The Verto Vantage:
Catch the BI Express Train to Revenue

In an age where data is the driver to every key decision made in business sellers, marketers, and company leadership must prove their worth by focusing on revenue. The question we need to ask ourselves is – "are we getting in front of the right prospects at the time when they are ready to listen to what we have to say?"

The reasons we struggle with this are that prospects are zigzagging on their self-guided buyer journey (unknown to us), but they are drowning in both content and the claims of a sea of competition. There is simply too much noise out there for us to be heard and we can't afford to keep creating content and paying the "God of Google" hoping that prospects will "see our stuff." Added to this modern sales training has us convinced that the answer is to "create" demand, by leading with insights and upsetting the status quo of our target accounts. For 90% of us this has proven futile. There must be a better way.

There is. With Buyer Intent Data there is a more effective way to ensure that we get the high-quality leads that we need and to get our message in front of prospects when they are embarking upon considering change, to being in the midst of the decision making process, or even entering into discussions with competitors.

What is Buyer Intent?

Buyer Intent Data is sometimes known as Behavioral Intent Data, Purchase Intent Data or Customer Insights. Put simply, it is information collected on a company or person's digital engagement activities with different sources of online information.

Until recently, buyer intent data has been mainly restricted to first party sources - i.e. online interactions with web properties that you own and offline interactions like attending your stand at a tradeshow. These are sources that you control and have access to.

Truly valuable buyer intent data comes from signals that are happening away from your web properties., particularly if you accept that "67% of the buyer's journey is now done digitally," and that "B2B buyers are typically 57% of the way to a buying decision before actively engaging with sales."" It is this data that we can now provide.

When a target prospect starts on line searches, following competitors, attending events in your field, or talking about topics relevant to your products or services they leave signals behind that can be tracked.

Our buyer intent data delivers account-based insights at the level of the individual. What this means is we find intent signals from their online behaviors, in a wide range of publicly available sources on the web. We mine that data using advanced technology to provide useful insights at an account level. We then provide our customers with both company level data and the email address, position and contact number for the actual individual.

Triggers detect the signals that indicate buyer intent, allowing you to set them on the appropriate track, so to speak.

How Does it Work?

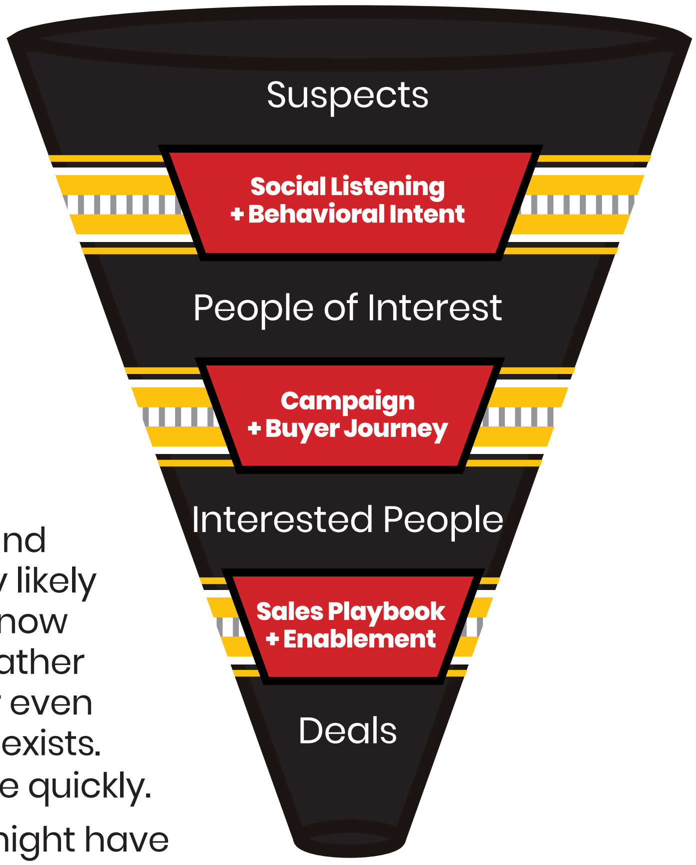
We've used words like "triggers" and "signals". So, what does that mean? Although it might sound a bit creepy, what we're able to do here is "see" what people are searching for and looking at on the web. We're using triggers to detect signals around specific subjects. Triggers can be "search terms" used in a search line of a search engine. In the business world for example, when looking for help developing some software, you might search on "application development companies" or "agile application development" or "software development". Another example is say you are a technology services provider and your main competitors are offshore companies like Wipro and InfoSys. Anytime our technology detects someone engaging with those competitors on any of their digital channels, whether it's social blogs, their forums, their YouTube channels etc. we would pick up those signals and provide you with those details to follow up with your offering.

Those are all triggers. When people use these in searches they send signals that our system detects. In some cases, we can detect the individual in other cases the company. The system then runs some matching routines to append contact data (like phone number and email address). This data comes from multiple data services as well as a LinkedIn match.

Other triggers are set up to detect signals in social media as well as search. For example, if we have set up a trigger on a series of trade shows and events (probably the digital variety these days) and people start to mention them in social media posts, we can detect those.

All these triggers and signals provide us with indications based on people's "digital body language." What they're searching on, what they're engaging with, who they're following, positions they're recruiting for, and news articles they're forwarding - to name a few. This behavior provides us some idea of their intent.

Verto uses buyer's intent triggers and then detects the signals from buyer's digital behavior. This is how we can identify “people of interest” from an original pool of “suspects”. In the context of the good old sales pipeline, we’re creating that next group (“people of interest”). These “people of interest” (or contacts) are then automatically included in digital campaigns to build their awareness of you.



The Verto Verdict

Our gathering of this data enables our customers to get more leads in record time. This enables you to focus on “existing or emerging demand”. In other words, people and companies that are showing signs of activity likely to lead to purchases in your space. You can now focus your campaigns on these prospects, rather than guessing at who might be interested or even worse, trying to create demand where none exists. All these ingredients will help you win revenue quickly.

This technology is now within your reach. It might have seemed that this is “big company” stuff and just too expensive and complex. The good news is that it is neither. With this technology combined with our expert services we’ll enable you to get on the fast train to revenue success, rather than languishing in the “sidings of so-so revenue.” You’ll be able to build a strong sales pipeline that delivers real leads with real revenue and it doesn’t mean you have to spend a fortune to do it.

Minding the Gaps in B2B Sales and Marketing Involves Finding Them First

The gaps in sales and marketing have gotten wider and B2B leadership needs to do more with less. Lead generation, digital marketing, and sales enablement should work together, be simpler, cost less, and produce more.

Verto makes it happen.

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