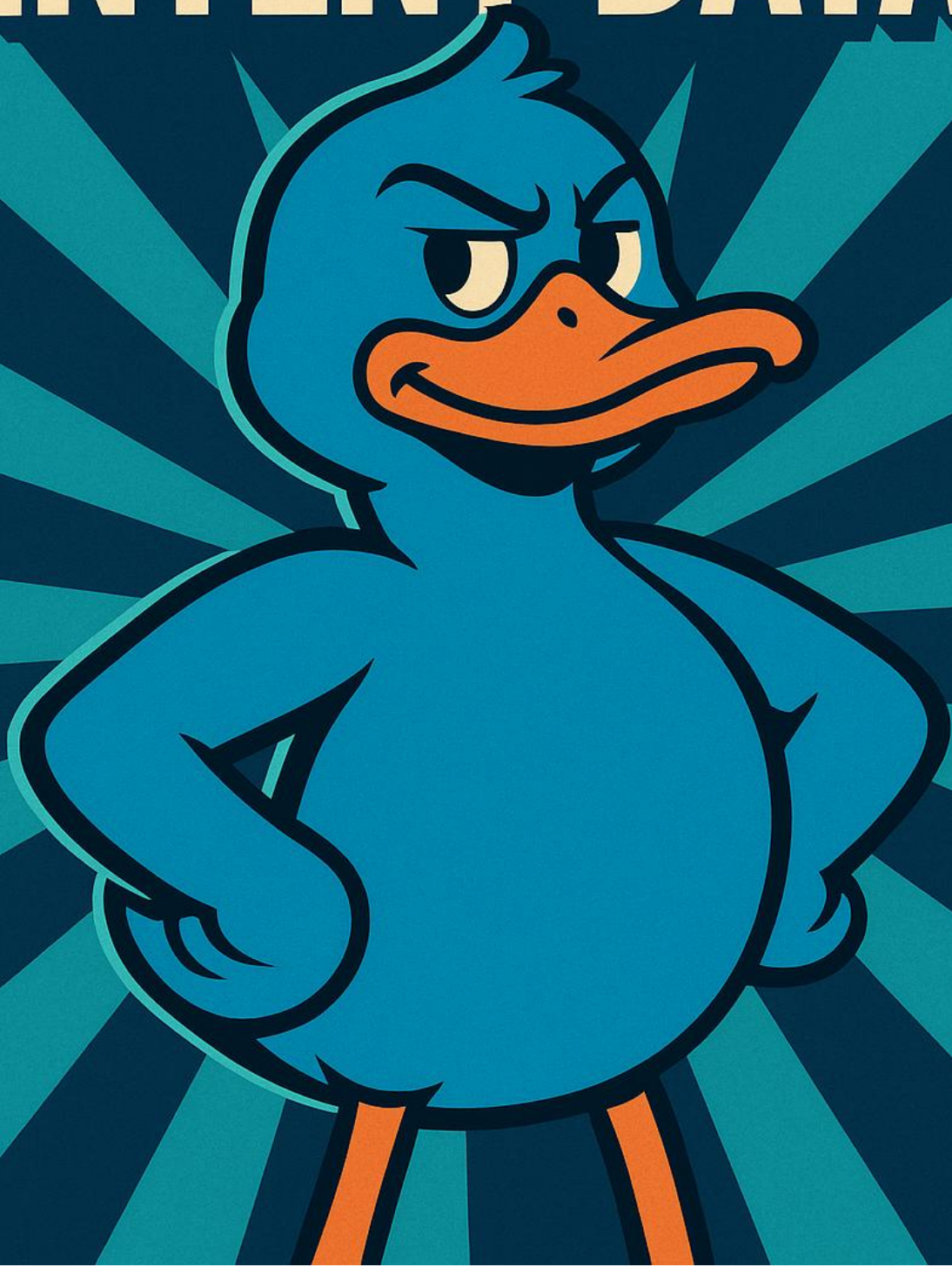


THE
NO BULLSHIT
GUIDE TO
INTENT DATA



You don't need "billions of signals." You need clarity.

It's 2025. And the Intent Data Market is Full of Vapor.

Let's cut the crap: most of what's being sold as "intent" is assumption-based noise. A person reads an article. A bot scrapes it. A platform logs a click. Suddenly that contact is "in-market"? Please.

Intent data is supposed to reveal who's actively looking for what you sell. But the reality?

Third-party guesswork.

White-labeled noise.

And a lot of it is *your own* data — sold back to you.

If that makes you mad, it should. Let's break this down.

Point 1: Most Intent Data is Built on Assumptions

Let's call it what it is: most intent data isn't *intent* — it's *interpretation*.

A person *views* an article.

Clicks on a Gartner grid.

Downloads an eBook their CMO assigned.

None of that means they have intent to buy.

Yet nearly every third-party intent provider logs that as a “signal,” rolls it into their algorithm, and sells it back to you as buying intent.

Here's what they don't tell you:

- These signals are usually anonymous, aggregated, or de-identified.
- They're matched against firmographic guesswork.
- And they're often *weeks old* by the time you get them.

Example:

Joe from ACME Corp reads 2 articles on “cloud migration strategy.”

Data vendor: “He's in-market for your SaaS tool!”

Reality: Joe is an intern trying to finish his boss's research project.

Key point: *Behavior does not equal intent*.

Intent requires clarity. Recency. Relevance. Not passive clicks.

"Assumption is not intent. It's fiction with a price tag."

Point 2: 80% of Vendors Sell the Same Data with Pretty Wrapping

Let's break open the black box. The majority of third-party intent providers — yes, even the ones with 7-figure valuations and billion-signal dashboards — are all sourcing from the same few intent data “co-ops.”

Names like:

- 6sense
- Demandbase
- Intentsify
- Vector.co

They don't own the data. They license it. From the same handful of providers.

Then they:

- Overlay their logo
- Plug in their dashboard
- Add "AI scoring"
- And upsell it to you for \$200K+



The data is not bad. It's just... not differentiated. And you're being sold on illusion of exclusivity.

"You're not buying insight. You're licensing impressions with different fonts." This is why your messaging isn't resonating as well as it used to – cause more vendors are unlocking the same "intent".

Point 3: You're Paying Twice for Your Own Data

This is where it gets egregious.

Many intent platforms pitch you on the idea of placing their JavaScript pixel on your site to enhance "real-time visitor intelligence."

Sounds good, right?

But here's what happens:

1. They track your site visitors.
2. Your brand drives the traffic.
3. They match anonymous visits to accounts.
4. Then they *charge you* to access that data in their dashboard.

Let's be clear:

That's *your* demand gen.

Your content. *Your* traffic.

And now *their* pricing model.

"\$250K/year to view data that came from your own site? That's not intelligence — it's extortion."

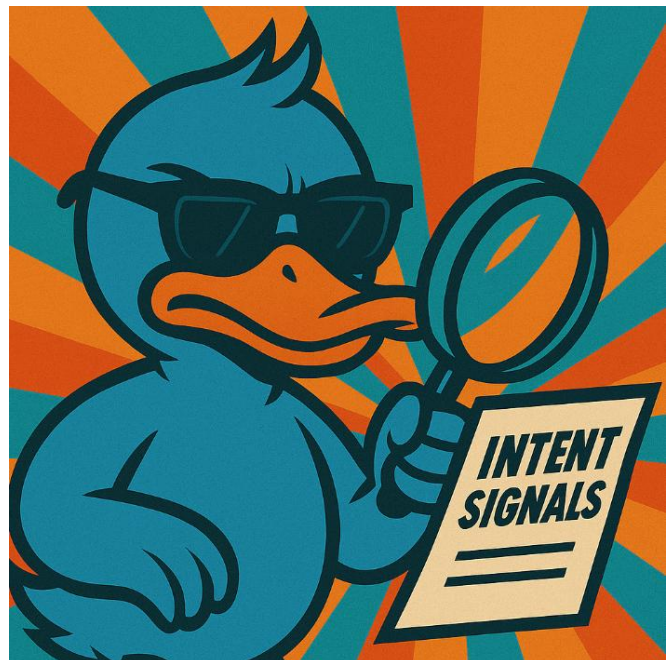
If you run programmatic ads, SEO, paid content syndication — you're already generating intent signals. Most platforms just package it in a prettier interface and slap a price tag on it.

Key Questions to Ask Your Intent Vendor

You wouldn't buy a list of leads without asking where it came from. So why would you buy "intent" without vetting the source?

Here's your bullshit detector checklist:

1. Where does the data come from?
Don't accept "billions of signals."
Ask *what* sites, *what* actions, and *who* owns the inventory.



2. Do you buy this data from someone else?
If yes — *who else buys it?*
 3. How recent is the data?
If it's older than a week, it's a weather report from last Tuesday.
 4. What makes you believe this person is showing *intent*?
Passive behavior ≠ active interest.
 5. How much of your algorithm weighs *my* site traffic?
Are you charging me for insight I already have access to?
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The Cold, Hard Truth

Most “intent” platforms are *really* marketing machines dressed as insight engines.

They don't want you asking questions.

They want you hypnotized by dashboards, timelines, heat maps, and “propensity scores.”

But here's what you need to know:

- The top 10 platforms are all buying from the same wells.
- The language is just more sophisticated than the insight.
- The real value still lies in first-party and self-declared intent (demo requests, chat transcripts, form fills, conversations).

If you don't know where the data came from — you probably shouldn't bet pipeline on it.

TL;DR: Intent Should Be Actionable, Not Aspirational

You don't need "billions of signals."

You need a *clean signal*. A timely one. A real one.

Here's how you make intent work:

- Look for declared interest
 - not just passive views.
- Score based on recency, frequency, and match to ICP.
- Track content engagement that maps to funnel stage.
- Use intent as one variable
 - not gospel.

Most importantly:

- Own your first-party data.
- Overlay behavioral signals with CRM outcomes.
- Measure based on *revenue*, not click volume.

