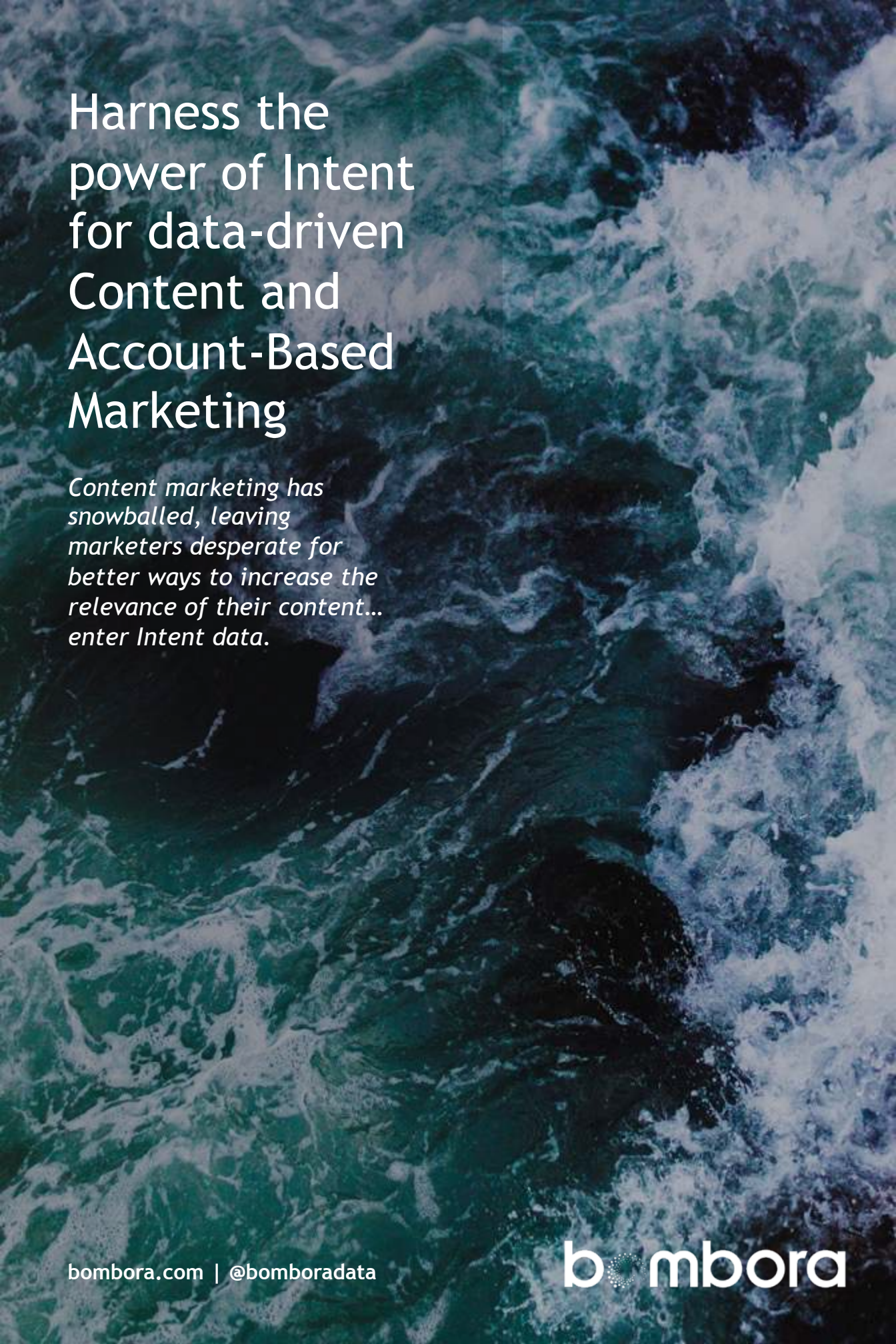




Harness the power of Intent for data-driven Content and Account-Based Marketing

Content marketing has snowballed, leaving marketers desperate for better ways to increase the relevance of their content... enter Intent data.

Content: Important to buyers, challenging for marketers

1

From the perspective of a B2B marketer...

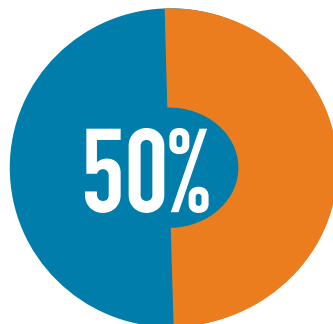
B2B marketers are still immature when it comes to content marketing.

Only
30%

of B2B marketers say that their organizations are effective at content marketing

2

They are unsure of how to measure the value of content marketing.



of B2B marketers are unclear or unsure what 'content marketing success' looks like

3

But recognize that they need to go beyond clicks to measure content marketing ROI.



87%

Sales Lead Quality



84%

Sales



82%

Higher Conversion Rates

5

From the perspective of a B2B buyer...

Spoiled for choice, B2B buyers require content relevant to their interests.

83%

of B2B buyers are overwhelmed by the amount of content available



4

Content is a significant influencer on B2B buyers.

51%

of B2B buyers rely on content more now than they did in 2015



47% of B2B buyers view three to five pieces of content before speaking to sales.

6

B2B purchase decisions are influenced by a broad range of content sources:



82%

White papers



78%

Webinars



73%

Case studies



67%

E-books



66%

Infographics



66%

Blog post

Content has snowballed from a tactic to a trend to an industry. And marketers are struggling to find new ways to increase the relevance of their content. Enter data...

“If content is King, context is God.”

Gary Vaynerchuk

Marketers have always been challenged to create content and even more so, quality content. And now, made accessible through the growing myriad of digital publishing tools and platforms, virtually everyone is ‘an expert’.

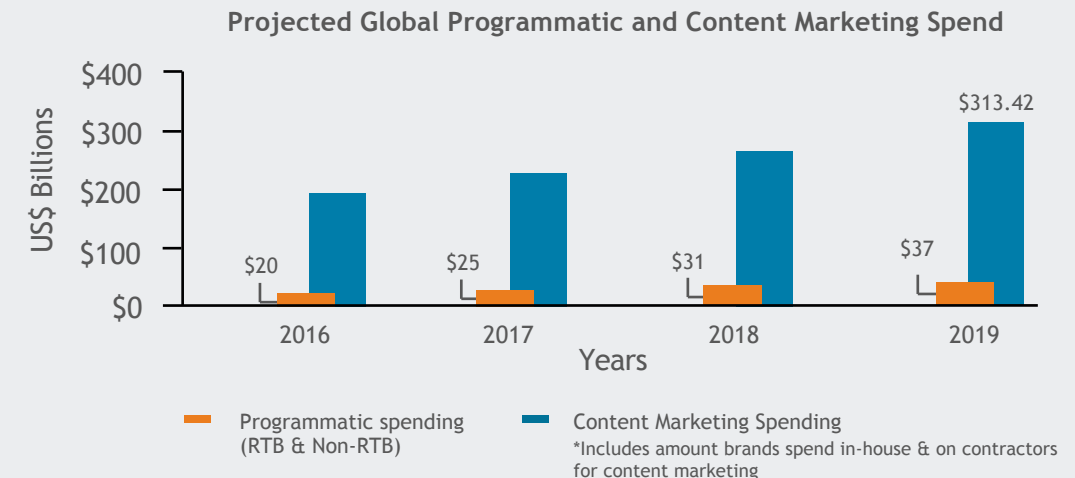
Consumer’s are seemingly spoiled for choice in being able to access a veritable treasure trove of content. However with this explosion, also comes diminished attention and patience for content that doesn’t meet their needs.

As the divide between the B2C and B2B worlds become increasingly blurred, the expectation for a highly personalized and relevant experience is not just a nice to have, but mandatory.

With more data available about consumers than ever before, marketers would be remiss to not use this to take a strategic approach to crafting and disseminating content - which inevitably lies at the heart of every robust integrated marketing strategy.

An opportunity ripe for the picking...

There is a lot of buzz about the programmatic industry, however the fiscal opportunities and projected value of the content marketing industry is significantly greater.



The diversification of B2B content consumption

With an extensive amount of content available about B2B buyers, for marketing and sales teams it’s imperative to understand and prioritize the types of content that are influencing their decisions.

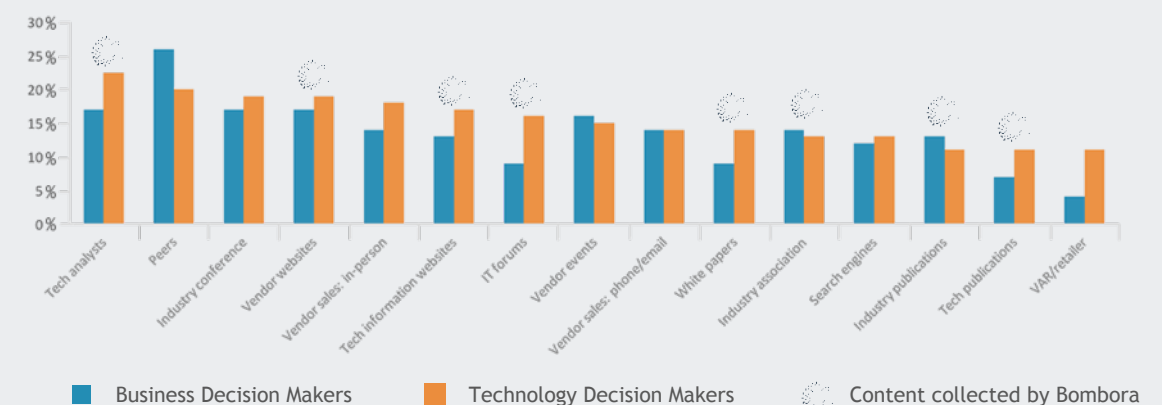
They also need to ensure that the data sources they are using, scales across the whole gamut of the content landscape.

The projected value of the global Content Marketing industry in 2019 is:

US\$313 billion

846% greater than the projected value of Programmatic spend.

Forrester Research, Top 15 Discover Stage Vehicles, *North America, Enterprise, All Infrastructure SW Technologies*



Source: Forrester Business Technographics Global Priorities & Journey Survey, 2016 (Base: 458 BDMs, 306 TDMs in NA Enterprises)

The evolution of B2B buying

B2B buying formerly lead from the top, has evolved into a committee-driven activity. The result of this is enabling B2B sales and marketing teams to gain access to an increasing amount of behavioral intent data.

\$1 Trillion in Business Buying.

BUT WHERE?

According to Forrester Research, B2B buying, specifically B2B E-commerce will be \$1 trillion per year by 2020.

However, getting a piece of this massive market depends on knowing how B2B buying works, and where and when buyers are taking action.



What are they GOING TO BUY?

These groups of buyers signal their purchase intent when they go into active research mode. Their consumption of content related to very specific product topics surges across the B2B web of publisher, vendor and research sites.

Are you ready TO JOIN THE CLUB?

Across thousands of product topics, millions of businesses and billions of content interactions, Bombora's intent data bring sales and marketing teams together by focusing them on the companies that are in active buying mode.



Find the BUYING COMMITTEE

B2B buying is a group sport, with up to 17 people involved in the process.

Groups of people within companies, often independent of their functional title and level of seniority, come together in formal and informal teams, to research and recommend products and services.



Track CONTENT CONSUMPTION



By monitoring the in depth topics being consumed by individual B2B buyers at specific companies and specific locations of those companies over a period of time, gives an indication of what they are interested in.

CATCH THE WAVES OF INTENT

Collected across thousands of product topics, millions of business buyers and billions of content interactions, this wave of 'intent data' enables sales and marketing teams to identify companies that are in market.



If content is at the heart of a robust integrated marketing strategy, then intent data is the blood pumping through it. And the intent insights should be distributed throughout the whole body of activity.

What is Intent data?

Data that is collected about web users' content consumption or 'observed behavior' that can provide insight about their interests and from this indicate potential 'intent' to take an action.

Is Intent data new?

An increasingly popular term, Intent data is not a new phenomenon. It has been collected in many different forms since the inception of the world wide web.

Over the years, search engines have evolved to collect an enormous amount of intent data in order to make results more relevant, as well as optimize delivery of paid search results for advertisers.

In the B2C world, particularly in retail, intent data is used to understand, customize and deliver the ultimate customer experience.

Quickly catching up, intent data is increasingly being used across the B2B industry to enhance Account-Based Marketing (ABM) and to align sales and marketing activities.

"Customer intent is such a loaded phrase. Figuring out your prospects' intentions or the purpose of their actions is like finding a flashlight in a mine. If you have it, you can quickly figure out what your next step should be. Without it you'll keep stumbling along in the dark."

Christine Crandell
Forbes Contributor

Finding 'content and creative heaven' through Intent data

In order to make the most of Intent data for the planning and production of content and creative, marketers need to consider the following:



Start with the question 'What is our audience interested in?'

The luxury of creating content that starts with the question, 'What do we want to sell?' is gone. To be blunt, unless they have a specific need for it - customers don't really care or have time to waste on what you're peddling. Intent data can be used to identify what topics are most likely to resonate with your prospects and customers.



Find the conversation, don't try and create it.

Intent data insights allow you to identify what the existing conversation is about- so you can invest time in understanding where it is taking place, how to best insert yourself into it and the best angle to suit your business.



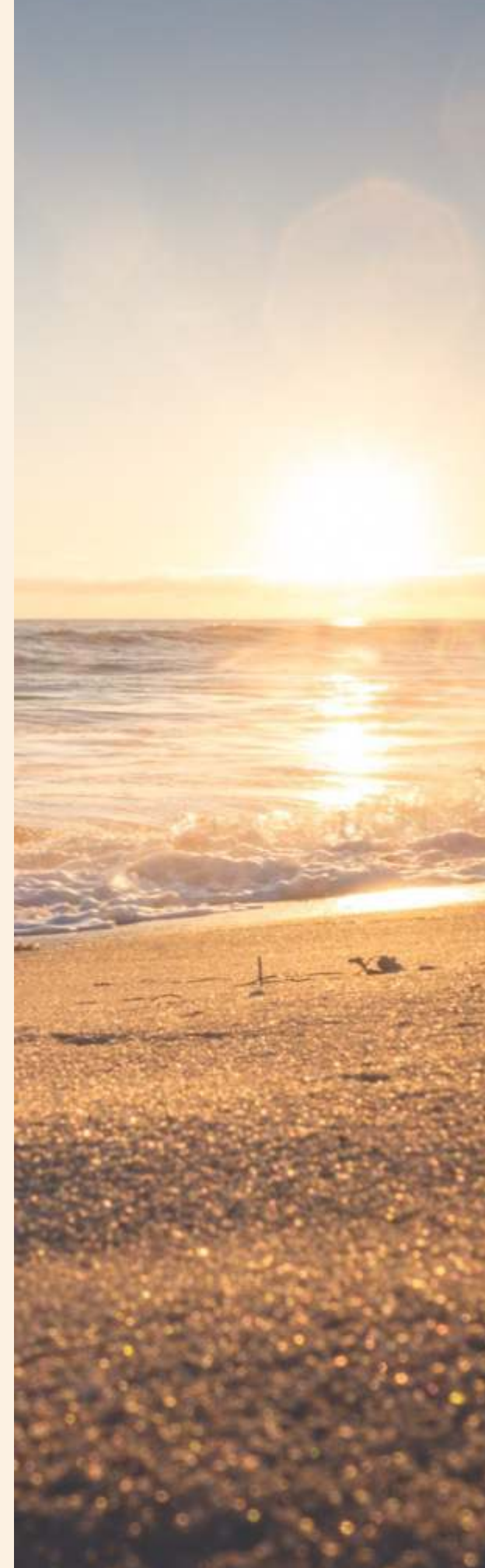
Don't get too cerebral with data-overload.

With an overload of content, the most overwhelming thing can be knowing where to start. Content marketing doesn't have to be overly complex. For example, you can start by using your key account list topic interests to build a community through a social media platform and engaging them on different trending topics.



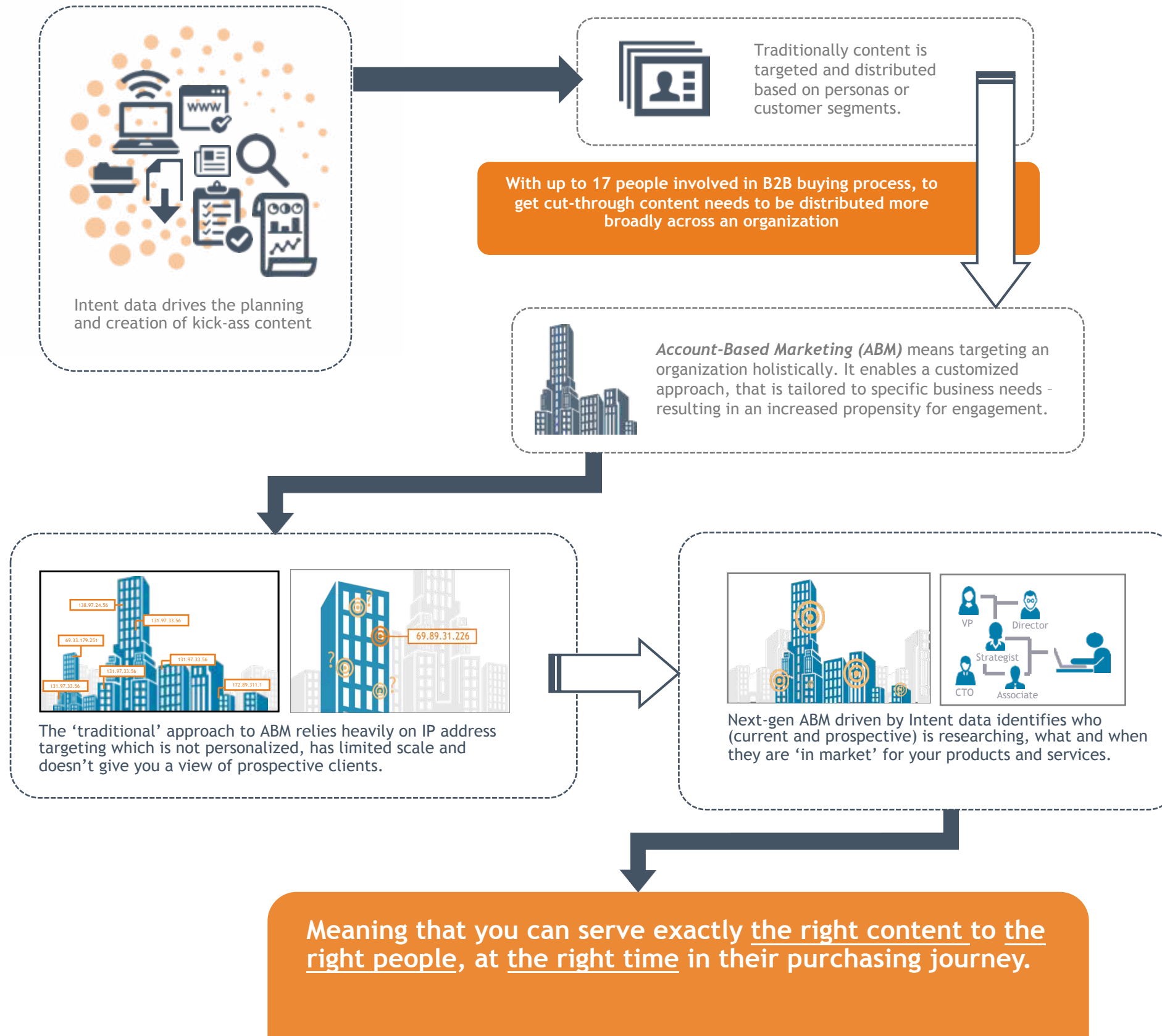
Kick-ass content, generates kick-ass conversations.

After putting in all the hard work to produce and distribute kick-ass content, make sure you share that your campaign is followed through by timely and relevant outreach from sales.



Account Based Marketing needs Intent data

Now that you've created all this kick-ass content, what next? An emerging trend that is being adopted by B2B marketers worldwide, Account-Based Marketing combined with Intent data enables execution of hyper-targeted marketing activities.



Why you need to care about Account-Based Marketing?

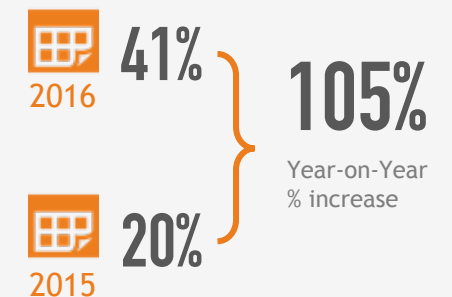
If it's not on your radar yet, here's a couple of reasons why you should consider adopting an ABM strategy:

B2B companies are increasing their investment in dedicated ABM resources.

>70%

of B2B companies have staff that are fully or partially dedicated to driving ABM specific programs.

The number of B2B companies with full ABM programs has significantly increased in the past year.



With increased adoption of ABM, B2B marketing and sales will be increasingly competitive.

41%

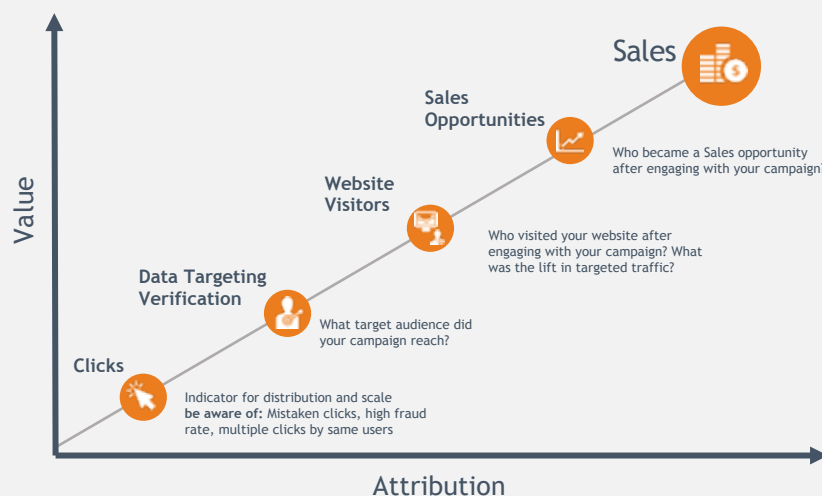
of B2B marketers worldwide said they would increase spending on ABM.

Going beyond just clicks to prove the value of your kick-ass content

ABM shifts marketing's KPI from the number of leads generated to engagement generated with key accounts. In order to realize this marketers need to:

- **Start with Smarketing**
Sales and Marketing or Smarter Marketing - which ever way that you interpret it... Smarketing is the way to go! Being able to operate in lockstep with sales teams and link marketing activity directly back to revenue is attractive to any marketer.
- **Work towards a common goal**
In order to align sales and marketing, implementing a robust set of agreed metrics that enable marketers to track engagement from inception to close is a must.
- **Reevaluate, refine and redeploy**
ABM is not just a set and forget strategy. Using data enables strategies to be tweaked, tested and changed. The same applies to the metrics - gathering metrics is no point unless you use them!

The evolved model of performance measurement tactics



Source: Madison Logic - 'Take these to your CEO: Marketing metrics that matter' - <https://www.madisonlogic.com/take-these-to-your-ceo-marketing-metrics-that-matter/>

Often a point of contention between industry pundits, there is no denying that taking a data-driven approach to content and creative can only serve to enhance its performance.

While data is unlikely to ever fully replace the experience of a talented editor or innovative art director - it will be able to help them understand their target audience and help the success of their content and creative.

Having access to data insights is one thing, but if they are not embedded into your process - from content production to overarching marketing strategy - they will be useless. The true value of data, intent or otherwise, will only be realized when it is:

- *Analyzed and used to guide strategy and planning*
- *Integrated within CRM, marketing automation and other martech solutions*
- *Is used ubiquitously across the full suite of activities, regardless of channel and executed by both sales and marketing*

ABM shifts marketing's focus from leads and visitors to engagement with target accounts.

Outsell Benchmark & Best Practices Report, July 25, 2016



Case Study: Intent data fuels Account-Based Creative resulting in 16x better campaign performance for Industry West

With a limited database, Industry West faced a challenge in finding commercial buyers for their products and understanding the right messages to deliver to them.

Working with Adaptive Campaigns to deliver real-time creative programmatically, they used Bombora's B2B demographic and Intent data, to identify companies in-market.

Adaptive Campaigns' real-time creative - underpinned by Bombora's B2B data - would identify if a user was a residential versus commercial prospect and serve them the correct call to action.

The results

Bombora data strategies performed *three times better than the campaign average* compared to all other data platforms.

Campaign Engagement Rate*

16x

vs. industry benchmark*

9x

vs. static control

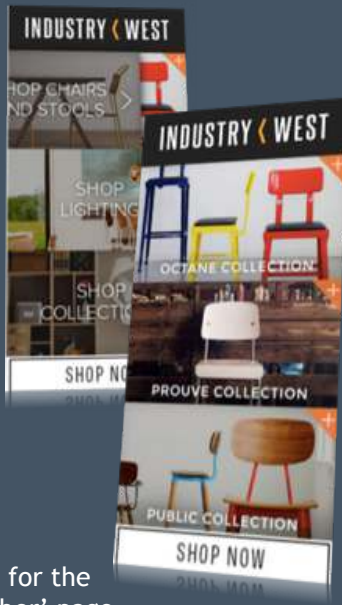
22%

Conversion Rate for the 'Become a member' page

*Based on click through rate

"Our business challenge required an innovative approach to targeted, data-driven marketing communication. Working with Bombora's intent data allowed us to talk to the right people. And using Adaptive's platform allowed us to deliver the right message."

Ian Leslie, CMO, Industry West



INDUSTRY WEST

Cloudera uses Surge data to drive hyper-targeted Account-Based Marketing

Cloudera engaged Just Media to help it build out an Account-Based Marketing (ABM) program to drive awareness and engagement with a target list of 2500 companies.

Using Bombora's Surge Intent data, Just Media was able to:

- Establish a prioritized ranking for each target account - They narrowed the list by 72% and focused on accounts specifically interested in topics relevant to Cloudera.
- Prevent wastage of the paid media budget - They eliminated companies not 'surging' on relevant topics.
- Identify 'hot topics' for the target accounts - They used these insights to inform advertising messaging and content offers.

"Our ABM campaigns have blown away our executives and sales teams by their performance and immediate impact on our business. The fact that we have consistently increased our investment and have proven ROI speak volumes."

Heather Sutherland,
Marketing Director, Cloudera

cloudera

JUST MEDIA



The results

The campaign was deployed across multiple channels (e.g. email, paid social, digital media and direct marketing).



ABM delivers measurable ROI

> 30

Significant business deals were *attributed to the campaign targeting*.



Intent insights can be applied on and offline

The most productive channel of the campaign was a personalized magazine subscription. Which generated the following results:

66%

Of targeted accounts *demonstrated a lift in monthly on-site engagement*.

74%

Of these visitors, *viewed more than 16 pages*. A significant investment of time, *demonstrating strong engagement and significant sales potential*.



Revolutionizing ad technology and targeting

Just Media further optimized the campaign, by tagging the programmatic ad creative with Bombora's Data Co-op tag, allowing it to:

- Identify who was reached and what they were interested in
- Re-segment the audience by these attributes
- Use these insights to inform broader marketing and sales activities

Surf's up. Let's take-off.

Contact Bombora to find out how
you can make Intent data work for
your organization.

bombora.com | @bomboradata

Sources

1. Young, J., 'Content Marketing will be a \$300 billion industry by 2019', *Marketing Magazine*, 10 July 2015 - <https://www.marketingmag.com.au/news-c/content-marketing-will-300-billion-industry-2019/>
2. McClellan, S., 'Magna Global: Programmatic Ad Spend Will Reach \$37 Billion By 2019', *Media Post*, 28 September 2015 - <http://www.mediapost.com/publications/article/259257/magna-global-programmatic-ad-spend-will-reach-37.html?edition=>
3. Handley, A., 'B2B Content Marketing - 2016 Benchmarks, Budgets and Trends - North America', *MarketingProfs*, 30 September 2015 - <http://www.marketingprofs.com/charts/2015/28555/2016-b2b-content-marketing-benchmarks-budgets-and-trends>
4. DemandGen Report, '2016 Content Preferences Survey Report' - <http://www.demandgenreport.com/resources/research/2016-content-preferences-survey-b2b-buyers-value-content-that-offers-data-and-analysis>
5. SiriusDecisions & ITSMA, '2016 State of ABM Study'
6. Parr, B., 'Account-Based Marketing Takes B2B Media Beyond Lead Generation', *Outsell*, 25 July 2016 - <https://www.outsellinc.com/search/d7entity/107154>