Run lead generation campaigns with

More sophisticated targeting.

Intent data describes company-level behavioral data that can identify whether a company has expressed desire or interest in your type of products or solutions, recently.

Why intent data is the
Perfect partner for lead generation.

Our clients utilize our **authentic intent data** to optimize their campaigns and create tailored programs.

For example, we can supplement your target account lists with a **custom-built list of similar companies** that are actively consuming content related to your product offering across our sites.

This allows us to generate leads that **match your target audience** criteria and are actively engaging with relevant topics, resulting in **more qualified and efficient** ABM campaigns.

How does it work?

B2B buyers do their homework.

Modern marketers know that the journey to 'book a demo' or 'contact us' is often **up to 80% complete** before the prospect arrives at your door.

Buyers will have completed their own research; they might have visited comparison sites, review sites and downloaded several pieces of content in the process. The good news is, this leaves behind **a trail of digital breadcrumbs** that you can use as your **competitive advantage**.
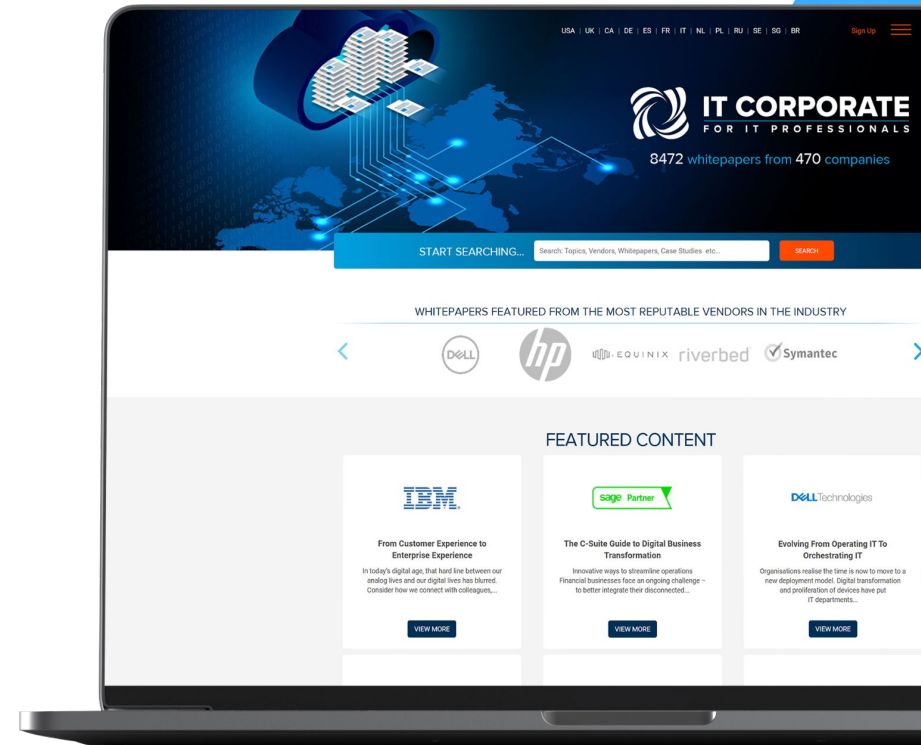
Dive into data.

In fact, let us do it for you.

Data can fall into two types of categories; 1st and 3rd party.

1st party data is from owned channels such as your own CRM. With Headley Media's **five global titles** across **84 websites** in **52 countries**, our 1st party intent data becomes your hidden strength.

As lead generation specialists, we generate over **500,000 downloads per month** across our portfolio of websites; every download profiles our readership, which produces **intent-driven intelligence**.

Make Headley Media's 1st party data your hidden strength.

We analyze the websites that our readers visit, their consumption behaviors and the content they download. By combining this information with **contextual data** (i.e. the company they work for, their job title and their current challenges), we can **share insights** that enable more **sophisticated targeting**, which drives **pipeline growth**.

We have the ability to segment our readership by looking at several keywords to identify which companies and contacts are engaging with specific content topics.

3rd party data is collected from an intent-data provider, such as **Bombora**. It's the combination of the two types of data that re-validates the knowledge and provides a 360 degree view of our readers' consumption behavior, inside and outside of Headley Media's portfolio of websites, and turn them into actionable insights.

For more information on our intent data offering

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