

CONTENT SYNDICATION 2.0

Leveraging Intent Data to Increase Pipeline



INTRODUCTION

As the coronavirus pandemic leaves a multitude of cancelled events in its wake, B2B marketers are finding content syndication more valuable than ever as a tool to replenish their demand gen initiatives. According to a [McKinsey & Company survey](#) conducted in May 2020, 65% of enterprise B2B buyers and 63% of small and mid-size business (SMB) buyers say that digital interactions with vendors are now more important than traditional interactions.

Content syndication — the practice of publishing your organization's content, such as blog posts, white papers, infographics and videos on third-party websites — can increase brand awareness, drive organic traffic to your website and generate new leads. Yet, at the same time, content syndication is playing a larger role in demand generation. But an increasingly crowded digital landscape can make it more difficult than ever for your organization's content to stand out from the pack.

The solution is to take content syndication to the next level by integrating it with intent data. Integrating content syndication with this relatively new form of buyer intelligence can yield increased benefits for modern B2B marketing and sales teams. With the addition of intent data, marketers can customize campaigns and syndication initiatives to attract leads who are ready to sign on the dotted line.

This report will spotlight how intent data can fuel B2B content syndication initiatives for maximum success, allowing sales teams to focus their efforts on the right leads, at the right time, on the right channel.

Intent-fueled content syndication can:

- ▶ Help brands reach new markets, improve lead quality and enhance targeting;
- ▶ Build high-value relationships in the early stages of the buyer's journey to accelerate deals and improve sales outreach conversion rates; and
- ▶ Fuel account-based marketing (ABM) initiatives by reaching target accounts with the content that matters most for their needs.

HOW INTENT DATA POWERS NEXT-LEVEL CONTENT SYNDICATION

When it comes to generating new leads, marketers polled in the [2020 Chief Marketer B2B Marketing Outlook Survey](#) say their five biggest challenges are engaging targeted prospects (57%), finding leads that convert (48%), overcoming the finite number of qualified prospects (23%), finding qualified names (31%) and the cost of new leads (19%). The combination of content syndication and intent data can help overcome all of these challenges.

B2B marketers have long used content syndication as a demand generation strategy. In fact, the same Chief Marketer survey found content marketing is among the three marketing tactics with the biggest ROI. Still, finding the balance between scaling content syndication campaigns for greater reach and customizing them for greater personalization remains a major challenge for many organizations. As a result, using content syndication to find qualified leads can often seem like searching for a needle in a haystack. That's where intent data comes in.

Integrating intent data into content syndication initiatives enables marketers to **personalize engagement and nurture leads** throughout the sales funnel.

Intent data indicates buyers' intent based on their online activities. Digital actions such as reading a blog, downloading a white paper or researching specific products or services are all intent signals that can help to predict a user's future behavior. But in the complex world of B2B sales, a first engagement with your syndicated content is only the beginning. By providing actionable insights that enable marketers to identify and engage with in-market buyers, intent data can streamline content syndication efforts and drive continued engagement.

Integrating intent data into content syndication initiatives enables marketers to personalize engagement and nurture leads throughout the sales funnel. By facilitating more accurate targeting and better coordination among marketing channels, intent data can help marketers serve up the right content for a specific account or individual buyer at the right time and in the right place.

Analyzing intent data can also give marketing and sales teams insights into potential new accounts they may not have identified previously and help them prioritize the most leads and accounts to focus on. When intent data is used to gather this kind of information, fewer resources are needed to generate leads and turn them into ROI and pipeline opportunities. The result: Marketers can deliver more effective campaigns at a lower cost.



USING INTENT DATA TO TARGET NICHE LEADS

Finding qualified leads and reaching new markets were the two challenges that CircleCI, the world's largest shared continuous integration and continuous delivery (CI/CD) platform, sought to solve when they engaged with PureB2B. One of the most-used DevOps tools, processing more than one million builds a day, CircleCI already enjoyed a healthy flow of inbound leads. But VP of Marketing Michael Stearns wanted to supercharge growth even more by expanding top-of-funnel lead generation initiatives.

In order for this initiative to succeed, CircleCI needed to identify leads in very specific job functions. The filtering capabilities of many lead gen companies can enable finding IT managers, but that wasn't granular enough for Stearns' team. They wanted to find DevOps managers, and then narrow the field even further — for example, identifying DevOps managers who work with particular software or oversee specific DevOps functions. They also wanted to cast their net beyond their usual market of early adopters to companies that were behind the technology adoption curve and could benefit from CircleCI's product offerings.

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- Michael Stearns, CircleCI

Working with PureB2B helped CircleCI achieve both of these goals. By combining intent data and content syndication, they were able to filter down to the exact DevOps roles they needed to target. Identifying these buyers also helped CircleCI's sales and marketing team discover accounts and leads that were technology laggards and, as a result, hadn't previously been on their radar.

Once the buyers most important to CircleCI's sales goals were identified, PureB2B then used multichannel engagement to deliver guaranteed volumes of leads that converted to opportunities at a higher rate. "This allowed us to expand our top-of-funnel reach through highly targeted campaigns to reach prospects we would have otherwise not reached," Stearns explained. "This has given our sales team more leads to prospect and expand into current opportunities."

To better focus the CircleCI sales and marketing teams on the most promising accounts, PureB2B employed tactical account targeting to engage with decision-makers on the company's target ABM list. This greatly facilitated the acceleration of sales efforts. "From an ABM perspective, we've been able to leverage [those] leads to accelerate velocity against our target account lists by expanding our reach into those accounts," said Stearns.

Incorporating intent data into its content syndication tactics paid off for CircleCI. The company gained access to the right opportunities and harvested insights into how best to connect with them. As a result, both lead quality and internal productivity are continually increasing.



DRIVING TOP-OF-FUNNEL ENGAGEMENT TO BUILD RELATIONSHIPS

In today's fiercely competitive B2B marketplace, identifying and connecting with leads before the competition does can give your organization a huge advantage. Effective engagement with leads in the early stages of the buyer's journey can accelerate deals and improve sales outreach conversion rates. Using intent-driven content syndication initiatives to fuel top-of-funnel interactions helped PROLIFIQ, a leading sales enablement company, meet goals to double the size of its customer base in 2019.

For Edward Vesely, CMO at PROLIFIQ, scalability was key in choosing a demand generation partner. PROLIFIQ already had a content-driven marketing model; however, the company needed a provider that could home in on its desired target personas while also providing the global scalability needed to achieve its ambitious growth goals.

Based on the PROLIFIQ buyer's journey, PureB2B focused on engaging with target personas at the top of the marketing funnel. Content syndication layered with intent data produced fresh, quality leads for the top of the funnel. By using intent data to syndicate relevant assets to each lead, PROLIFIQ was able to nurture high-value relationships with buyers in the early stages of their journey, leading to substantial pipeline growth.

Combining intent data with content syndication not only delivered more leads, it also delivered higher-quality leads compared to PROLIFIQ's previous demand generation tactics. This improved sales outreach conversion rates and generated ROI of more than 950% in 2019.



PRIORITIZING AND PERSONALIZING ABM CAMPAIGNS

B2B buying increasingly takes place by committee — which means a successful ABM strategy requires identifying and engaging with all members of the buying group. Implementing intent-driven content syndication enabled MX, a digital transformation platform for banks, credit unions, fintechs and partners, to level up its ABM game by prioritizing key accounts and personalizing content for individual buyers.

Mike Wallgren, Director of Marketing Operations and Digital Marketing for MX, wanted to increase the size and speed of the company's demand gen pipeline. But the company's very niche target market, consisting of the top 1,200 financial institutions in the U.S. and Canada and a dozen fintech companies, made it difficult to generate leads from advertising and landing pages.

MX partnered with PureB2B to focus marketing and sales resources on its target accounts. Using individual demographic, firmographic and technographic filters, PureB2B was able to home in on target personas, identify key decision-makers within the company's ABM list and use intent data to prioritize accounts. MX's sales and marketing teams could then efficiently engage with key decision-makers by syndicating relevant assets and delivering personalized content via multiple channels.



Using a consultative approach, PureB2B deployed campaigns targeting three different audiences, including an initiative promoting MX's mobile banking app that delivered valuable new target accounts in a highly competitive market. Wallgren noted that PureB2B's ability to segment campaigns with different content and lists allows MX to maximize value.

"PureB2B has set up a process that allows us to 'set and forget' so that we constantly have leads flowing into our marketing automation system," said Wallgren.

All told, the partnership with PureB2B has delivered an additional \$4.5 million in pipeline, generated 1,500 new leads from target accounts and increased conversion rates due to higher-quality leads.

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INTENT DATA: BEST PRACTICES

Clearly, using intent data to power content syndication can have a major impact on your organization's demand generation efforts. But in order to maximize ROI from your intent data program, it's critical that you select the best vendor to fit your needs. To choose the best lead generation partner for your organization, ask these questions:

- ▶ **Does the vendor know where to find your target market and personas — online and off?** How well do they understand your target market, and do they have experience interpreting these customers' behaviors?
- ▶ **How does the vendor capture intent data?** A provider that uses both online and offline data can provide a more robust view of your market. For example, PureB2B aggregates digital data with verified phone surveys to offer a clearer picture of intent.
- ▶ **How comprehensive is the vendor's reach?** Some providers draw from a limited pool of intent data. Look for a provider that can cast a wide net, accessing user behavior across hundreds of thousands of websites, not just a few dozen.
- ▶ **How narrowly can the vendor target users?** Vendors who use keyword research can provide more granularity — which means more value, especially for organizations seeking to engage more niche audiences.
- ▶ **How is the intent data delivered?** Data should come to you in a format that can be integrated seamlessly into your existing marketing technology. Otherwise, you're just adding another layer of complexity.
- ▶ **Does the vendor provide support in analyzing intent data?** Interpreting intent data in a meaningful way is often difficult for firms that don't have expertise in this area. Look for a vendor that can assist you in extracting the most useful and actionable information.

CONCLUSION

The more you can learn about prospective customers, the better you can target them. Your organization may put a lot of time, money and effort into content syndication — but without intent data, the insights you gain from content syndication will be limited.

Implementing intent data as part of your content syndication strategy gives you access to real-time insights you can use to create data-driven campaigns. An intent data program can help sales and marketing teams identify and engage with new markets, enhance targeting and personalization, and accelerate deals through the pipeline.

The right intent data provider will serve as a natural extension of your marketing and sales team. Working with an experienced lead generation partner will position your organization to harness the value of intent data and generate more — and better — leads.





PureB2B provides B2B technology companies with intent-driven, full-funnel demand generation solutions to help them achieve revenue goals and increase sales and marketing ROI. Leveraging innovative tactics crafted through years of research and testing, PureB2B works across its exclusive network of more than 125 million in-market technology buyers to provide demand generation solutions at every step of the marketing and sales process.

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Demand Gen Report is a targeted online publication that uncovers the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately, drive growth. A key component of the publication's editorial coverage focuses on the sales and marketing automation tools that enable companies to better measure and manage their multi-channel demand generation efforts.

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