42

Intent Signals Playbook

Identify and Act on Buying Intent

42

The Three Types of Intent Data

Type	Source	Reliability	Cost
First-Party	Your own website, product, emails	Highest	Free (you own it)
Second-Party	Review sites (G2, Capterra), partner data	High	$5K-$30K/year
Third-Party	Bombora, 6sense, Demandbase	Variable	$30K-$150K/year

42 Agency POV:

Most companies should master first-party intent before spending $30K+ on third-party data. Your own website behavior is the highest-signal, lowest-cost intent data you have.

Intent Signal Taxonomy

Score signals by buying stage and strength:

Signal	Stage	Strength	Response
Demo/pricing request	Decision	Very High	Immediate sales outreach
Pricing page (2+ visits)	Decision	High	Sales outreach within 24h
Competitor comparison page	Evaluation	High	Trigger competitor battle card email
Case study download	Evaluation	Medium-High	SDR follow-up + nurture
G2/Capterra profile view	Evaluation	Medium-High	Account-based retargeting
Product pages (deep)	Consideration	Medium	Nurture + retargeting
Webinar attendance	Consideration	Medium	Nurture sequence
Blog (3+ articles)	Awareness	Low	Content retargeting
Third-party topic surge	Awareness	Low-Medium	Awareness ads + SDR list

First-Party Intent Setup Guide

1. Page-Level Scoring

Assign intent scores to key pages:

- **/pricing** → High intent (+15 points)
- **/demo** → High intent (+20 points)
- **/vs-competitor** → High intent (+12 points)
- **/case-studies/*** → Medium intent (+8 points)
- **/product/*** → Medium intent (+5 points)
- **/blog/*** → Low intent (+2 points)

2. Event Tracking (GA4 + HubSpot)

Track these custom events:

- `pricing_page_time` → Time on pricing page (>60s = high intent)
- `video_watch` → Product video completion %
- `scroll_depth` → Page scroll depth on key pages
- `return_visit` → Returning visitor to high-intent pages

3. UTM Taxonomy

Structure UTMs to capture intent by campaign:

```
utm_source / utm_medium / utm_campaign / utm_content / utm_term
```
Example: `linkedin / paid / demo-cta / video-ad / cfo-targeting`

Third-Party Vendor Comparison

Vendor	Best For	Price Range	Pros	Cons
Bombora	Topic-level intent	$30-60K/year	Largest co-op, topic granularity	Requires significant volume to be useful
6sense	Full ABM platform	$60-150K/year	Account ID + intent + orchestration	Expensive, complex implementation
Demandbase	Enterprise ABM	$50-120K/year	Strong account ID, ABM ads	Better for large enterprises
G2 Buyer Intent	Software companies	$15-40K/year	High-signal (review site), category views	Software/SaaS focused only
ZoomInfo Intent	Bundled with data	Bundled	Convenient if already using ZoomInfo	Intent is add-on, not core strength

Intent-to-Action Playbook

When You Detect High Intent:

1. **Alert sales immediately** (Slack notification or task)
2. **Enrich the account** with additional contacts
3. **Launch 1:1 retargeting** to the account
4. **SDR outreach within 24 hours** with personalized angle

When You Detect Medium Intent:

1. **Add to nurture sequence** specific to their interest
2. **Launch account-based ads** showing case studies
3. **Monitor for escalation** to high-intent behavior

When You Detect Low Intent (Awareness):

1. **Add to awareness retargeting pool**
2. **Include in broad nurture**
3. **Do NOT send to SDR** (waste of time)

ROI Measurement Framework

Prove intent data is working with these metrics:

Metric	Formula	Target
Intent-Influenced Pipeline	Pipeline $ from accounts with intent signals / Total pipeline	>50%
Speed to Opportunity	Days from first intent signal to opp created	Baseline - 20%
Win Rate Lift	Win rate (intent accounts) / Win rate (non-intent accounts)	>1.3x
SDR Efficiency	Meetings booked from intent leads / Total meetings booked	>40%

Proving ROI:

Run a controlled test. Give half your SDR team intent data, half without. Measure meeting rates after 90 days.