

# 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

## WANT TO LEARN MORE ABOUT HOW OUR DEMAND SOLUTIONS CAN HELP YOUR ORGANIZATIONS?

### CONTENT MARKETING



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### ABM



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## CONTACT US

www.INFUSEmedia.com

info@INFUSEmedia.com  
Phone: +1 (617) 459-4500

One Gateway Center  
300 Washington Street, Suite 850  
Newton, MA 02458

