Micro Focus account spotlight interface. At the top, the company name 'Micro Focus' is shown with its logo, website 'microfocus.com', and a note 'No details available'. The address is '22-30 Old Bath Road Newbury Berkshire, London, Berkshire, United Kingdom', the industry is 'Information Technology and Services, Computer Software', and there are '10,001+ employees'. A 'ADD TO WATCHLIST' button is visible. Below this is a navigation bar with 'Overview', 'Timeline', 'Contacts (0/100+)', 'Technologies', and 'Intent'. The main content area is divided into three sections: 'Company Details' (describing Micro Focus as a global enterprise software provider), 'Intent Summary' (a timeline chart showing three intent signals on April 26, 2022), and 'Top Executives' (listing Emile Burger, Muhammad Ali, and Sailesh Raja). A green circle highlights the three intent signals in the 'Intent Summary' section.

Company Details

Micro Focus is one of the world's largest enterprise software providers, delivering mission-critical technology to more than 40,000 customers around the globe. With a broad portfolio underpinned by a deep inventory of advanced analytics, we help customers run and transform their business. ... [Read More](#)

Company Type: Public Company
SIC: 541511,5416
NAICS: 541511,5416
Company Founded: 1976

Intent Summary

- 26/04/2022 16:19:17**
Social Intent
Source: Engaged with Industry Keywords
Trigger: cybersecurity
- 26/04/2022 16:16:21**
Topic Intent
Source: Topics
Trigger: Penetration Testing Software
- 26/04/2022 16:16:15**
Public Intent
Source: Hiring for Specific Roles
Trigger: security

Top Executives

- Emile Burger**
Country Managing Director
Phone
Email
- Muhammad Ali**
Non Executive Director
Phone
Email
- Sailesh Raja**
Senior Director Strategy And Business Operations
Phone
Email

What is Surge?

Surge occurs when a company shows intent in multiple, different ways in a short space of time.

Why is it valuable?

Surge validates intent as it does not simply rely on a high volume of 1 source. Instead, it focuses on the breadth of intent being shown.

In this example, we see that Microfocus have completed 3 separate signals that indicate they are in-market.

- 1) Engagements took place with keyword Cybersecurity on Social Media
- 2) Content was consumed at a higher-than-normal level on Penetration Testing Software
- 3) Hiring began for Security related roles.

5 Ways you can use intent data to power your pipeline

Acquiring intent data is the first step towards transforming your pipeline, but the next step is how you use buyer intent once you have it. If you employ the right strategies, your buyer intent can influence the key areas that will boost your success.

1 Identify Prospects in Buying Mode

Undoubtedly one of the greatest benefits of using intent data is being able to hone in on the prospects who are in buying mode. Not only does this eliminate the legwork in pitching sales or content to prospects who are uninterested, it also allows you to focus your sales and marketing activity on those who are already researching your solution.

2 Prioritize leads most likely to buy

In order to see the leads who are ranking high in the consideration phase, you need to be able to identify the behaviours which indicate their likelihood to purchase and assign value to their actions. Intent data helps you determine when a prospect is actively engaged in their research and moving towards a purchase, compared to those who are merely browsing your market with no intention to buy. When you have the tools to prioritize the leads who score the highest, you can cut out the time wasted on prospects who are at the bottom of your pipeline. The result is a more value-based ranking system compared to lead scoring done without intent data.



“Simple and effective tool to drive outbound demand and sales using intent!”

- Business Owner.
Information Technology and Services
Mid-Market (51 - 1,000 employees)

5 Ways you can use intent data to power your pipeline

3

Retain Customers

It goes without saying that keeping your customers is just as important as landing new ones. Buyer intent isn't only geared towards locating new prospects, but it can help in retaining the customers you already have.

When a customer has purchased your solution, you can track their activity on product review sites, competitor pages or search engine topics, which could suggest they're considering switching to a new provider.

Using buyer intent, you can set up triggers which will track the frequency of your customers' actions and mark these as indicators of success. If a customer is ramping up the number of times they're engaging with a competitor or review site, you schedule emails or calls to respond to their needs and improve customer satisfaction.

4

Improve Content

Once you have a concrete log of intent data, you have the foundations to start building a content strategy which responds to what your ideal prospects need. From trending topics to popular keywords, through to platform usage and pain points, you will be able to refine your content, so it addresses your prospects' wants. For example: if you optimize your content titles and headers in response to your intent data, you can directly address any queries in their research and help nudge your prospects further down their buyer journey.

5

Refine Advertisement Targeting

Once your buyer intent data opens the door to the prospects who are keen, active and shopping in your marketplace, you can use this information to refine your targeting in email, search engine and social media ads. Not only does this save your ad revenue from being spent unintentionally on the prospects who aren't inclined to buy it ensures your ad campaigns achieve a higher ROI.



Why Our Customers Love Us

Written by actual users unfiltered, unbiased and 100% validated!

“The hardest thing for companies that have small marketing and sales teams is being able to leverage buyer intent data like the bigger companies.

Lead Onion makes it easy to get data about what companies are in the market on places like g2.com and prospect to them in high volumes at scale. By the time the prospect is engaged and ready to buy, we can get this in the hands of the sales team and significantly increase our conversion rates.”



**Business Owner. Information Technology and Services
Mid-Market (51 – 1,000 employees)**



Identify More Prospects and Leads Today

Your target customers are already talking to your competitors.

Sign up for a demo of Lead Onion and we'll show you how you can fill your marketing and sales funnel with 17 sources of Intent Data, at scale.

[Sign up for a Demo](#)



A key part of our marketing tech stack and outbound initiatives.

Information Technology and Services
Mid-Market (51-1000 emp.)

Lead  **nion**