

Avoid These 9 Mistakes When Buying Intent Data



Want a serious competitive edge? Intent data tells you when potential customers are ready to buy. Combine it with a platform like Dealfront Target, and you'll unlock deep insights into your ideal customers and their decision-makers. Target's Trigger Events alerts you to company expansions, trade fair attendance, and other key moments. **But beware:** not all intent data is created equal. Use our checklist to ensure you're buying high-quality, compliant data that fuels your business without compromising. Let's dive in!

1. Data Origin

- Does a third party provider of intent data give the clear names of the cooperation sites?
- Does the third-party provider disclose its cooperation sites upon request?

2. Data Delivery

- Does the third party provider deliver the data as a big package or does he/she sort the data for you?
- How can you filter the data? Category, source...?
- Can you define these categories yourself?

3. Data Quality

- How much data can the provider deliver for your purposes?
- Does the provider fill up his data with other data (such as socio-demographic data, statistical twins etc.)?

4. Independence of the Data

- Do you receive Intent Data on demand without media inventory?

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5. Timeliness of Data

- How "fresh" is the data you receive? Is the data collected dynamically (automatically updated when there is a change)?

6. Integration of the Data

- Can you integrate the data into your existing tools?

7. Resources

- Do you have sufficient staff and capacities to be able to use Intent Data profitably at all?

8. Authorization for further Use of the Data

- Are you allowed to combine the received data with your own data?
- Is the data use only allowed for a certain period of time?

9. Subdivision of Intent

- Does the third-party provider also supply you with data on a specific phase of the customer journey (buyer intent vs. customer Intent Data)?