

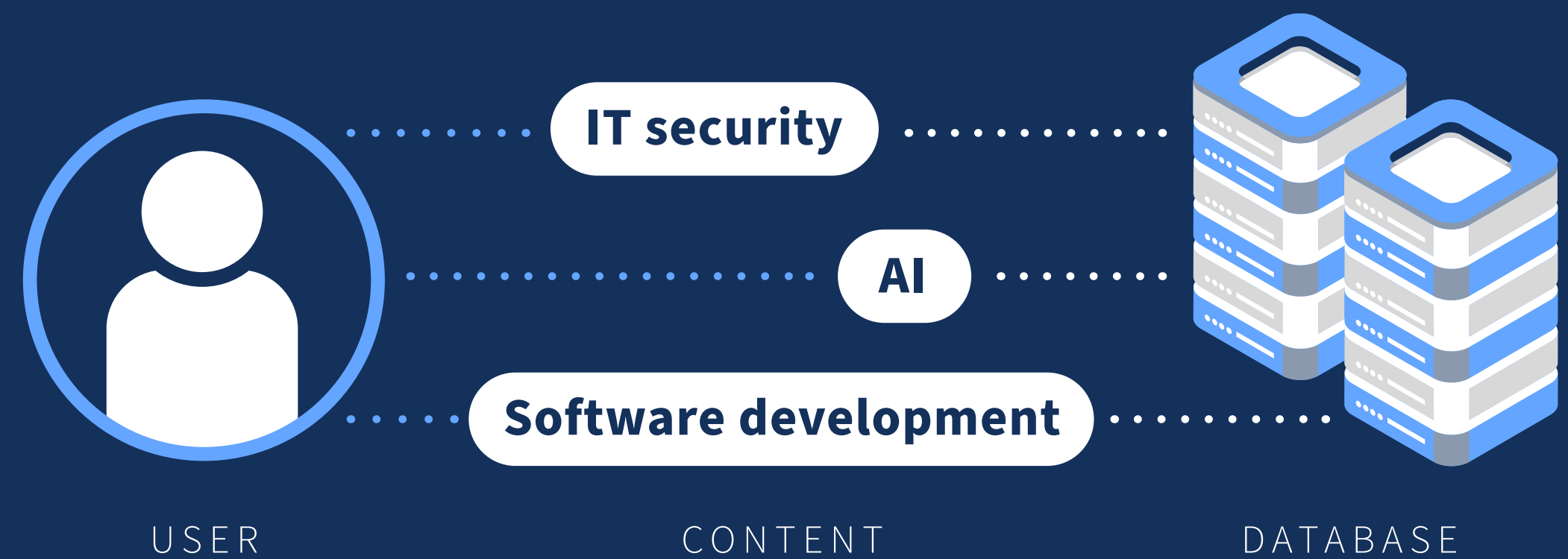
 heise online

INTENT DATA

NEXT LEVEL DATA-DRIVEN MARKETING

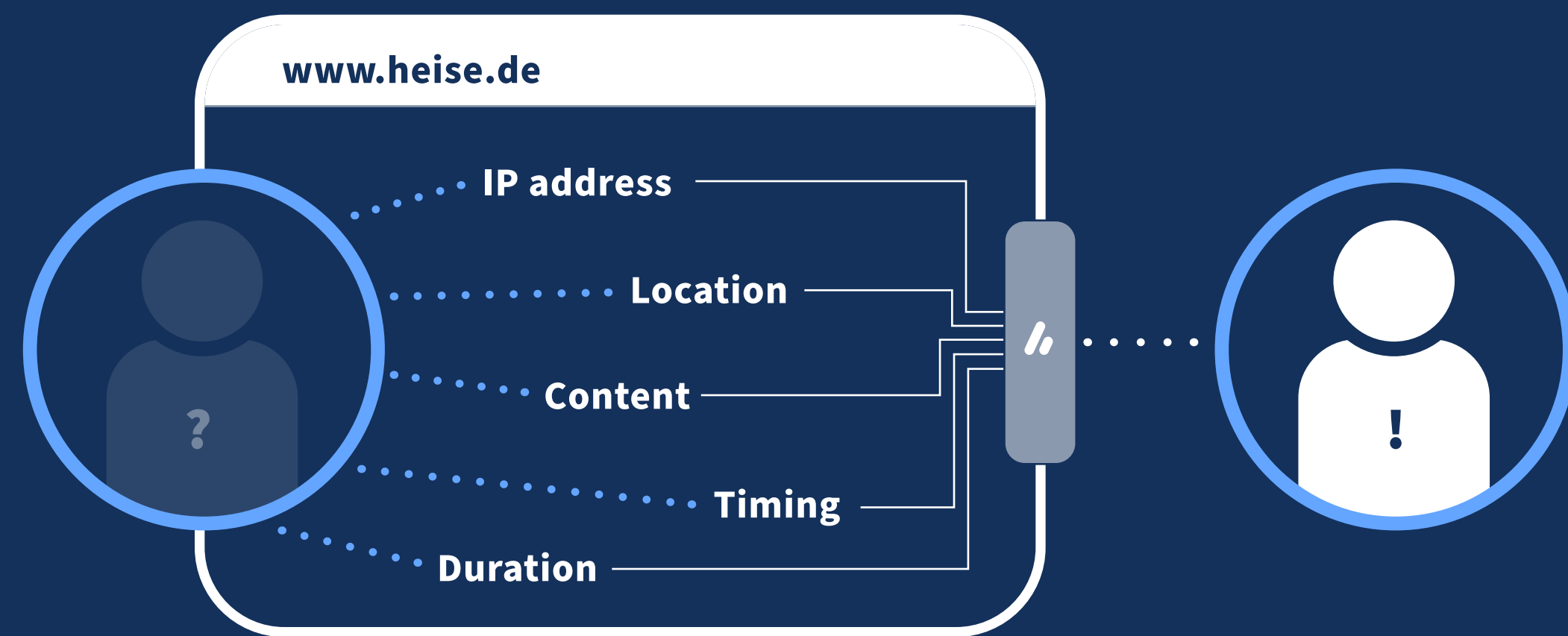
What is intent data?

Intent data is behavioural data that indicates what a company is interested in.
They predict whether a potential buyer intends to invest in your (or similar) products or solutions.
This is the next level in terms of data-driven marketing and sales.



How do we do that?

We record and analyse various user parameters of users on heise.de.
These are based on technically necessary signals that the Internet and browsers require in order to route traffic, html page structure, etc. We link this information to the content used, including time and duration.



Why does that help you?

Intent data provides you with background information about a company on our websites so that you **can address your target group more precisely and qualify them more quickly and reliably**. This allows you to address only those companies that are currently looking for a product like the one you offer or are currently gathering information about it.

Intent data provides you with a list of target customers and allows you to customise your target account list optimise and keep up to date.



USERS (CUSTOMERS) ON heise.de

TARGETED COLLECTION OF INFORMATION



HIGH QUALITY CUSTOMER LIST

What makes us special and valuable?

For you, we break down the user behaviour data according to the degree of concretisation of the purchase decision - based on the editorial article through automatic contextualisation. We differentiate between three phases:

- **Problem identification** ● **Information procurement** ... ● **Evaluation of the alternatives**
- The customer recognises a Need or problem, that needs to be solved.
- The customer is looking for Information about possible Solutions to his problem.
- The customer rates various options and compares them with each other.



How high is the investment for intent data?

	NUMBER OF COMPANIES* (per month)	3 MONTHS TERM	6 MONTHS TERM	12 MONTHS TERM
PACKAGE S	1,000	€ 5,247	€ 9,969	€ 18,889
PACKAGE M	1,500	€ 6,897	€ 13,104	€ 24,829
PACKAGE L	2,000	€ 8,697	€ 16,524	€ 31,309

* the most interesting companies with the most intent signals, according to the selected filter.

All rates plus VAT, agency commission is granted.

What do you get?

With our dashboard, you not only receive a clear visualisation with easy-to-understand key figures, but also detailed information on identified companies - perfect for targeted marketing measures, especially for account-based marketing. We also offer you a kick-off call and monthly trend analyses, to strategically set new touchpoints and sustainably increase your success.

How do you activate the newly acquired data?

With **Intent Data**, you are talking to the right companies, in the right place at the right time.



ACCOUNT-BASED DISPLAY CAMPAIGN

Plays targeted ads to companies that are demonstrably in the **problem identification phase**.



ACCOUNT-BASED LEAD GENERATION

Sends useful information to companies that are demonstrably in the **information phase**.

What exactly is the procedure?

BOOKING PROCESS: Customised intents

DELIVERY:

Who is the target group?

Delivery can be made via the following options:

- Target Account List (TAL)
- Individual selection criteria

Additional information required:

- Keywords
- Context for determining the intents
- Exclusion list if applicable (e.g. competitors)

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IDENTIFICATION:

Which companies can be identified?

Synchronisation with the MBmedien database.



MATCHING:

How many of the target companies visit the heise network?

How much content is available on this topic?

⋮



RESULT:

Result from the data analyses
+ Forecast of possible intents per month

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CUSTOMISED OFFER

The following topics can already be selected: **AI, security and application development.**
Other themes are available on customer request within 10 working days.

Do you have any questions or would you like to book an Intent Data package?
Feel free to contact us:

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