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# How to Use Intent Data for ABM Campaigns

June 06, 2022



# Agenda

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Supporting Worksheets

- 01** Inbound + ABM
- 02** Introduction to Intent Data
- 03** Ideal Tech Stack
- 04** Where ICP & Buyer Personas Fit
- 05** Campaign Design + Sales Alignment
- 06** Our success stories

# Hannah Shain

VP, Marketing | SmartBug Media  
Denver, CO



Let's Connect

Over my career, I have led the marketing strategy and demand generation at 3 different SaaS companies during times of hyper-growth, with successful exits and IPOs. Most recently I own the demand gen, revenue ops, brand and growth for HubSpot's #1 Partner Agency, SmartBug Media®.

Host of SmartBug on Tap Weekly Podcast.

[linkedin.com/in/hannahshain/](https://www.linkedin.com/in/hannahshain/)

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on  
tap

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## Intelligent Inbound® Marketing

for **predictable** marketing results

We don't stop at strategy—  
and we don't start at execution.

We specialize in ...

- Intelligent Inbound®
- Revenue Operations
- Design & Development

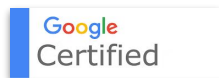
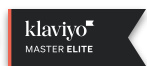


HubSpot 2021 IMPACT AWARDS  
PARTNER OF THE YEAR



# SmartBug.™

Intelligent **inbound marketing**  
for revenue growth



SmartBug Media® is a globally recognized Intelligent Inbound® marketing agency. We help businesses **grow revenue and increase brand awareness** with thoughtful, creative digital campaigns that break down the barriers between sales, marketing and customer success—and their technology.



## We were remote, before remote was cool.

Our seasoned team members come to us from brands  
such as **HubSpot, FCB, Seagate, HBO, Gartner, Deloitte  
& Touche, Electronic Arts, UBM and Paychex.**

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# Industry Expertise



ih

INVISIBLE  
HEALTH  
TECHNOLOGIES

happify™



Teleflex®  
MEDICAL OEM



UROLIFT®  
BPH Relief. In Sight.™



Petal MD

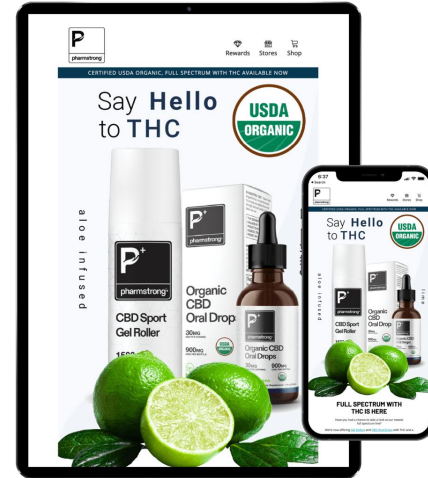


FATHOM



GAME READY®

# Samples of E-Comm Work



# Audience Poll:

Where are you at with ABM?

❤️ Currently running campaigns

👍 In the works, but not yet live

😬 Haven't even started

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# Audience Poll:

Those of you working on ABM campaigns, what's your method for account **identification**?



Using Intent Data



Lookalike accounts, best match our ICP



Sales tells us who to target

... other. Type it in the chat.

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**70%** of buyers fully define their needs on their own **before** engaging with a sales representative.

**44%** identify specific solutions before  
reaching out to a seller.



# A Smarter Way to Do...

**INBOUND MARKETING**

&

**ACCOUNT BASED MARKETING**

|                    |                          |                                   |
|--------------------|--------------------------|-----------------------------------|
| FOCUS              | <b>Market/Industries</b> | <b>Accounts</b>                   |
| MEASURE OF SUCCESS | <b>Quantity of Leads</b> | <b>Quality of Target Accounts</b> |
| OBJECTIVE          | <b>New Business</b>      | <b>Land &amp; Expand</b>          |
| RESEARCH TOOL      | <b>Buyer Persona</b>     | <b>Ideal Customer Profile</b>     |

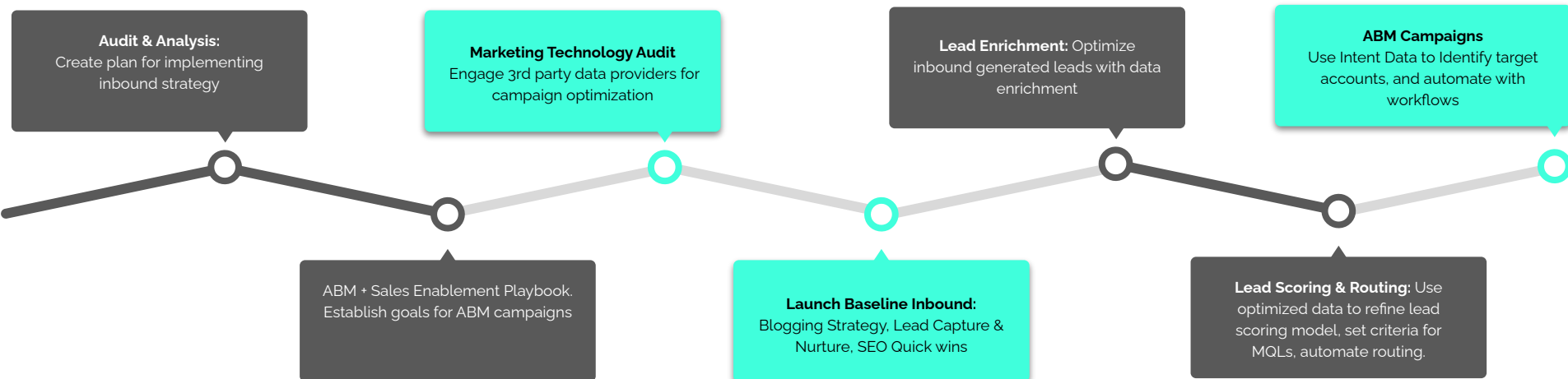
# Inbound-ified ABM

More to come...

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# Implementation Strategy

Start with **Inbound** → ABM



# 8 STAGES OF ABM





Account  
**Identification**

# Step 1: Validate the Top 10

## Tier 1: TOP 10

### BEST COMPANY EVER

- Perfect Tech Stack (e.g. HubSpot + WP + Google Ads + Analytics)
- **Your best fit**
- Highest Revenue / Marketing Budget
- Personal Connections (LinkedIn) within company
- Recognizable Brand
- Potential for TV

### USE MARKET SIGNALS

- Recent exec (C-level) changes
- Funding announcements
- Added Mktg Tech
- Growth Press Releases



Don't try to sell to companies just  
because they look like a good fit.

—

Target companies who are  
actively in a buying mode.

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INTENT

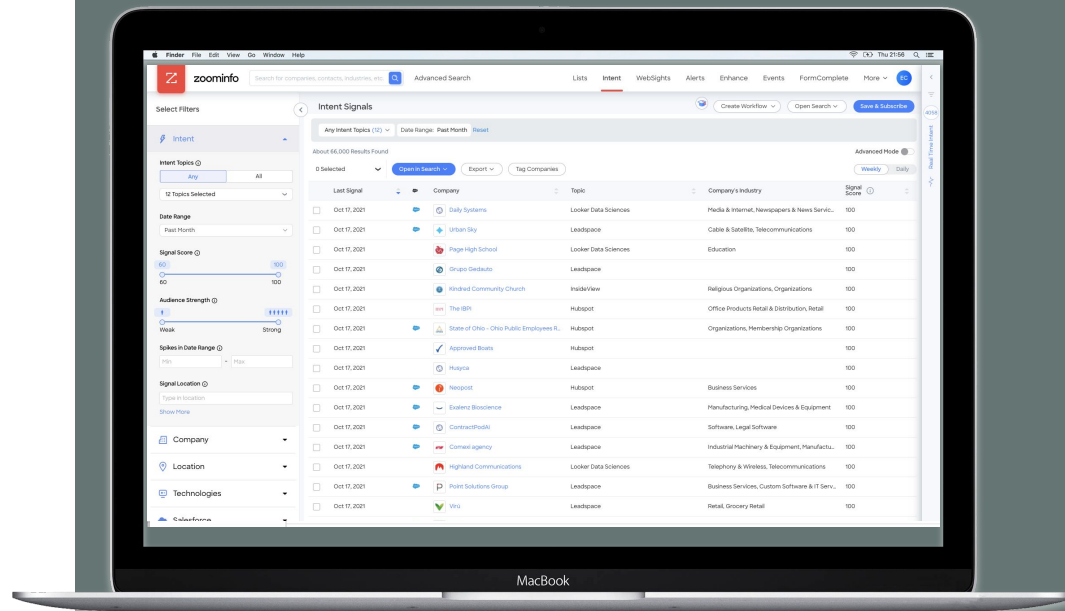
**Intent data** is a dataset that shows what an individual is interested in and, therefore, what they are likely to do, say or buy next.

Its a type of sales intelligence that shows which accounts are actively researching on third-party sites. When research on a particular topic is higher than usual, the **account spikes** on those topics.

# Using Intent Data

Uncover target accounts researching your solution.

Find companies with above-average web browsing activity on topics related to your business, and identify prospects as they're searching for solutions like yours—even before they've engaged with sales or marketing.

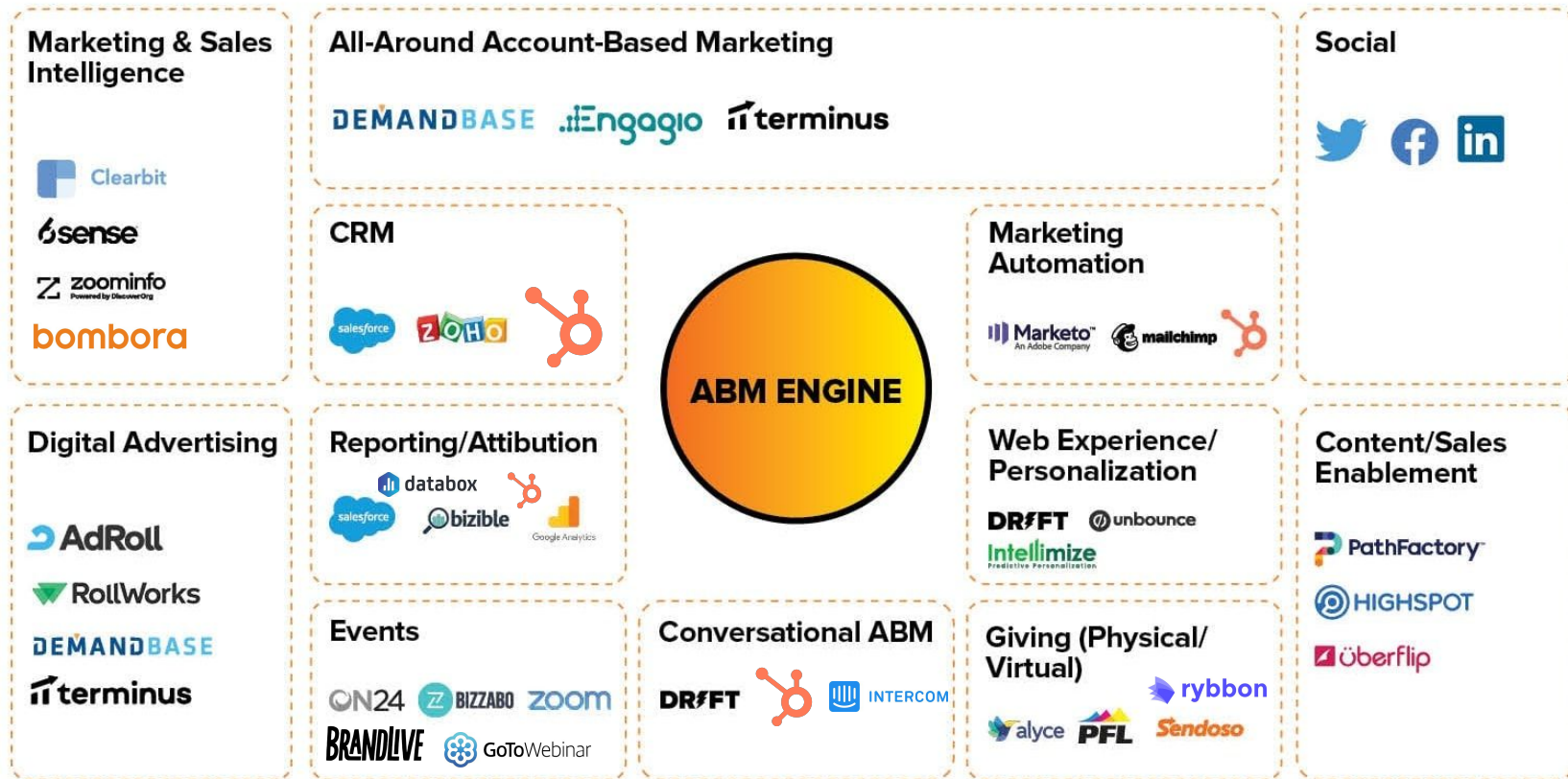


# Use Intent Data to...

- Build prospecting lists
- Identify customers ready to spend more
- Retain customers and reduce churn
- Score leads and prioritize accounts
- Run ABM campaigns
- Craft tailored messaging and content

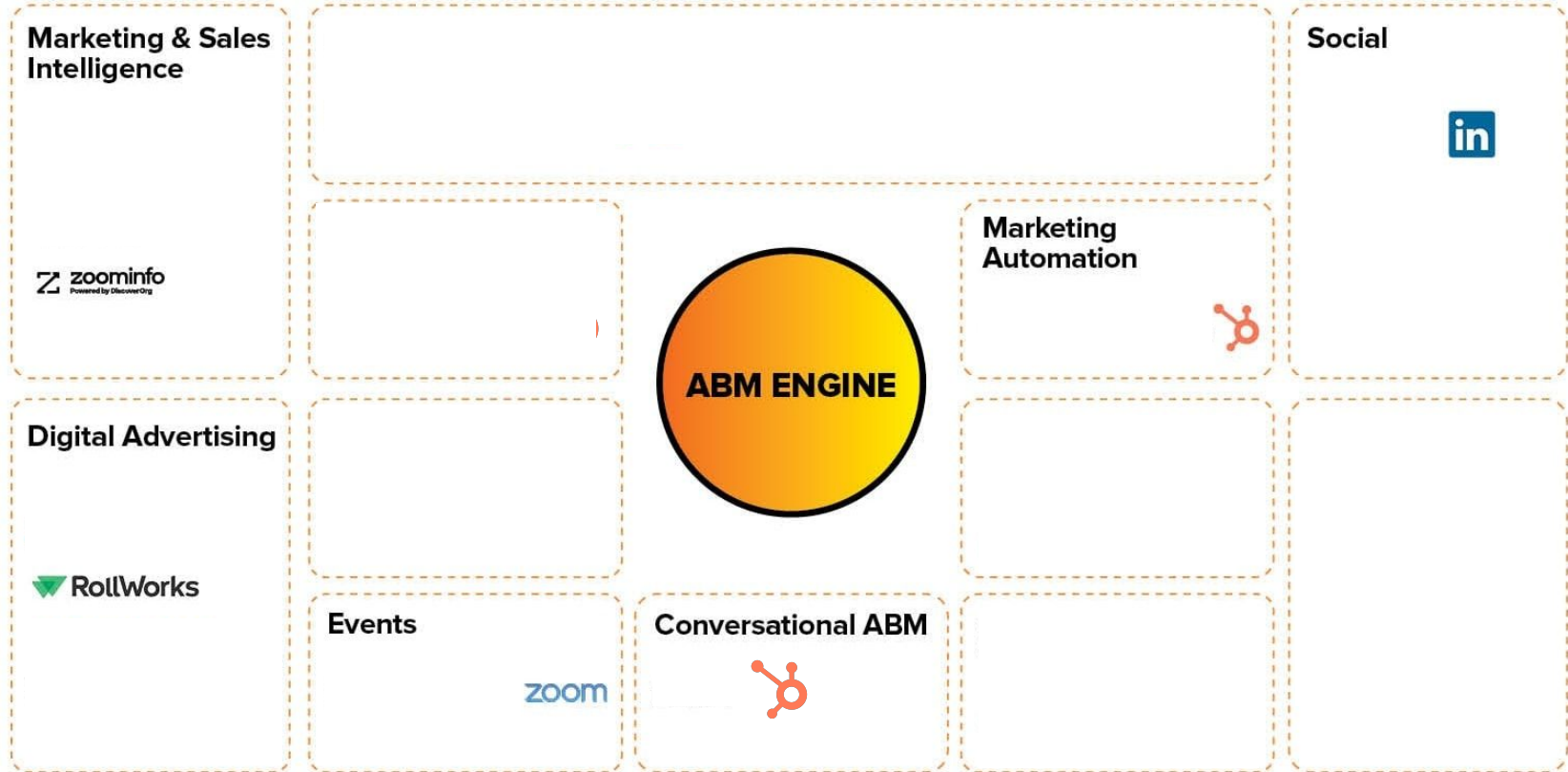


# Account-Based Marketing Tech Stack Example



DRIFT

# Account-Based Marketing Tech Stack Example

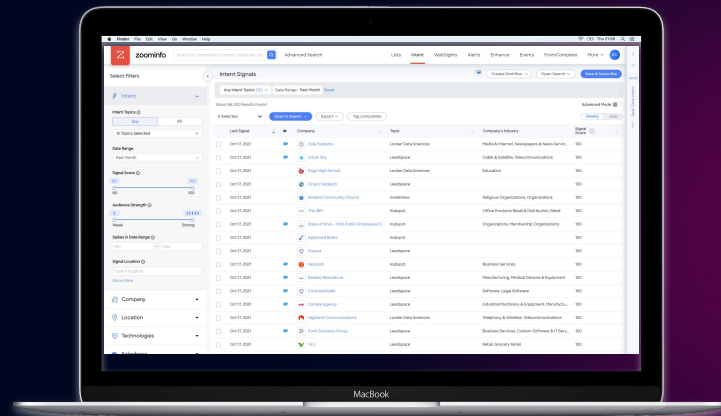


# INTENT (Streaming)

The world's only real-time intent offering.

**Identify prospects** as soon as they start searching for a solution like yours—right at the start of their buying journey before your competitors.

- Receive daily morning updates and in real-time every 10 minutes
- Gain the competitive edge by being first to connect

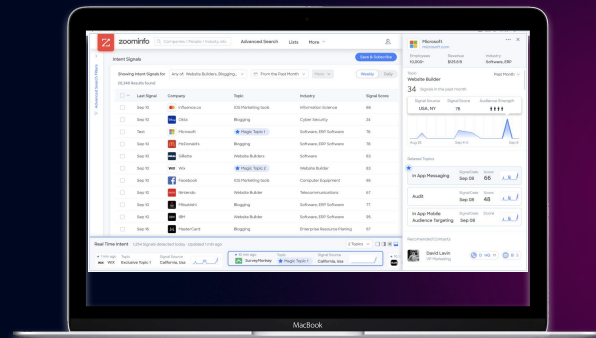


# INTENT (Custom)

Get more targeted.

By **customizing** your topic and tailoring it to suit your needs, you can track specific corners of a certain industry or space. Or, take an existing standard topic and add or exclude keywords.

- Define keywords for a new or existing topic
- Modify your topics as often as you need to get the signals you're looking for



# How Intent Data Works...

Behavioral Signals to Prioritize Accounts

## Online consumption of...

- Product reviews
- Infographics and blogs
- Product comparisons
- Message boards like Quora.com
- Case studies
- General news

## The “spike” in data algorithms typically include:

- Amount of content consumed
- Number of consumers
- Types of content consumed
- Time on page
- Scroll speed

PART ONE

# Selecting the Right Topics

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# Types of Customer Pain Points

B2B customer pain points can generally be split into four different categories:

- **Productivity:** Customers wish to be more efficient with their time and are most likely to be unhappy with the amount of time they waste with their current solution.
- **Financial:** Customers want to reduce spending, and are probably seeking to find a solution at a lower cost, with equal efficiency.
- **Processes:** Customers are looking to improve internal processes and are most likely experiencing issues with their current systems.
- **Support:** Customers wish to receive more appropriate support, specifically at critical stages of the [customer journey](#).





#SchittsCreek

THANK GOD  
YOU'RE HERE

# How would your customer answer some of these questions?

- What is the main thing holding your business back from growth?
- What takes up the most time in your and your team's day?
- What is preventing you from hitting your goals?
- Why isn't your current solution working for you? What do you wish it was doing better?
- What is the biggest challenge you're currently facing?

# SmartBug ZoomInfo Intent Topics

We selected **6 topics** that are complementary to SmartBug services - if the buyer is actively in a research mode for one of these topics, and *they're a good match for our ICP*, then we tag them as a target account.

1

Content Marketing

2

Email Marketing Services

3

HubSpot

4

Inbound Marketing

5

Marketing Agency

6

Public Relations

| <b>Pain Point</b> | <b>Reasoning...</b>                                                             | <b>Intent Topic</b>             |
|-------------------|---------------------------------------------------------------------------------|---------------------------------|
| Productivity      | Need to optimize our brand for SEO so people can find us on search.             | <b>Content Marketing</b>        |
| Support           | We have a email database, but need help building emails that convert to revenue | <b>Email Marketing Services</b> |
| Process           | Our current marketing (email) platform does not deliver the results we need.    | <b>HubSpot **</b>               |
| Financial         | We're spending too much money with outbound selling.                            | <b>Inbound Marketing</b>        |
| Support           | We have a vision, need help executing.                                          | <b>Marketing Agency</b>         |
| Support           | We have a vision, need help executing.                                          | <b>Public Relations</b>         |



# breakout session 1

10 minutes

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# Defining Your Intent Topics & ICP



## Intent Topics

What are your buyers researching on before they meet with you or your sales team? What challenges do they face?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

## Characteristics of your Ideal Customers

Consider various customer segments. Who are most likely to renew, upgrade, grow. Who has the most valuable LTV? What do they have in common that make them a good fit?

|                                 |                       |
|---------------------------------|-----------------------|
| Industries / Verticals          |                       |
| Size (Revenue / Headcount)      | Geography             |
| Department Budget & Growth Rate | Technologies They Use |



let's break.

10 minutes

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*"Not only are we able to see which accounts are surging with Intent but we're then able to quickly identify the right titles within those accounts to follow up with."*

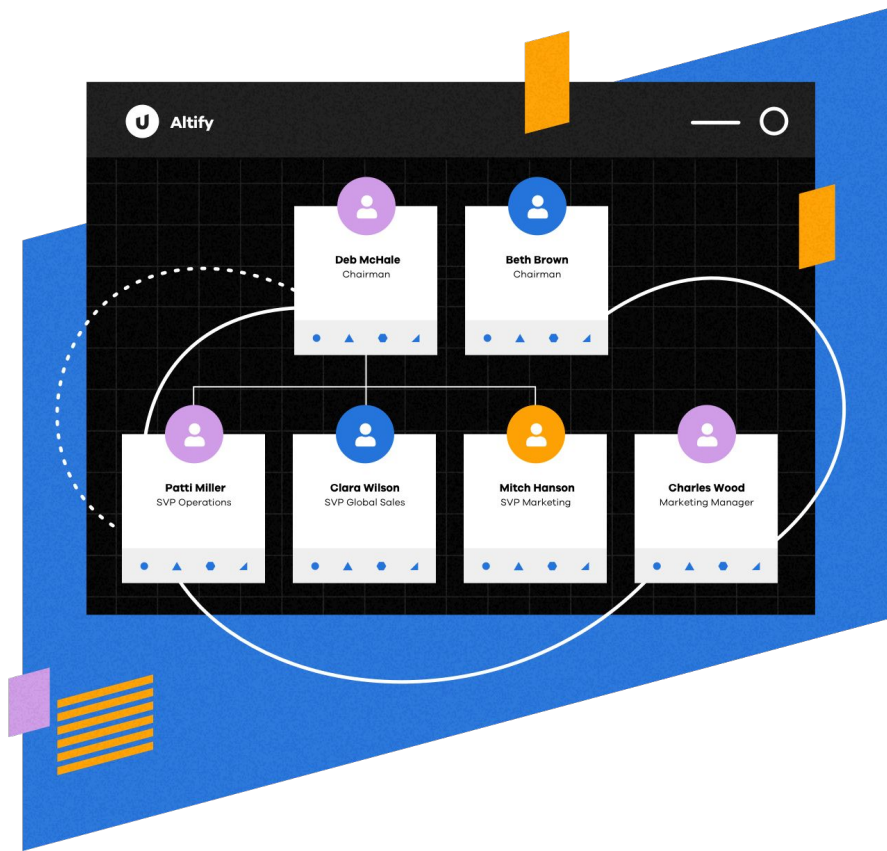
Ed Cavazos, Executive Vice President, Akorbi

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# ABM

## The Buying Committee

Who are the **key individuals** within the account (or engaged with the account, such as Advisors) who will make, or influence, decisions about how the account will ultimately work with SmartBug?



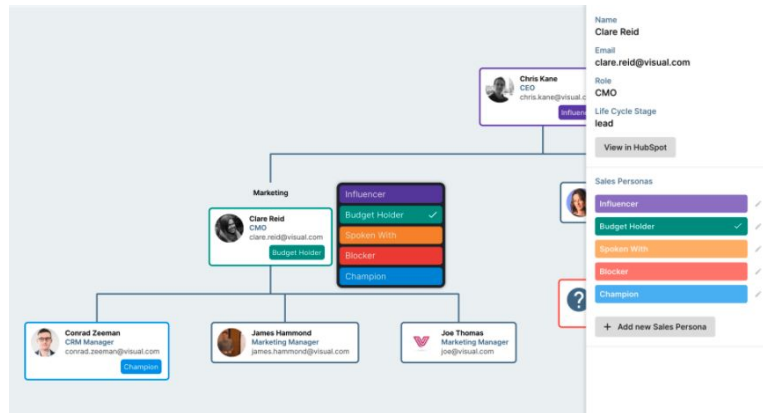
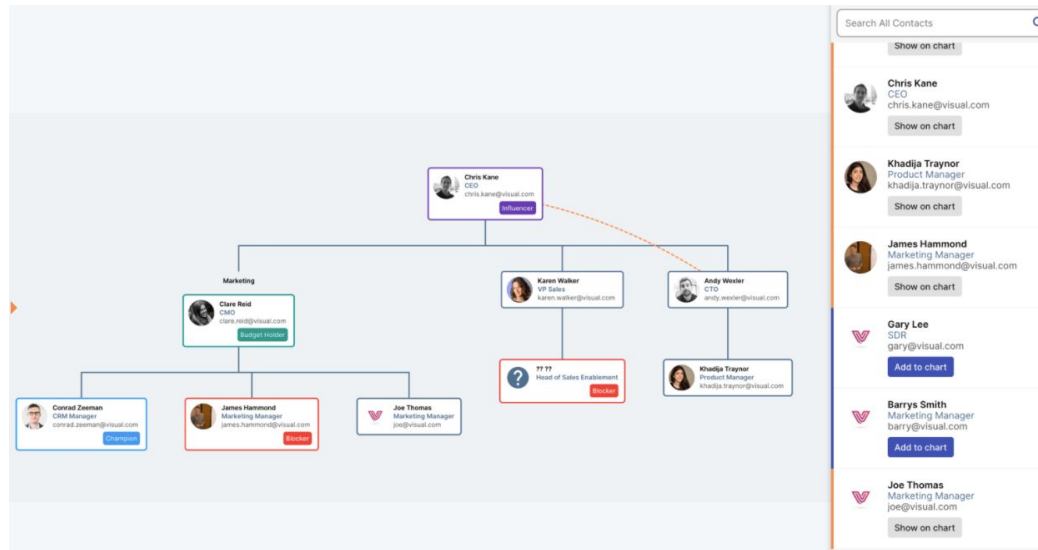
**\*\*BONUS\*\***

# Relationship Map



One of the key facets of digging into an account and really targeting the right people, with the right message, is predicated on identifying relationships across the org.

More than an org chart showing who reports to who, but unveiling who has **influence** in your buying committee.





# breakout session 2

10 minutes

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Worksheet 2.1

# Identifying Your Buyer Personas

Use the following worksheet to identify your buyer personas: the people **you want to engage** directly within your sales process. You'll need to define the job description, role, responsibilities of **each contact** you want to target within your ICP, as well as the challenges they face and how your business helps solve those challenges.

Most of you will have a **buying committee** - make sure you fill this out for each buyer persona you intend to target.



# Identifying Your Buyer Personas



|                                              |                                                                                                                                                                                                                                                                                                                                                                              |
|----------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Job Title</b><br>(Persona Name)           |                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Reports to</b>                            |                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Buying Role</b><br>(check all that apply) | <input type="checkbox"/> Blocker<br><input type="checkbox"/> Budget Holder<br><input type="checkbox"/> Champion<br><input type="checkbox"/> Decision Maker<br><input type="checkbox"/> End User<br><input type="checkbox"/> Executive Sponsor<br><input type="checkbox"/> Influencer<br><input type="checkbox"/> Legal & Compliance<br><input type="checkbox"/> Other: _____ |
| <b>Objectives &amp; Goals</b>                |                                                                                                                                                                                                                                                                                                                                                                              |

|                                          |  |
|------------------------------------------|--|
| <b>KPIs</b>                              |  |
| <b>Pain Points &amp; Challenges</b>      |  |
| <b>Value Proposition &amp; Messaging</b> |  |
| <b>Common Objections</b>                 |  |



let's break.

10 minutes

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PART TWO

Accounts Identified.  
Now what?

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# WORKFLOWS

Let your Workflow do the work for you.

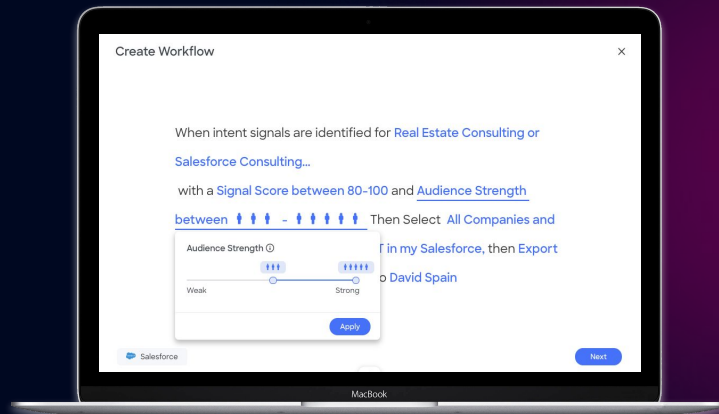
Strike while the iron's hot with **consistent, repeatable plays for your target market**, and **eliminate repetitive tasks** from your team's workload.

- Act fast on key market signals
- Boost productivity, consistency, and scalability
- Integrate seamlessly with your existing tools

*"The **time savings with Workflows** has been incredible.*

*It has allowed me to step out of the day-to-day, tactical tasks and spend more time on strategy. It opens up more time for me to explore other potential lead sources and programs."*

*- **David Carter**, Vice President of Marketing, Safety Services*



# ZoomInfo Workflows

After we did the work with the sales team to build out and identify their segments of our ICP – we automated the account creation in ZoomInfo.

Removed me as the bottleneck for getting target accounts into HubSpot and assigned.

Using HubSpot Sequences for outreach.

The image shows a workflow configuration in ZoomInfo and a HubSpot interface. The ZoomInfo workflow is titled "Edit Workflow" and describes a process for identifying intent signals and adding integration filters. The HubSpot interface shows a list of companies and a detailed view of the "ZoomInfo Intent Data Sequence" with performance metrics and email steps.

**ZoomInfo Workflow Configuration:**

When intent signals are identified for **Marketing Agency or Email Marketing Services...**

with a **Signal Score between 90-100** and **Audience Strength between 1 - 5**

Then Select **my Buying Committee** and **Industry is Business Intelligence (BI) Software ...** and Add Integration Filters, then

- Send an Email Notification with **Companies** to **Hannah Shain**
- Export to Hubspot as **Companies** and assign to **Alexa Stefani**

**HubSpot Companies List:**

| NAME           | ASSOCIATED CONTACTS | ZLINTENT TOPIC           | CREATE DATE (MDT) |
|----------------|---------------------|--------------------------|-------------------|
| QLER Solutions | --                  | HubSpot                  | Apr 11, 2022      |
| Order          | --                  | Email Marketing Services | Apr 11, 2022      |
| Pave           | --                  | HubSpot                  | Apr 11, 2022      |
| SeekOut        | --                  | HubSpot                  | Apr 11, 2022      |

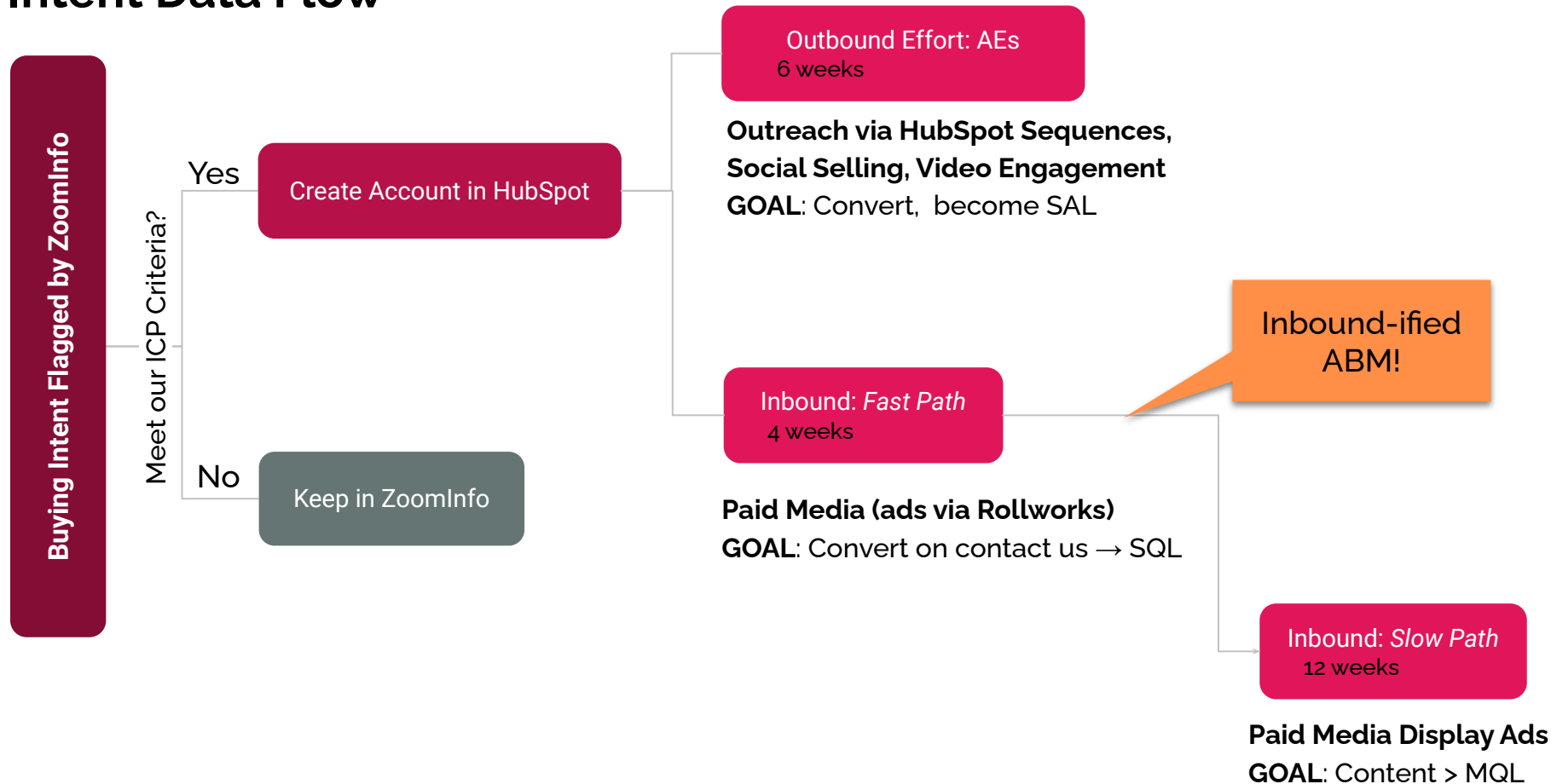
**ZoomInfo Intent Data Sequence Performance:**

| Company           | (10) Status | Enrolled by            | Enrollment date      |
|-------------------|-------------|------------------------|----------------------|
| TOTAL ENROLLMENTS | 32          | OPEN RATE @ 31.25%     | CLICK RATE @ 12.5%   |
|                   |             | REPLY RATE @ 0%        | MEETING RATE @ 0%    |
|                   |             | UNSUBSCRIBE RATE 9.38% | BOUNCE RATE @ 18.75% |

**Email Sequence Steps:**

| EMAIL                   | TOTAL ENROLLED | OPEN RATE | CLICK RATE | REPLY RATE | MEETING RATE |
|-------------------------|----------------|-----------|------------|------------|--------------|
| Step 1: Automated email | 32             | 31%       | 6%         | 0%         | 0%           |
| Step 2: Automated email | 24             | 21%       | 8%         | 0%         | 0%           |
| Step 4: Automated email | 18             | 6%        | 0%         | 0%         | 0%           |

# Intent Data Flow



# ABM 2.0: Intent Data Flow

Buying Intent Flagged by ZoomInfo  
Supplement w/ "Free" Bombora Intent

Meet our ICP Criteria?

Yes

Create Account in HubSpot

- Tagged as a target account
- Assign all to SDRs for outbound outreach
- Pre-assign to AE based on size & industry
- Pre-assign all e-comm leads to Alec & team

No

Keep in ZoomInfo

US or Canada

\$15M ARR - \$500M ARR

**Key Verticals:** FinServ, Education, Health Care, Senior Living, SaaS, Professional Services, Manufacturing.

**Technologies:** Use HubSpot or have intent to use HubSpot?

- Specific to ecomm > Klaviyo
- Option: Salesforce

Outbound Effort: AEs  
6 weeks

**GOAL:** Convert via Outreach, become SAL

- Add the account to listening list in LinkedIn
- Export contacts from ZoomInfo and add to HubSpot
- Set lead status to BD Outreach
- Connect with key personas at the company
- Send a warm intro to target contacts at the company (mix of email, video, linkedin message, cold calling)
- Response > preliminary discovery
- Intro to AE if qualified
- If no response (after 6 weeks?) - enroll in marketing nurture

Inbound: Fast Path  
4 weeks

**GOAL:** Convert on contact us, become SQL

- Using the HubSpot Target Account List
- Enroll in paid media campaigns (automated?)
- Rollworks - ABM Campaign Platform
- Display Ad Campaigns aligned to each topic
- Ads will serve to any of our target personas (Marketing Role + Target Account + ICP)
- Point to dedicated page per topic ([similar to this page](#))
- Form on the right to "contact us"
- If marked as qualified > automatically send a Rybbon
- Might be able to see who's engaging, & not yet converting

Inbound: Slow Path  
12 weeks

**GOAL:** Content > MQL

- LP content that match that topic
- Split Content by Vertical
- Qualify as MQL, assign to sales
- If they don't convert, flip "nurture"
- Enroll General Newsletter

# PART 2:

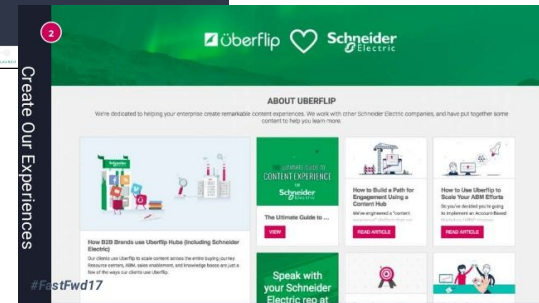
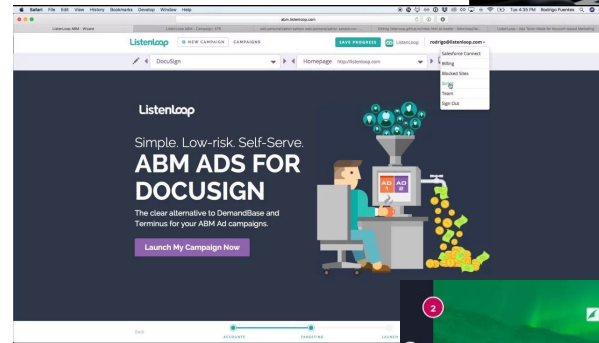
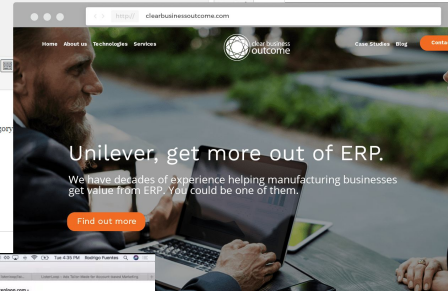
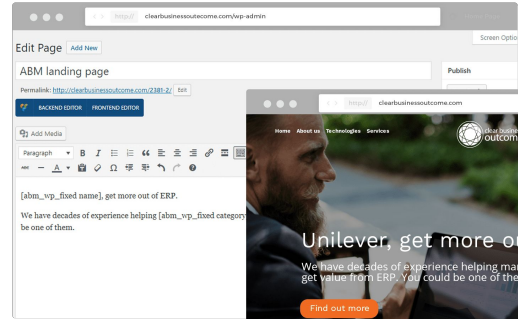
## Content Mapping for Tier 1s

For this next part, we will be talking about content you can include in your outreach to strategically target your tier 1 key accounts.

### Consider:

- Verticalized Content
- Case Studies
- Marketing Content Audit

Create 1 content map per vertical/segment.





# Content Mapping for Tier 1 Accounts

YOUR NAME: Tier 1 Accounts → [INSERT VERTICAL / SEGMENT]

## Buyer's Journey

|                 | Awareness                                                                                                                                                                                                                                                                                                                                                                                                          | Pipeline Velocity                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Lifecycle Stage | Suspect                                                                                                                                                                                                                                                                                                                                                                                                            | SQL                                                                                                                                                                                                                                                                                                                                                               | Opportunity                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Goal            | Lead → Initial Call                                                                                                                                                                                                                                                                                                                                                                                                | MQA → Opp                                                                                                                                                                                                                                                                                                                                                         | Opp → Customer                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Content         | <p><b>Paid Media Strategy:</b></p> <p><b>Industry Articles:</b></p> <ol style="list-style-type: none"> <li>_____</li> <li>_____</li> <li>_____</li> </ol> <p><b>Blog Posts:</b></p> <ol style="list-style-type: none"> <li>_____</li> <li>_____</li> <li>_____</li> </ol> <p><b>Ebooks / Pillar Content (awareness):</b></p> <ol style="list-style-type: none"> <li>_____</li> <li>_____</li> <li>_____</li> </ol> | <p><b>Webinars / Videos:</b></p> <ol style="list-style-type: none"> <li>_____</li> <li>_____</li> <li>_____</li> </ol> <p><b>Reviews / Testimonials:</b></p> <p>Customer: _____</p> <p>Customer: _____</p> <p>Customer: _____</p> <p><b>Case Studies:</b></p> <p>Pain Point: _____</p> <p>Case Study: _____</p> <p>Pain Point: _____</p> <p>Case Study: _____</p> | <p><input type="checkbox"/> Video Testimonials</p> <p><input type="checkbox"/> Customer Reference</p> <p><input type="checkbox"/> Competitive Analysis</p> <p><b>Premium Content:</b> How-to resources, scoping calculator, budget/planning guides, customer references.</p> <ol style="list-style-type: none"> <li>_____</li> <li>_____</li> <li>_____</li> </ol> <p><b>ROI Proof Points:</b><br/>(What proof points does your prospect need to see to move from deal to customer?)</p> |

# Marketing Channels

Ads - Content - Events

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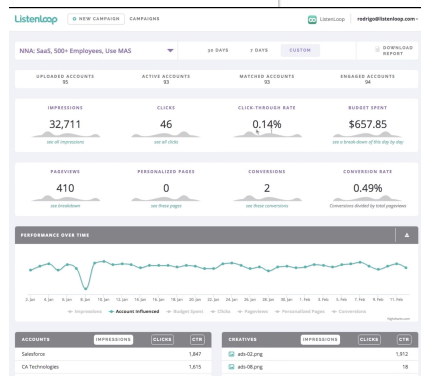
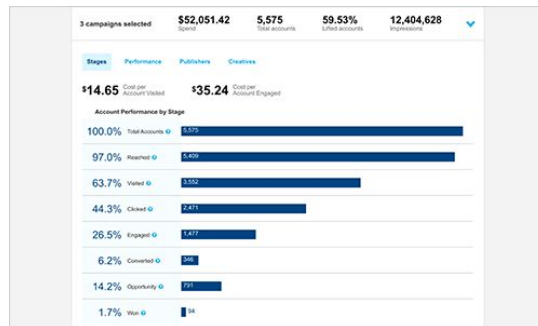
# Targeted Advertising

**Demandbase** monitors more than 150 billion B2B intent signals every month and uses artificial intelligence to identify the most relevant buyers within your target accounts.

\$27K annual ~ \$15CPM  
variable media spend

**ListenLoop** can deliver your ABM banners to more than 2 million websites, reaching over 90% of the Internet.

\$1188 annual (+\$.99/account)  
variable media spend



# Personalized Content

## ASSESSMENT

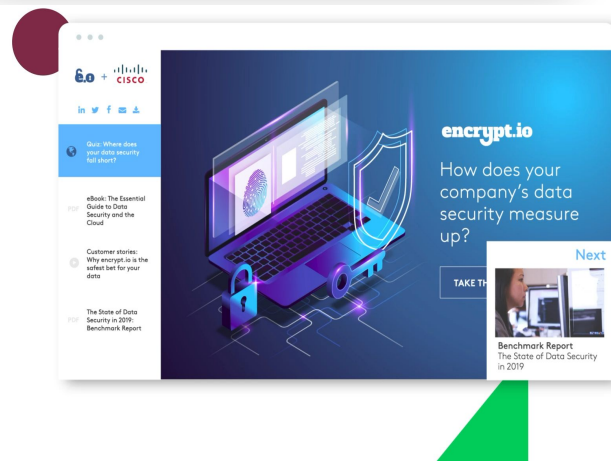
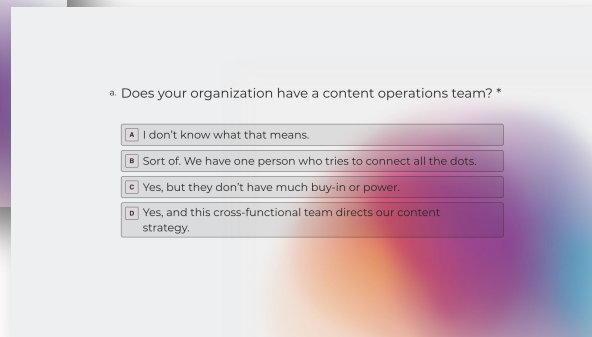
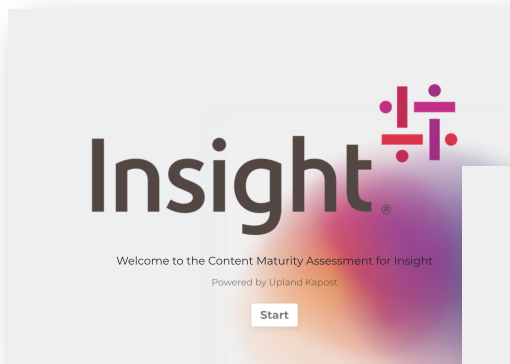
Personalized Assessment > Easily pull metrics by survey, enable sales to run their own slidedeck of "Team Results"

## BOOTCAMP or TEMPLATES

Dedicated microsites / landing pages for each target account.

## CONTENT JOURNEY

Branded journeys for target accounts, leading contacts from those accounts down the path of content tailored to them.



# Hack-a-Conferences

Find Conferences to attend “hack” based on whether or not targets accounts will be there

- Heavy pre-show outreach, secure onsite meetings.
- Send your team to infiltrate
- Use the exhibit hall sponsors for targets – find conferences where our targets are sponsoring



The screenshot shows the SalesOS interface with a search bar at the top. Below the search bar, there's a section titled 'Events' with '2 Records'. The first record is 'retailX 2021', described as a physical event and digital platform, with dates 08.24.2021 - 08.25.2021, location Chicago, United States, and 71 companies attending. The second record is 'RetailX', described as a platform to sharpen skills, with the same dates and location, and 21 companies attending. Both records have a 'Register' link.

The screenshot shows the DataFox interface with a search bar at the top. Below the search bar, there's a section titled 'Conferences' with a search bar and a 'REQUEST A NEW CONFERENCE' button. The table below lists conferences with columns for Name, Companies in Salesforce, Dates, Location, and Sector. The table shows 30 of 1,239 conferences.

| Name                                                                                                              | Companies in Salesforce | Dates           | Location          | Sector               |
|-------------------------------------------------------------------------------------------------------------------|-------------------------|-----------------|-------------------|----------------------|
| ☆ fn:CODE - Defining the Dev in the Financial Industry 2018<br>24 companies <a href="#">alert me when updated</a> | 9 (38%)                 | Mar 15-16, 2018 | London, GB        | Consumer Software    |
| ☆ Procurement Leaders: 5th Annual Americas Congress 2018<br>49 companies <a href="#">alert me when updated</a>    | 17 (35%)                | Mar 15-16, 2018 | Miami, FL         | Big Data & Analytics |
| ☆ Big Data & Analytics Innovation Summit Melbourne 2018<br>55 companies <a href="#">alert me when updated</a>     | 11 (20%)                | Mar 15-16, 2018 | Melbourne, AU     | Big Data & Analytics |
| ☆ Social Media Week Kuwait 2018<br>0 companies <a href="#">alert me when updated</a>                              | 0 (0%)                  | Mar 15-17, 2018 | Kuwait, KW        | Digital Media        |
| ☆ Token Fest 2018<br>89 companies <a href="#">alert me when updated</a>                                           | 8 (9%)                  | Mar 15-16, 2018 | San Francisco, CA | Other                |

# Event-in-a-Box Format

## Marketing Owned:

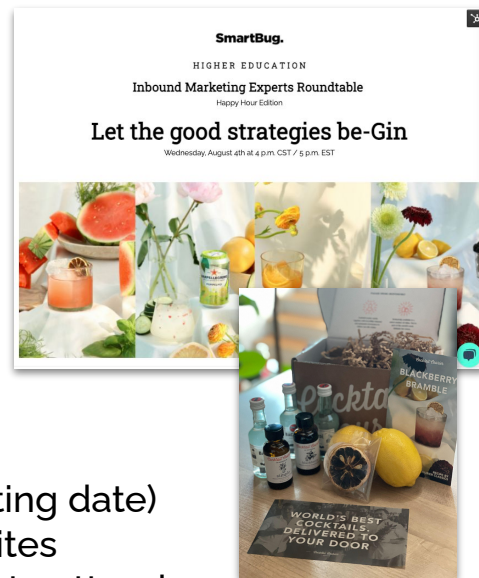
### Registration / Landing Page

- Messaging
- Email Template
- Outline or Agenda for Event
- Short List of Clients to invite
- Identify a strategist to join
- Direct Mailers (cocktails)

## Sales Owned:

### Getting Butts in Seats

- Event kickoff (selecting date)
- Sending out the invites
- Securing 1-3 clients to attend
- Securing 5-7 target prospects
- Creating calendar (Zoom) invite
- MC Host / Facilitate the event
- Follow-up, post round table



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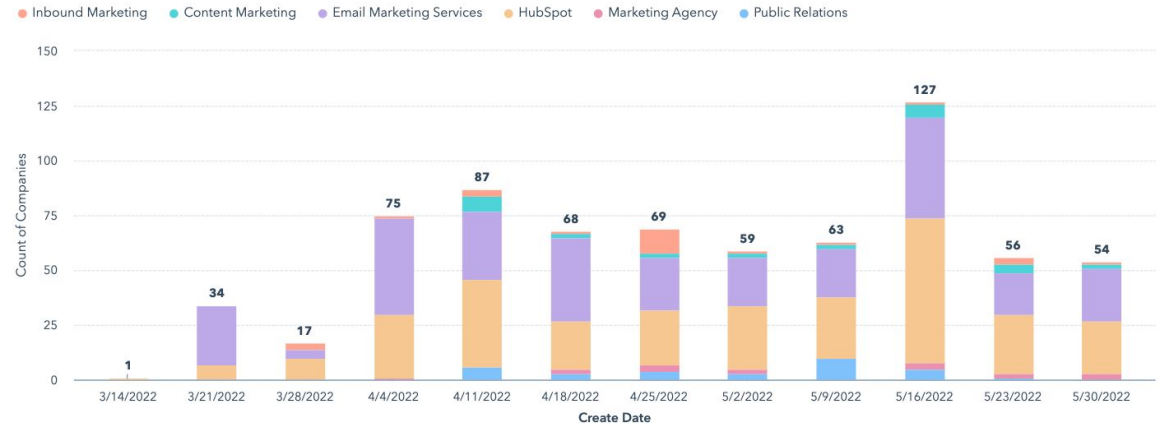
# SmartBug Case Study

*"With ZoomInfo's Intent data, we have a constant stream of interested prospects. We've increased the number of opportunities in our pipeline by over 50% and, if we close a quarter of those, then we'll be two years ahead of our projected revenue goals."*

**SmartBug.**

# # of New Target Accounts by week

Broken down by identified intent topic



# ZoomInfo Intent for ABM

In 2021, we learned that setting a list of Target Accounts for the Account-Based Selling + Marketing campaigns **did not work** simply by picking best match ICP fits.

In 2022, we made the pivot to dynamically identify target accounts based on intent & surge data.

IMPLEMENTED FEB 2022

↑ 15%

Increase in weekly target accounts identified by ZI Intent

↓ 770  
compared to 4K+ last yr

Total number of target accounts in HubSpot

+ 29  
INITIAL CALLS

Total number of initial calls booked by target accounts showing intent (80% e-comm)

# Examples of some wins...

A Live Chat Lead →

- Needed to talk **NOW**
- I see acct was flagged as target
- Intent topic set
- And in ZI this contact is a recommended contact
- Alexa jumped in on the chat
  - Meeting booked
  - Deal Created

The image shows a live chat interface on the left and a company profile for Blacksmith Applications on the right. The chat is between Hannah Shain and Jennifer Schifman. Jennifer is the contact owner. The company profile on the right includes contact information, a description, and various attributes. Key elements highlighted with pink boxes are:

- SmartBug Lead Score A2** (in the chat header)
- Intent Topic: Content Marketing** (in the chat header)
- Target Account: True** (in the company profile)

The image shows the Blacksmith Applications dashboard. It includes a header with the company name and contact information, and a main section with a table of signals. The table has columns for Last Signal, Topic, Signal Score, Audience Strength, and Signal Date. The signals are listed in descending order of score. The dashboard also includes a section for Public Relations and a list of recommended contacts.

# Examples of some wins...

Inbound Lead before we even setup intent →

- Faraday.ai
- Demand Gen Manager filled out our contact us form
- Just days before we got into intent; Alexa recognized the company name on her intent search... ZI even flagged Danielle specifically

## HubSpot

### New submission on HubSpot Form "[Active] Contact Us - June 2017"

Page submitted on: **Inbound Marketing SmartBug Media**

**firstname:**  
Danielle

**lastname:**  
Rand

**email:**  
[danielle.rand@faraday.ai](mailto:danielle.rand@faraday.ai)

**phone:**  
5555555555

**website:**  
[faraday.ai](https://faraday.ai)

**company:**  
Faraday

**lob\_interest:**  
Inbound Marketing

**what\_marketing\_automation\_platform\_do\_you\_use:**  
HubSpot

**Any comments that would be helpful to us before our call?:**  
Hi there! Looking to get more information on your organic content services and SEO.

**Faraday**  
faraday.ai  
(802) 458-0441

431 Pine St #113 Burlington, Vermont 05401, United S...  
Business Intelligence (BI) Software, Software  
11 - 50 \$5.6 Million  
HubSpot Company Owner: Alexa Stefani  
Apr 12, 2022  
[Export](#) [Tag Company](#) [Share](#)  
[Suggest Company Update](#)

Overview Employees Org Chart Technologies and Attributes Scoops

Showing Intent Signals for Any Of: Content Marketing, Email Marketing Past 3 Months Weekly Daily

| Last Signal  | Topic                    | Signal Score | Audience Strength | Spikes in Date Range |
|--------------|--------------------------|--------------|-------------------|----------------------|
| Mar 19, 2022 | Content Marketing        | 62           | ↑ ↑ ↑             | 2                    |
| Mar 12, 2022 | Hubspot                  | 68           | ↑ ↑ ↑ ↑           | 2                    |
| Feb 27, 2022 | Email Marketing Services | 62           | ↑ ↑ ↑             | 2                    |
| Feb 20, 2022 | Public Relations         | 100          | ↑ ↑ ↑ ↑ ↑         | 2                    |

Recommended Contacts Buying Committee

[Export](#) [Tag Contacts](#) [Open in Search](#)

Perry McDe...  
Manager, Market...

Michelle Co...  
General Manage...

Charles Bry...  
Principal, Strateg...

Danielle Ra...  
Manager, Demand...

Matthew V...  
Manager, Partne...



Let's Connect

# Questions?

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@hshain

**SmartBug.**

Thank you.

**SmartBug.**