

# INTENT-DRIVEN MARKETING

## LEVERAGE BUYER INTENTIONS TO DRIVE DEMAND



Our data-driven solution is designed to target buyers that are actively consuming content related to your service, product, or business. We combine our comprehensive intent data and deep understanding of buyer behaviors to reach lower funnel prospects that meet your ideal profile and deliver leads that have a propensity to act.

We capture intent signals from a variety of sources, including:

-  White Paper Download
-  Attended Webinar
-  Read Case Study
-  Viewed Infographic
-  Article Interest
-  Search
-  Watched Video
-  Social Activity
-  IP Address

-  Generate Higher-Quality Leads
-  Accelerate the Sales Process
-  Increase Conversion Rates
-  Drive Deeper Engagement

## DISCOVER OUR OTHER INNOVATIVE DEMAND SOLUTIONS

**CONTENT MARKETING**



 [www.infusemedia.com/demand-solutions/content-marketing](http://www.infusemedia.com/demand-solutions/content-marketing)

**ABM**



 [www.infusemedia.com/demand-solutions/abm](http://www.infusemedia.com/demand-solutions/abm)

## CONTACT US

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