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real **users.** real **reviews.**

Buyer Intent Data:
# **The Ultimate Conversion Tool**

Pinpointing Research.
Leveraging Insights.

Buyer intent, or the probability that a customer will purchase your product, is a phrase marketers are becoming increasingly familiar with. And with the rise of analytics and software available to marketing professionals, the amount of data can seem unlimited.

With so much of it available, what data do you need to help your sales team convert leads into customers?

One of the most valuable forms of data informing buyer intent shares not just when prospects are interacting with your brand, but also how they are connecting with your competitors.

Every time a buyer interacts with your brand online, they are telling a story about what they are looking for, and how far into their research they have gotten.

81%
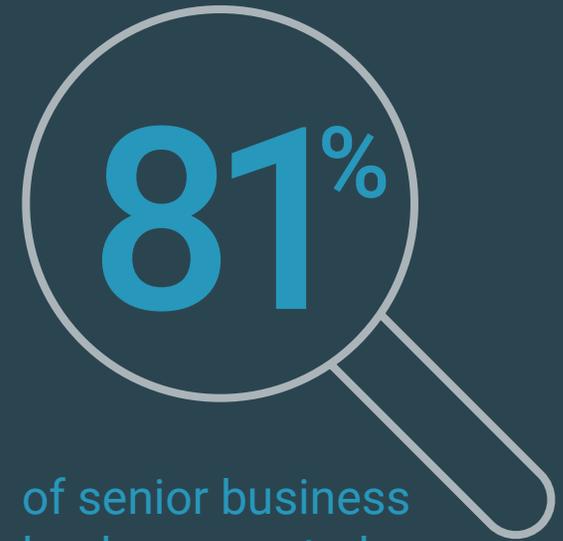
of senior business leaders reported they conduct research before bringing in a vendor.[1]

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Customers want
data they can trust.

The majority of the time buyers won't contact vendors until they have done research of their own.

Often, that research occurs outside of your website. Customers want data they can trust, and many look to other product users and peers for an unbiased understanding of not just the product, but also:

Who offers the best support and customer service

Which provider offers the least risk

How user-friendly is your program

How your price compares with your competitors

In short, buyers don't just want to know what features your product offers, they want to know if the experience of using your product actually lives up to your claims. And peer review sites are one place they go for answers.

According to a study by the Content Marketing Institute and SmartBrief,[2] the most influential sources of content influencing the purchase process are not from the vendors themselves. The study found the top three sources to be:

80%

One-to-one peer recommendations

74%

Original reserach

58%

Product reviews

Similar results were found by Nielsen,[3] with the top three sources participants "completely or somewhat" put their trust in being:

83%

Recommendations from people I know

70%

Branded websites

66%

Consumer options posted online

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Buyers want to know if the experience of using your product actually lives up to your claims.

The results of these reports are clear:

Your customers are talking and your prospects are listening; **you need to know what they are saying.**

Marketers can better target prospects, fine-tune messaging and get in front of active buyers by utilizing review data. This data enables them to understand what consumers are looking for and where their product is either excelling or falling short.

Not only that, marketers need to be the first one contacting prospects on those platforms. It is a popularly held belief that the first to engage wins, and buyer intent data is a source for those wins. Alternatively, if your competitor is the one accessing the data, they hold the advantage.

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So, where do you go to **get real time data about customers researching your brand?**

Known for their verified reviews, **G2 Crowd** is also a source of real time market intelligence data. Savvy marketers can access analytic tools to see exactly how much time buyers spend looking at you versus your competitors. In addition, marketers can compare their pageview numbers with the industry average and track changes.

Buying intent data allows marketers to discover what is important to customers and **solve their problems.**

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Not only can marketers identify what companies are viewing their products, they can also ascertain exactly what features customers are looking for, and where their competitors are falling short. The culmination of this data enables marketers to learn not just who has purchase intent for their product, but also areas for improvement and opportunities to increase customer satisfaction.

As B2B buying behavior changes, so do the must-have tools marketers need to act on huge amounts of valuable data. Buying intent data allows marketers to discover what is important to customers and solve their problems, whether they are current clients or prospects. Review data gives marketers the ultimate tool to track their performance and see how they rate with their competitors. It is important to get real time data to adjust campaigns and product features before the competition does so first.

Stay ahead of your competition with buyer intent solutions from G2 Crowd. <u>Contact us today.</u>