


Accelerate Prospect-Conversion using Customer-Intent Data

The Expandi DaaS platform ensures more deals by identifying and selecting ready-to-buy tech-purchase prospects





Are you sure you're investing your time talking to the best possible prospects?

Targeting the right Decision Makers at the right time with the right message is not easy. Data is the lifeblood of every ABM strategy, correctly collected and analysed data can deliver a huge competitive advantage to your marketing and sales teams.

Imagine what you could do if you knew which companies are interested in and are actually ready to buy your solutions

The Unique Insights of B2B Intent Data

Intent Data accurately identifies a potential customer's purchasing intentions via behavioral analysis, empowering your accurate targeting of prospects who are actively considering either your or similar products and solutions.



Intent-Data Analysis Empowers You To...

- Utilize advanced behavioral intelligence – identify and prioritize in real-time active, good-fit leads to deliver relevant, contextual information at exactly the right time
- Personalize your messages – discover your prospect's interests and concerns to create precise, tailored, personalized messaging
- Address the entire Decision-Making Unit – direct accurately aimed content to all major decision makers within a company DMU that's showing interest in your key offerings
- Gain competitive advantage – leverage relevant information on competitor offerings being considered by your potential prospects

Not All Intent Data is the Same

Expandi intent data and platforms offers unique advantages and extra value to your ABM strategy. This is how:

<p>Breadth: we analyze intent Data covering all media, rather than from purchased sources</p>	<p>Depth: we mix intent Data from both account (top down) and individual (bottom up) levels</p>
<p>Unique Buyer-Intent algorithms: we create intent scores for each Account and Contact via internally developed algorithms</p>	<p>Omnichannel: we monitor all media, emailing, phone interactions, on-line events, etc.</p>
<p>Unrivaled Data Base: we match intent data with the best B2B data base of EMEA contacts and accounts</p>	<p>Time to Market: can provide DM contact details for immediate prospect-engagement</p>

Expandi's Unique DaaS Platform

Our unique intent data platform paired with an accurate analysis of a prospect's predicted intent empowers your planning and implementation of the most effective omni-channel marketing and sales programs. Empower your sales team to close deals faster with buyer-intent data.

Get a demo today