

**Intent Data for Sales**

# Intent Data for Sales is the Fastest Path to the Deal

## Find real technology buyers when they're ready to buy

Informa TechTarget Intent Data for Sales is the only solution that can identify, prioritize and engage the real people at your target accounts when they're researching solutions like yours.

Delivering the industry's most actionable sales intelligence, Informa TechTarget captures relevant buyer behavior and uncovers the insights your sellers need to generate more opportunities and close them faster.

### Active buyers. Prioritized accounts. Relevant insights. One simple solution.

Conventional Sales Solutions	The Informa TechTarget Difference
<b>Contact Providers</b> can give you contact details for employees at your target accounts, but they <b>don't know</b> who is looking to buy your products.	<b>Informa TechTarget knows</b> the exact people at your target accounts who are researching solutions like yours – right now.
<b>Intent Providers</b> can tell you the accounts researching relevant technology on the websites they're scraping, but they <b>don't know</b> who is doing the research.	<b>Informa TechTarget knows</b> the accounts and the REAL people displaying relevant purchase intent in your technology market segment.
<b>Social Networks</b> can give you insight into a prospect's personal interests and career goals, but <b>don't know</b> their tech challenges or planned investments.	<b>Informa TechTarget knows</b> the prospect's tech interests, upcoming projects, and competitive research to help inform call prep and personalize outreach.

“Our sales team depends on [Intent Data for Sales] to build pipeline – no other tool can compete with it.”

**Bryan Frankel**, *Global Sales Director, LANSA*

## Key features and benefits

### Take the guesswork out of prospecting

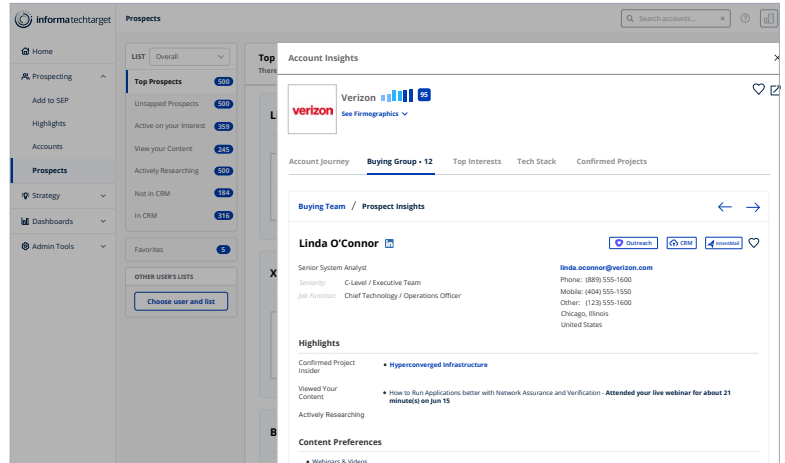
Informa TechTarget connects you to the key members of the buying team and prioritizes them based on their level of relevant research activity. We provide a massive audience of registered tech buyers to help fill sales cadences with thousands of responsive, GDPR-compliant prospects.

### Focus on the accounts and people that matter

Informa TechTarget ranks the accounts and people in your territory based on the level of relevant research activity on the Informa TechTarget network – and with you, including if they've visited your website, downloaded your content or clicked on your banners. Visualize account journeys at a glance to understand activities taken with Informa TechTarget as well as your team.

### Flexible fit within your systems and workflows

With Intent Data for Sales, contacts and insights can be accessed via the Informa TechTarget Portal or within your CRM, and you can add single or multiple prospects directly into SEPs from the Portal with one click. Direct CRM integration with the Portal automatically syncs account territories and lists from 1st- and 3rd-party intent providers and ABM lists, displays relevant prospect insights and gives sellers the ability to add hot prospects into your CRM.



### Accurate and actionable contact data

Informa TechTarget prospects must pass rigorous data qualification tests before they're available with Intent Data for Sales. All phone numbers, email addresses and job titles are validated and continuously cleansed to ensure contact data is accurate and up-to-date.

### Prospect-Level Intent™ insights make real personalization possible

Intent Data for Sales empowers sellers to have more meaningful conversations with prospects by providing insights that are proven to generate meetings, including their personal tech challenges and pain points, if they're downloading content from your competitors and the solutions they already have installed.

### Helping you succeed from day one

Value-added consulting services help with onboarding, implementation and ongoing sales training to ensure your team is getting the most out of your Informa TechTarget investment.

To learn more, visit [informatechtarget.com/products/portal/intent-data-for-sales](https://informatechtarget.com/products/portal/intent-data-for-sales) or contact your Informa TechTarget sales representative today.

#### About Informa TechTarget

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