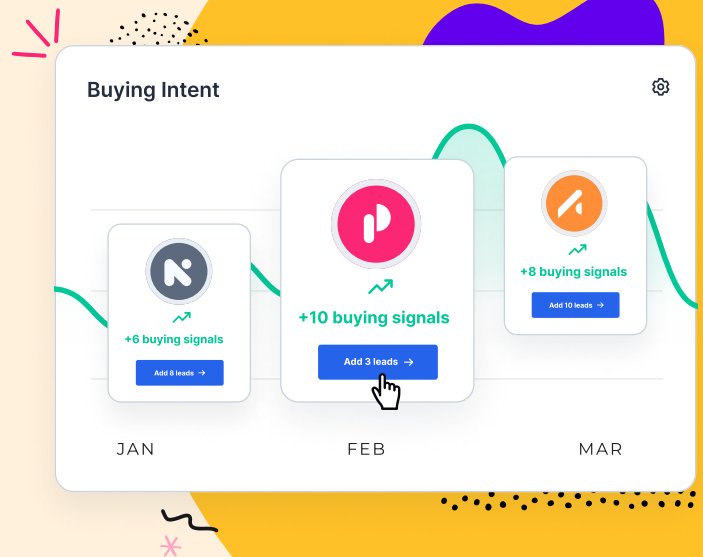


# Use Buying Intent to find your highest-potential prospects



## Product Overview

## Introduction to Buying Intent

Apollo.io is the future of go-to-market for B2B professionals, helping you move business forward with less effort. Unlock actionable and intelligent Buying Intent data right where you prospect in Apollo. Find and engage with prospects who are actively interested in solutions like yours. Use Buying Intent to **build a better pipeline that drives more revenue while increasing efficiencies for go-to-market teams.**

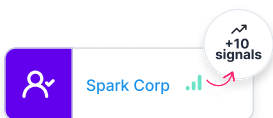
Apollo Buying Intent is the perfect feature for us to identify the right prospects who are in need of services like ours.



**Alvaro Rosa Astor**  
Business Development Executive  
Auxadi

## Benefits

## Why use Apollo Buying Intent



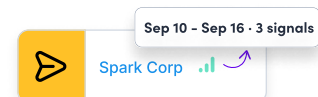
### Prioritize your most interested prospects

Discover the products and services companies are interested in and see when and how often they've shown intent to buy.



### Leverage intelligence right where you prospect

Get key data insight on in-market buyers right where you prospect so you can sell more confidently.



### Engage when prospects are actively interested

Use Buying Intent to find when companies are in buying mode and engage at the right moment.

## Multi-Source Intent

Apollo is partnering with the leading intent data provider, LeadSift (a Foundry company). LeadSift collects intent data through multiple sources, merging signals from the public web, social networks, events, job postings, technology installs, and more. Intent signals are collected by crawling the public web sources for buying behaviors and are 98% accurate with no guesswork involved.

Unlock a million daily intent signals gathered from multiple intent sources:

- ✓ Job postings
- ✓ Mentions in SEC filing or press releases
- ✓ Publisher websites (blogs, articles)
- ✓ Event attendance
- ✓ Social Networks
- ✓ Researching keywords or competitors
- ✓ Technographic data
- ✓ Public forums
- ✓ Review sites

Powered by **LeadSift** a foundry company

### How It Works

## Access Buying Intent in 3 Steps

**STEP 1** Filter by 1600+ intent topics, intent score and time range.

**Buying Intent** 2 x

Intent Score ⓘ

- ☒ High (1.3K)
- ☒ Medium (2.3K)
- ☐ Low (12.3K)
- ☐ No Intent (52.3K)

Intent Topics ⓘ **Edit**

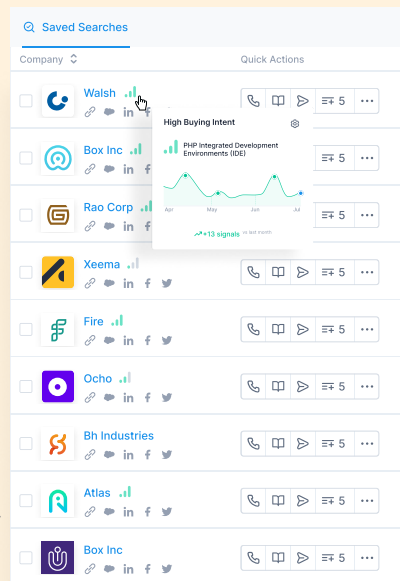
Select All Deselect All

- ☐ PHP Integrated Development Environments (IDE)
- ☐ Web Development Consulting Providers
- ☐ Python Integrated Development Environments (IDE)

Time Range ⓘ

Last 4 Days

**STEP 2** See when and how often the company has shown intent.



**STEP 3** Save search and get email alerts when companies show intent.

**Save a Search**

Search Settings

Search Name - Search Date

Visibility:

- ☒ Your teammates can see it
- ☐ Only you can see it

Search Subscription

Receive email alerts about new records that match your search

Weekly

Daily

Weekly

Monthly

Turn Off

30 companies that match your Buying Intent Search!

See Companies

### How Apollo calculates intent score



#### Intent Frequency

How often the intent signals are triggered.



#### Intent Recency

How recent the intent signals got triggered.



#### Intent Trend

If there was an upward or downward trend in intent signals.



## See why Apollo is the best choice for Intent Data

	Apollo	ZoomInfo	Cognism	6sense	Amplemarket
Data source	Foundry	Bidstream	Bombora	In-house & Bombora	Linkedin Ads
Type of data	3rd party public web	3rd party advertising data exchange and data co-op	3rd party data co-op	3rd party data co-op	3rd party data
Data coverage	Global	North America (With EU add-on)	Global	Limited outside US	Limited to ads data
Track industry events	✓	✗	✗	✗	✗
Track job postings	✓	✗	✗	✗	✗
Track technographics	✓	✓	✗	✗	✗
Intent built into search	✓	✗	✗	✗	✗
GDPR compliant	✓	✓	✓	✓	✓

### About Apollo.io

Apollo.io is the future of go-to-market for B2B professionals, helping you move business forward with less effort. Apollo provides access to actionable information on 250M buyers making it the world's largest, most accurate, and most in-depth B2B Database available. Additionally, you can gain tools to help you engage with contacts and automate your entire workflow, all from one, single, centralized platform. Find top prospects, contact lists at scale, and gain deal insights to grow revenue. Apollo is simple to set up, free to try, and performs right out-of-the-box.

[Learn more](https://apollo.io/product/buying-intent) about Buying Intent at [apollo.io/product/buying-intent](https://apollo.io/product/buying-intent).

### Top-ranked sales platform on G2

Leader in

Sales Intelligence, Lead Intelligence, Marketing Account Intelligence, Sales Engagement



★★★★★ 4.7 /5

