

Confidently Identify, Influence and Convert More In-Market Accounts with Informa TechTarget's Account Intent Feeds™

More effective GTM efforts require the industry's most precise account-level intent

Struggling to identify which accounts are ready to buy? Stop wasting resources chasing weak signals. Informa TechTarget's Account Intent Feeds deliver a weekly stream of account data directly into your CRM and systems such as 6sense and Demandbase, to focus your Marketing and Sales efforts with the most actionable insights. It is the only account intent solution powered by **1st-party, buy-cycle content** research, providing you with account activity that is purpose-built to empower B2B Tech GTM teams to confidently identify and action on the high-value accounts that are most likely to buy each week. Receive numerical scores, trends and status to prioritize targeting, and granular account insights including specific topics of interest, engagements with you and firmographics to segment lists and inform messaging.

Key Benefits include:

- **Precise Targeting:** Discover unknown in-market accounts and identify which of your key accounts are actively researching buy-cycle content now.
- **Actionable Insights:** Better engage target accounts based on real, observed research activity.
- **Revenue Boost:** Convert more accounts and close more deals.
- **Efficiency Gains:** Eliminate false signals for more effective campaigns and shorter sales cycles.

Maximize your GTM efforts for all your use cases

ABM Refinement

Refine your target list of ABM accounts so you know which accounts to focus on and which to deprioritize.

Account-Based Campaigns

Deliver personalized email campaigns that resonate with your target accounts based on their buying journey and interests.

Data Analysis & Optimization

Qualify and score accounts showing highest intent to optimize data and activate campaigns against.

New Account Identification, Prioritization & Seller Insights

Prioritize hot, in-market accounts, identify new opportunities within your target universe and equip sellers with real insights for better personalization.

Build ABM Segments

Construct and enhance target account segments to fuel ABM platforms like 6sense and Demandbase.

Programmatic & Social Advertising

Focus targeted advertising campaign targets and messaging.

Fuel better ABM outcomes with accurate and scalable account intent

Informa TechTarget owns and operates 220+ websites that allow us to dominate organic search engine traffic in the B2B technology space. With over 50M permissioned and GDPR compliant members, we observe 1M+ tech buyer interactions every day. Account Intent Feeds aggregate this user-driven and account-

level activity in combination with engagements accounts are making with your company to produce intent scores and trends. Engagements with you include observations like website visits, content engagement and digital advertising engagement.

Data provided with an Account Intent Feed

Account Intent Feeds can pass **several unique account data fields** – but it is up to you which of these fields you decide to take depending on your goals for working with account intent data. Notable examples of these fields can be seen in the table at the right.

Field Name	Output
Account Intent Score	0-100 based on overall purchase intent
Account Activity Level	Low/Medium/High
Account Activity Trend	Fading/Stable/Rising
Account Interests (up to 10)	Based on key topic activity in your market
New Prospect This Month	New Prospect active in the last 30 days
Viewed Your Content This Month	New lead generated in the last 30 days
Visited Your Website This Month	New website visit in the last 30 days
Clicked Your Banner This Month	New ad/banner click in the last 30 days
Confirmed Project	Informa TechTarget has confirmed an active project

Also includes various standard account firmographics, e.g., Revenue, Region, Employee Count, etc.

How is Account Intent Feed data delivered?

Account Intent Feeds data delivery can be automated via direct integration with your CRM or via direct API with 6sense or Demandbase. One or both direct integration methods is highly recommended for ease of use and optimal data

management. Manual delivery is also available via SFTP and/or CSV download. All data delivery methods are covered under our SOC 2 enterprise security compliance.

Delivery Method	Methodology	Workflow
CRM (Salesforce, HubSpot or Microsoft Dynamics 365)	Direct Integration	Fully Automated
6sense	API	Fully Automated
Demandbase	API	Fully Automated
SFTP	File Transfer	Partially Automated
CSV	File Download	Manual

To learn more about Account Intent Feeds, visit informatechtarget.com/aif or contact your Informa TechTarget representative today.

About Informa TechTarget

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