





GEOGRAPHY


 How many B2B content websites can you track intent on in different regions /countries?


 How many intent signals do you see from different regions?


 What local language keyword capabilities are available to you? Can you track intent in more languages than English?


INSIGHTS

 Can you track intent for your ICP and own lists of accounts?


 Can you see individual company intent activity over time per keyword and intent topic?

 Are you able to see which accounts are surging to catch them at the best time?

 Are you able to customise your keywords and topics?

 What filters are available and how granular is the data?

USE CASES

 Does your intent platform support:

ABM:

- Granular insights into individual accounts
- Behavioural trends over time
- Contact information


Demand Gen:


- Easy filters and custom audience building
- Easy export of audiences


Sales enablement:


- Contact information
- Links to company pages
- Account behaviour


ACTIVATION


 Can you connect to your DSP?

 Can you connect to your CRM?


 Can you connect to your Marketing Automation platform?


 Can you connect to LinkedIn/Socials?


 Can you easily export both keywords as well as accounts and contacts?


 Can you set up automatic exports?

SUPPORT

 What onboarding help are you given?

 What level of support is available to you during your subscription?

 What ongoing training is available?

 How easy is it to change keywords and topics once live?