

Buyer Intent

Understand your customers' purchasing intentions with Breeze Intelligence's buyer intent. Leverage actionable insights to align your marketing and sales strategies with your customers' needs.

What is Buyer Intent?

Buyer intent is a feature within Breeze Intelligence that helps you gauge your customers' readiness to purchase based on their behavior and interactions. Buyer Intent can identify anonymous visitors by using sophisticated IP Address-to-Company mapping technology. Anonymous visitors are visitors who have visited a page with your tracking code on it, but haven't converted through a form and aren't a contact in your CRM yet.

Key Functionalities and Capabilities:

- ✓ Add target companies to HubSpot when they visit high-intent pages on your website.
- ✓ Identify high-intent, high-fit companies and prioritize them in your sales funnel.
- ✓ De-anonymize visitor traffic, guiding your team's outbound sales efforts.

Customer Jobs to Be Done

- ✓ Detect potential buyers early in their journey.
- ✓ Tailor marketing messages to match the buyer's stage.
- ✓ Optimize ABM based on intent signals.

Use Cases

Scenario

Your marketing team is generating a lot of leads, but the sales team is struggling to identify which leads are most likely to convert.

Use-Case

With buyer intent, your sales team can focus on leads that show high intent, such as repeated visits, visits from defined accounts, or viewing timely and relevant content downloads.

Steps to Use Buyer Intent

- 1 Enable buyer intent on your website and landing pages.
- 2 Define your target market(s) and intent criteria.
- 3 Add, assign, and prioritize companies showing intent to HubSpot.
- 4 Customize outreach based on page/view activity.

Customer Benefits

Outcome: Teams using buyer intent can engage high-intent visitors early in their purchasing journey, increasing pipeline value, shortening the sales cycle, and generating more sales.



Since implementing HubSpot's buyer intent feature, we have gained valuable insights into our Total Addressable Market, allowing us to target high-potential leads strategically. The improved data quality, enhanced visibility into market opportunities, and increased efficiency have been standout benefits of the product.

Phocas Software - Josh Ames, RevOp Manager