Intent Use Case Spotlight: Account Identification & Selection

What is Account Identification & Selection?
Process of using intent data to identify or select specific accounts to focus time and resources on based on likelihood to buy.

Intent Data Use Case Maturity Journey

Stage 3 Use Cases
- Market Intelligence
- Event Planning

Stage 2 Use Cases
- Lead/Account Scoring
- Account Prioritization/ Pipeline Acceleration
- Churn Prevention
- Upsell/Cross-Sell

Stage 1 Use Cases
- **Account Identification & Selection**
- Digital Advertising
- Lead Generation
- Message Selection/ Content Creation

Stages in ascending order from easiest to most difficult to implement.

> *"Account identification" is one of the most impactful uses of intent data (44%) among B2B marketing teams.*
>
> 2021 Ascend2/Intentsify Research Report
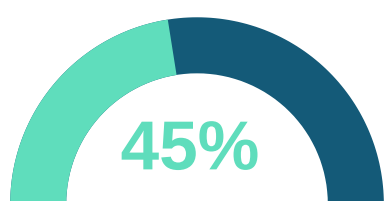
Who Uses Account Identification & Selection?

Marketing ✓	Sales ✓	Customer Success
• Demand gen • Marketing ops • Product marketing	• Leadership • Account execs • Business development	

Why Do They Use It?

45%

"Identifying target audiences/ accounts" is the #1 critical challenge (45%) among B2B marketing teams for digital marketing strategies.

(2021 Ascend2/Intentsify Research Report)

1. **Improve understanding** of market opportunities

2. **Increase impact** of marketing & sales investments & efforts

3. **Validate and optimize** existing ideal customer profiles (ICPs) & target-account lists (TALs)

How Do They Use It?

ICP creation
Analyze intent signals to identify patterns among specific firmographics (e.g., industry, company size, etc.) that indicate a higher likeliness to be "in market" to buy a product or service.

TAL development
Analyze intent signals among ICP-fitting organizations to select specific accounts to target for go-to-market strategies & marketing programs.

Account Identification & Selection
- TOFU
- MOFU
- BOFU
- Customer Investment