

4 Data-Driven Steps To Drive Successful B2B Demand Generation.

Harness the power of data to target the right prospects at the right time – and report excellent results.

Introduction

Fact: Good data lives at the core of every successful B2B demand generation strategy. Without quality data, it's nearly impossible to identify and segment your target audience and create messaging that speaks to their values and interests.

[According to Invesp](#), 54% of B2B businesses say their biggest challenge to achieving success is the absence of data quality.

Whether you're stepping into a new position or you're new to demand generation, learning the tricks of the trade can be, well, tricky.

In this eBook, you'll discover how to improve your demand generation program – and your bottom line – in four data-driven steps:

- Nail down your ideal customer profile (ICP)
- Leverage intent data
- Personalize messages to your priority accounts
- Review, report, and iterate



STEP 1

**Nail down your
ideal customer
profile (ICP)**

STEP 1

Your ideal customer profile (ICP) is a detailed description of a company that you deem a perfect fit for your product or solution.

As opposed to a buyer persona – which focuses on the characteristics of an individual buyer – an ICP considers the account’s firmographic data (such as employee headcount, location, and revenue), and psychographic data (such as values and priorities).

“The ICP is the intersection between high value, good fit, and good timing,” says Hussam AlMukhtar, senior director of strategic growth and

partnerships at ZoomInfo.

[To build an ICP from the ground up](#), you first need to put a segmentation strategy in place.

“This is where demand gen and product marketing work together,” explains Mitchell Hanson, senior director of demand generation at ZoomInfo. “Product marketing will always come up with who you need to sell the product to. They can say this product is made for salespeople in an enterprise-sized company, but what they don’t specify is the actual buyers of the product. That’s where we come in.”

Accounts with high potential lifetime value or strategic value

High Value

ICP accounts = highest priority targets

Accounts that are a good fit for your solution

Good Fit

Good Timing

Accounts indicating they are interested or “in market” now

STEP 1

Work with your product marketing team to understand how they define an ideal customer for a particular product or service. Use these questions to guide you:

- How would you describe our ideal customer account?
- Which attributes indicate higher value or spend potential?
- Which attributes indicate stronger fit? Where do we win more often?
- What is the tech infrastructure or operating environment of our ideal customers?
- What are the key buying triggers that drive these accounts to take action?
- What are the main reasons accounts don't buy from us?

Once you know product marketing's ideal customer, run reports on your existing customer base to determine who is *actually* purchasing the product or service.

Even if the product is still in beta testing or was recently released and only has a small pool of customers, study those accounts. Look for patterns in characteristics such as company revenue, employee headcount, industry, and location.

Verify if product marketing's theory aligns with your "deals-won" buying segment.

Once you gain a larger pool of customers, run reports on your customer segments to determine where the highest amount of revenue exists. For instance, which industries, job functions, and company sizes have the greatest revenue potential across your accounts?



STEP 1

You can use the sales velocity formula to validate this:

V = # of opportunities x deal value x win rate / length of sales cycle

The formula tells you the speed at which your team is making money. For example, if you sell your product to industries such as financial services, retail, and IT/tech, you can run the sales velocity formula three times – once for each industry. Whichever has the highest output determines your product’s best-performing industry.

To validate your ICP during this process, it’s important to have accurate, up-to-date data. Otherwise, you may target the wrong prospects, wasting time, resources, and dollars. Work with a [B2B data intelligence solution](#) to ensure you have access to the cleanest data.

Once you have your ideal customer profile set and you know the types of companies to target, use intent data to identify and prioritize accounts.

“

When you target the right people, you spend your ad money much more efficiently and your conversion rates are much better.”

Hussam AlMukhtar, Senior Director of Strategic Growth & Partnerships, ZoomInfo

STEP 2

Leverage intent data

STEP 2

“Demographic and firmographic data are important, but standard – knowing an account’s contact information, industry, and location. What’s difficult, and where most marketers fall off, is psychographics. That’s where intent is,” Hanson says.

Intent data is a demand gen marketer’s best friend. This powerful data uncovers buying signals based on prospects’ online consumption patterns.

As potential buyers research solutions, categories, topics, and vendors, they leave digital footprints. Intent data tracks and identifies who is leaving these footprints and how likely they are to make a purchase.

For example, if a prospect account searches “what is B2B marketing software,” you can infer that they have relatively little intent to make a purchase. However, if they search “best B2B marketing software vendors,” you can infer the company has medium to high intent to make a purchase. Being notified in real time when prospects are engaging with content relevant to your business improves your targeted nurture outreach and lead scoring, and allows you to get your foot in the door ahead of the competition.

According to Statista, 70% of surveyed B2B technology vendors use intent data for prospecting, 53% use it to support sales enablement, and 52% use it for targeting accounts.

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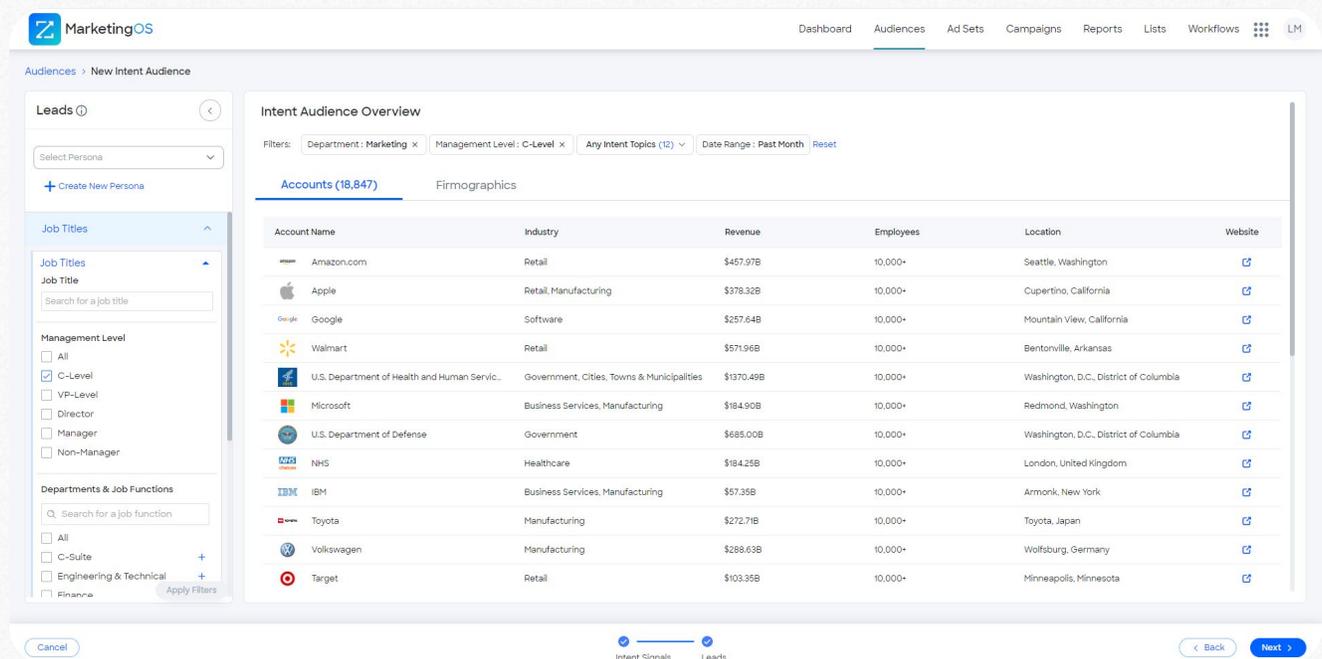


STEP 2

Tracking intent signals also helps demand generation marketers identify early brand interest and prioritize accounts that are close to purchase or have the most promising annual contract value (ACV).

So, how do you track intent?

The first step is to identify your intent categories, such as an industry or topic. Then using your [B2B data intelligence platform](#), you can apply filters to show only accounts that fit your ICP criteria.



The screenshot displays the MarketingOS interface for an Intent Audience Overview. The top navigation bar includes Dashboard, Audiences, Ad Sets, Campaigns, Reports, Lists, Workflows, and LM. The main content area is titled "Intent Audience Overview" and shows filters for Department: Marketing, Management Level: C-Level, Any Intent Topics (12), and Date Range: Past Month. Below the filters, there are tabs for "Accounts (18,847)" and "Firmographics". A table lists various companies with columns for Account Name, Industry, Revenue, Employees, Location, and Website. The table includes entries for Amazon.com, Apple, Google, Walmart, U.S. Department of Health and Human Services, Microsoft, U.S. Department of Defense, NHS, IBM, Toyota, Volkswagen, and Target.

Account Name	Industry	Revenue	Employees	Location	Website
Amazon.com	Retail	\$457.97B	10,000+	Seattle, Washington	Website
Apple	Retail, Manufacturing	\$378.32B	10,000+	Cupertino, California	Website
Google	Software	\$257.64B	10,000+	Mountain View, California	Website
Walmart	Retail	\$571.96B	10,000+	Bentonville, Arkansas	Website
U.S. Department of Health and Human Services	Government, Cities, Towns & Municipalities	\$1370.49B	10,000+	Washington, D.C., District of Columbia	Website
Microsoft	Business Services, Manufacturing	\$184.90B	10,000+	Redmond, Washington	Website
U.S. Department of Defense	Government	\$685.00B	10,000+	Washington, D.C., District of Columbia	Website
NHS	Healthcare	\$184.25B	10,000+	London, United Kingdom	Website
IBM	Business Services, Manufacturing	\$7.35B	10,000+	Armonk, New York	Website
Toyota	Manufacturing	\$272.71B	10,000+	Toyota, Japan	Website
Volkswagen	Manufacturing	\$288.63B	10,000+	Wolfsburg, Germany	Website
Target	Retail	\$103.35B	10,000+	Minneapolis, Minnesota	Website

Let's say you sell a solution for account-based marketing (ABM). You can identify which accounts are searching for topics related to ABM, then organize the accounts into three buckets: no intent, little intent, and high intent.

By adjusting the signal score, you can filter the accounts that have "little intent" or "high intent" to purchase an ABM solution.

Additionally, you can adjust the audience strength to show how many individuals at a company are searching for that topic and are possibly interested in making a purchase. The more people are searching, the more likely they are to make a future purchase.



STEP 2

If you come across accounts that fit your ICP, but currently have no intent, that doesn't mean you should ignore them.

“When targeting accounts with no intent, my goal is to run an awareness campaign,” AlMukhtar says. “Through digital advertising, content syndication and email marketing, I target these accounts by providing them with upper-funnel educational content like blogs and infographics. This brings awareness to a problem they may not even know they have.”

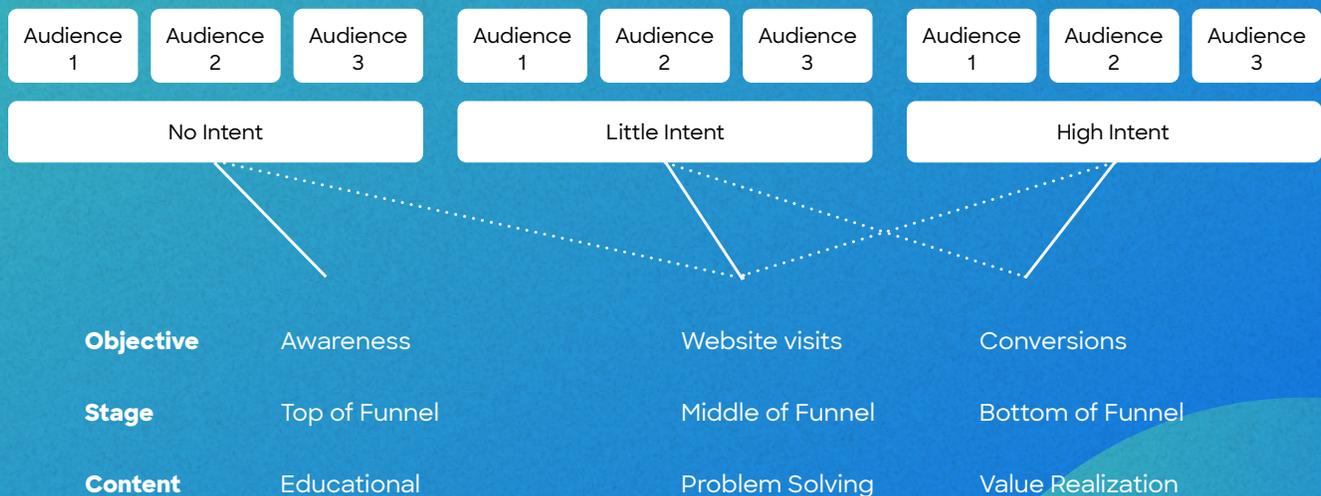
Using similar marketing campaigns, AlMukhtar targets accounts showing little intent with in-depth mid-funnel content like eBooks and whitepapers.

For those with high intent, he provides direct response ads that encourage potential customers to get a demo or talk to a salesperson.

In terms of frequency, AlMukhtar reaches out to accounts with high intent bi-weekly, compared to monthly for those with little to no intent. He finds that this cadence works best given how quickly intent data expires.

Audience Objective Matrix

—— Primary Objective
..... Secondary Objective



STEP 3

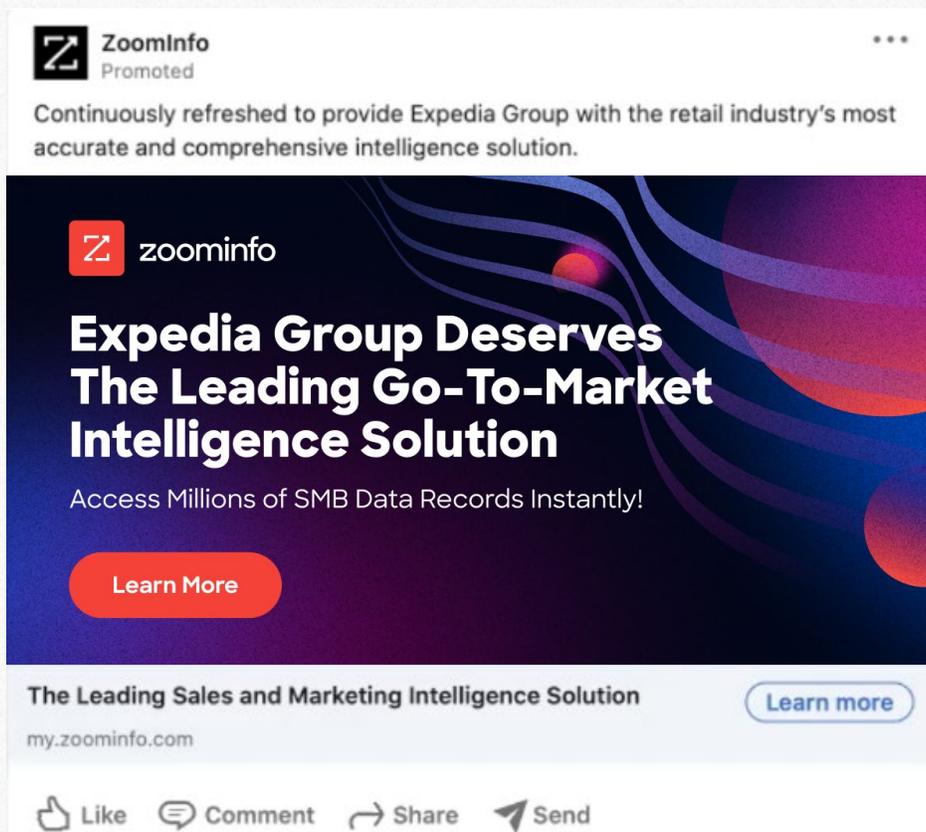
Personalize messages to your priority accounts

STEP 3

One size does not fit all when it comes to targeting accounts – particularly high-priority accounts. “You want to provide personalized, relevant, customer-first solutions and messaging,” AlMukhtar says.

For example, this is a direct response ad ZoomInfo ran on LinkedIn to target an ideal customer with high intent.

AlMukhtar’s team segmented the persuasive ad by vertical (retail industry) and account size (enterprise). While priority accounts like the example below might be worth the money it takes to customize a direct-response message, this effort is not realistic at scale.



The image shows a LinkedIn promoted advertisement for ZoomInfo. At the top left is the ZoomInfo logo and the word "ZoomInfo" with "Promoted" underneath. To the right of the logo are three dots. Below the logo is the text: "Continuously refreshed to provide Expedia Group with the retail industry's most accurate and comprehensive intelligence solution." The main body of the ad has a dark blue background with abstract purple and red wave patterns. It features the ZoomInfo logo and the text: "Expedia Group Deserves The Leading Go-To-Market Intelligence Solution". Below this is the text: "Access Millions of SMB Data Records Instantly!". A red button with the text "Learn More" is positioned below the text. At the bottom of the ad, there is a light blue bar with the text: "The Leading Sales and Marketing Intelligence Solution" and a "Learn more" button. Below this bar is the URL "my.zoominfo.com". At the very bottom of the ad are icons for "Like", "Comment", "Share", and "Send".

That’s not to say [personalization at scale](#) isn’t possible – just not at the account level. To personalize large-scale campaigns, you must craft messages at the segment level. This means segmenting by attributes such as annual revenue, employee headcount, or location and crafting copy for each group.



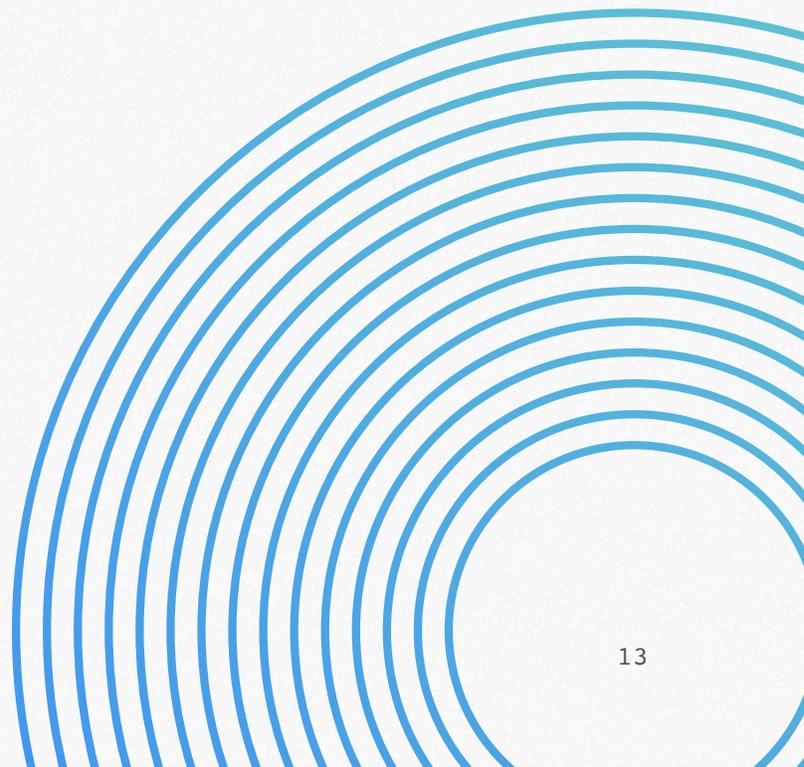
STEP 3

You can also get more granular in your personalization with multiple segment layers. For example, let's say you identify a group of enterprise-level software accounts in Boston. You can craft a group-wide personalized message (minus any company names) that will feel tailored to each account. When crafting your copy, consider what each segment values most and how your messaging can best speak to it.

“If you're defining your segment by the number of employees for an ad campaign,” AlMukhtar says, “then you want to know if the account is enterprise or mid-market. For example, if you're selling software to enterprises, they probably care more about security and privacy, so you should speak to that. Whereas if you're selling to mid-markets, you may want to speak more to your product's ease of use.”

Because messaging also differs based on intent level, your call-to-action should provide prospects with the most logical next step in their buyer's journey.

Above all, to personalize your marketing at scale, you must have reliable, standardized data. Otherwise, you might deliver the wrong message to the wrong audience at the wrong time. In this situation, you not only look unprofessional, but you risk losing valuable opportunities.



STEP 4

Review, report, and iterate

STEP 4

When entering a new demand gen job, it's important to know how your company's marketing metrics compare to industry standards. Work with your internal marketing team to define what qualifies as a "good" open rate, click-through rate, and cost per lead.

"Demand gen looks at metrics in two buckets," Hanson explains. "Campaign performance metrics and funnel metrics." Campaign metrics can refer to any campaign results – from email marketing and display advertising to webinars.

Here are examples of different [demand generation metrics](#) you may want to report on:

Email marketing metrics include:

- Open rate
- Click-through rate (CTR)
- Conversion rate
- Bounce rate
- ROI

Display advertising metrics include:

- Impressions
- Viewable rate
- Unique reach
- Clicks
- Cost-per-click (CPC)

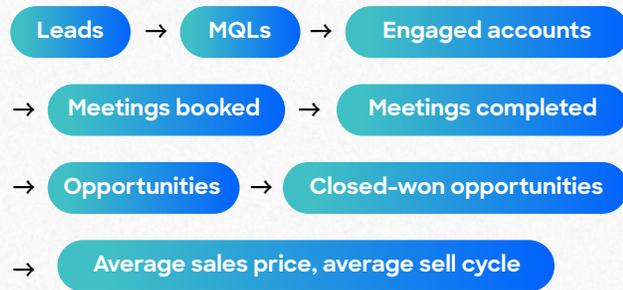
Webinar metrics include:

- Number of registrations
- Landing page to registration conversion rate
- Registrant to attendee conversion rate
- Time spent in the webinar
- Webinar costs



STEP 4

Funnel metrics, on the other hand, refer to how your efforts drive leads down the funnel. According to AlMukhtar, a B2B demand generation funnel report should look like this:



When [reporting on demand generation metrics](#), to solidify (or reveal gaps in) your ICP, look for common factors among leads. This might include the number of employees, business vertical, and tech stack.

On a daily basis, you should track:

- Number of leads generated
- Number of MQLs generated
- Number of meetings generated
- Number of meetings completed
- Conversion rate from MQLs to demos
- Number of complete meetings that entered the pipeline

- How much of that pipeline closed
- How many existing contacts you re-engaged with
- How many responses you received

Additionally, be sure to track how many net-new contacts you sourced each week, month, and quarter.

Close alignment with your sales team is essential during this stage, as they can't bring in new business alone. Having an open line of communication will ensure you know what numbers they expect from you, and the results you can realistically achieve.

Remember, it's the *quality* of your pipeline that matters, not just the quantity. If nothing is closing, that will reflect poorly on you. Track performance over time to ensure you're seeing incremental growth. If you're not getting the desired results, work with your team to identify gaps in your processes and determine opportunities for improvements.



Conclusion

With this knowledge under your belt, you're ready to take demand generation by storm.

Don't forget to:

- **Nail down your ideal customer profile.** Work with your product marketing team to understand who the product best serves. Make sure you audit your existing customer base and verify hypotheses with the sales velocity formula.
- **Leverage intent data.** Bucket ideal accounts by “no intent,” “little intent,” and “high intent” and provide each group with the most helpful next step in their buyer's journey.
- **Personalize messages to your priority accounts.** Segment accounts by attributes and craft messages that speak to what your prospects value most.
- **Review, report, and iterate.** Set benchmarks and track performance over time to pinpoint gaps and ensure steady growth.



Skyrocket Demand

Want to drive your demand generation program with confidence and on-the-mark accuracy? Find the right leads – at scale. Generate pipeline across your demand generation strategy with advanced B2B intelligence. Launch targeted display and social advertising campaigns to prospects based on their job title, management level and department at companies showing buying intent, all from the single [MarketingOS](#) platform.

