Using Intent Data Enriched with Location Analytics to Optimize B2B Sales and Marketing Outreach

Overview: Enriching Buyer Intent Data with Location Analytics to Improve Audience Targeting

THE CLIENT

Anteriad is a full-service B2B marketing solutions provider that works with its clients to drive demand, generate leads, and improve pipeline results. With data at the core of the company, Anteriad offers robust analytics and actionable insights to help its clients grow their businesses. Through its proprietary B2B marketing database, Anteriad powers solutions for its clients with industry-leading depth and scale. With over 20 years of experience in data management, privacy, and cleanliness, Anteriad offers high-fidelity data solutions that provide visibility into over 500 billion touchpoints every month, ensuring its clients reach the right audiences.

THE PROBLEM

Anteriad's B2B marketing platform allows its clients to create highly targeted audiences using firmographic and demographic data, such as company size, revenue, industry, location, job title, level, and function. Clients can further refine their audience by incorporating intent data, information generated as users engage in online activities related to the client's product or service like visiting web pages, reading blog posts, downloading whitepapers, attending webinars, and more. By engaging with this content, the user is demonstrating that they are interested in a product or considering making a purchase, which is why it can be considered a signal of buyer intent.

When marketing and sales teams leverage intent data, they can identify potential customers who are actively looking for a product or service they provide, enabling them to create highly targeted advertising and lead generation campaigns that are more likely to convert. This approach can significantly improve the effectiveness of their marketing and sales efforts and lead to a higher return on investment (ROI).

However, Anteriad's intent data was built solely at the domain level based on the domain of a target company. This had several limitations, especially when using the data to create target audiences of large enterprise companies. For instance, if a company's marketing team noticed that employees within a large, global enterprise brand were searching online for information related to a product they offer, they would have to target all employees of the company across all office locations. This is because, with buyer intent data built only at the domain level, the marketing team would not be able to target the decision-makers or departments within the target company that were most likely to be the ones displaying initial interest in their product.

In order to help its clients more effectively target and reach the right audiences, Anteriad sought to improve the precision of its intent data.

> "We recognized that to provide our clients with the most effective audience targeting so they can generate more conversions at a stronger ROI, we needed to improve the precision of our intent data. Our previous intent data was limited to the domain level, which posed several challenges for our clients, particularly when targeting prospects at large enterprise companies. By enhancing our intent data, we could provide more accurate and granular targeting, ultimately leading to better outcomes for our clients' advertising and sales campaigns."
>
> **Ken Lordy, Chief Product Officer, Anteriad**

THE SOLUTION

Anteriad partnered with Gravy Analytics to enrich its intent data with location analytics, choosing to work with Gravy based on the consistency and reliability of its data. By leveraging Gravy's location data in its intent solution, Anteriad's clients can now target B2B buyers at the site-level, such as a specific business location, like a physical store, office, or facility. With Gravy's high-quality and reliable location data, Anteriad was able to replace previous location data sources and significantly enhance the accuracy and efficacy of its intent solution.

By using Gravy's data in conjunction with other datasets and techniques, Anteriad has been able to take audience targeting to the next level. With Anteriad's improved intent data, its clients can pinpoint decision-makers within a company who are most likely to be in-market for their product, allowing them to focus their efforts on reaching the right people and avoid wasting resources on the wrong targets.

For example, if a marketing team wanted to target a large, global enterprise brand that may be in-market for their product, Anteriad's enriched intent data enables them to target the individuals within that large enterprise business who would be most likely to have displayed signals of buyer intent. Instead of targeting all employees across all office locations, they can now reach the likely buying groups within a specific company building. This precise targeting saves resources and improves marketing results by reaching the right people with the right message.

THE RESULTS

By leveraging intent data enriched with location analytics, Anteriad's clients of B2B marketing and sales teams are able to:

- **Refine targeting and outreach strategies.**
  Enhanced intent data enables B2B marketers to pinpoint the decision-makers at large enterprises who are most likely to be interested in their product. This precision generates more qualified leads who are closer to making a purchase decision. In fact, one of Anteriad's clients had to retrain their sales team members to manage the increased number of lower-funnel leads resulting from these refined outreach efforts.

- **Optimize marketing and sales efforts.**
  By targeting the right prospects, marketing and sales teams can reduce wasted resources, time, and energy that would have been spent on uninterested or unqualified prospects. This approach allows companies to focus resources on the prospects who are most likely to convert, resulting in more efficient and effective sales and marketing efforts and greater ROI.

- **Get better results.**
  Incorporating enhanced intent data into audience targeting strategies can lead to higher click-through rates, improved lead generation, greater revenue, and other positive business outcomes. For example, Anteriad's clients have reported better results from their targeted outreach campaigns when using enhanced intent data, compared to previous campaigns that did not incorporate this data.

MORE EFFECTIVE SALES AND MARKETING OUTREACH WITH INTENT DATA ENRICHED WITH LOCATION ANALYTICS

The integration of Gravy's location data with Anteriad's intent solution has proven to be a game-changer for B2B marketing and sales teams. By leveraging this enriched intent data along with other datasets and techniques, salespeople and marketers are able to refine their target audiences and reach the most promising potential customers with greater precision. This is particularly important as remote work becomes more prevalent, and many key targets may not work at a corporate office.

> "At Anteriad, it's our mission to help our clients generate leads, boost sales, and drive growth. Gravy Analytics has been a key partner in helping us achieve this goal, providing high-quality location analytics that have yielded exceptional results in our clients' B2B sales and marketing outreach efforts. Moreover, as remote work continues to rise, and corporate activity becomes more distributed across various locations, Gravy's data has been essential in helping us stay connected with B2B target audiences."
>
> **Ken Lordy, Chief Product Officer, Anteriad**

By directing their outreach efforts toward these receptive and interested prospects, they can achieve better business results, increase their chances of success, and drive growth for their companies. Overall, intent data enriched with location analytics is an invaluable tool for any B2B business looking to optimize its sales and marketing outreach efforts.

ABOUT ANTERIAD

For over 20 years, Anteriad has put B2B marketers in front of their next customer and ahead of their competition. With more than 500 billion buyer-related signals tracked every month on its award-winning Anteriad Marketing Cloud platform, customers like IBM, Microsoft, Forbes, SHRM, and Lenovo benefit from Anteriad's high-fidelity B2B buyer data, full and self-service multichannel execution, analytics, and expert advisory to generate impactful ROI multiples. Start creating your future today – get to know Anteriad at https://anteriad.com/.

ABOUT GRAVY ANALYTICS

Where people go and why tells the story of our world. Founded in 2011, Gravy Analytics is the enterprise location technology company providing actionable intelligence to businesses. Using its patented technology, the company brings data about people, places, and events together to understand human mobility, helping companies enhance their sales and marketing strategies and optimize business operations. Today, the company's intelligence powers leading-edge solutions for a wide range of industries—from advertising to market research, financial services to supply chain risk management—that rely on knowing how people, products, and materials move throughout the world. For more information, please visit gravyanalytics.com.

Gravy
ANALYTICS