Demandbase

Intent Checklist

Type of Intent	What is this?	Best used for	What to look for next
☐ 3rd party intent keyword	Keywords found in articles/content on relevant B2B properties	Verifying account lists, Early signs of accounts to use in 1:many approach to start engaging	What strength level is the intent?
☐ 3rd party intent strength	Recency, frequency and number of people at a company researching this topic	High strength = developing list of accounts for 1:1 focus Medium strength = list building and putting into messaging on that topic Low strength = better suited for marketing to help drive awareness	Find accounts with med/hi intent that also have 1st party engagement
☐ 1st party engagement - known contacts	Contacts from your CRM or Marketing Automation who are engaging with marketing programs, website, sales outreach, etc.	Working engaged people who are showing signs of interest is sales first priority. Knowing what they are engaging with and if multiple people from a company are engaging on the same topic gives you the insights you need to develop relevant messaging and/or talking points	Understand historical data at account
☐ 1st party engagement - known account anonymous contact	Unknown contacts at the account who are on your website	Understanding the overall interest at an account. This highlights some areas where you can acquire contacts. Know what these anonymous contacts are looking at. If you see patterns of content they are engaging with, you know that topic is likely important at the account. Use this info to identify more contacts who are not in CRM or Marketing Automation	Look at content being engaged → can you relate that to a persona? Look at location → use persona and location to narrow list of potential people and turn anonymous to known
☐ 1st party historical data	Past conversations, opportunities, people connected to opportunities, former users of your product/service	Understanding history with account, what they were interested, who was involved, problems they were trying to solve, goals, priorities, timelines, etc. If you know there was an opportunity on a certain topic, with a group of people and now they are showing the same interest with the same group or people, you likely have the ability to re-open an opp	Build out your map of people you want to multi-thread. Start with engaged and people still at the company from previous opp, then map out the rest of buying committee you want to engage with.
☐ Predictive scoring	Combination of fit, intent, engagement and historical that is time-based	Aggregating all of the above and giving you easy visibility into whether or not an account should be scoring Pro-tip → use all scoring and data you have to your advantage. If all scores + signals are pointing in the right direction, prioritize that account.	**An opportunity in your CRM!**