



ViB Deal Intent

Uncover deal intent, directly from active buyers



Role: Head of Technology

Stage: Validation

Other roles involved: Governance manager

Budget: \$100,000

Consent to contact: Opt-in

Third party intent signals are vague and limited

While conventional intent data signals give us clues around account-level interest, marketers still struggle to consistently find the quality leads with actionable purchase intent. That's because major data platforms sell large quantities of intent signals, usually inferred from online browsing patterns — i.e. third party sources.

Because these inexplicit signals aren't always indicative of buying intent, marketers and sellers need to conduct further discovery, qualification, and nurturing, to locate a potential buyer. At the same time, marketers also miss out on many active opportunities that can't be captured by online behavior.

Capture the most accurate, timely intent data

With ViB Deal Intent, you'll capture mid-funnel prospects who have confirmed that they are considering a solution in your intent category. This means that they are ready for procurement in the next 6 to 12 months. We'll also get their direct consent to be contacted by you, so you know they're interested in your offering and have higher chances of converting.

Get explicit details directly from the prospect

Know everything about each lead before you initiate the first call. Only after program kick-off, matched members freely answer questions around their budget, timelines, buyer committee roles, challenges, and needs. With that zero-party sourced intent data, you can enable your sales team to jump into a mid-funnel conversation and connect more effectively with each prospect.

75%

75% of B2B companies still take an average of at least 4 months to win a new customer.

- Hubspot, 2020

>70%

More than 70% of B2B marketers use third-party intent data, which has accuracy and compliance concerns

- Gartner, 2020

1st

Improving lead quality and conversion rates is the top ranked challenge for B2B marketers.

- ViB, 2023

How ViB Deal Intent works

1.

Tell us what you need

We host a kick-off to understand your intent category, market segment, common buying titles and competitors.

2.

We create a target profile

Leveraging your profile, we invite prospects in the ViB Community to share insights into their active projects with us.

3.

We identify contacts with confirmed projects

Matching members freely answer questions about their active projects and provide their consent to be contacted directly by you.

4.

You get leads and deal intelligence

Results are delivered in a short 3-6 weeks. You receive full contact details and intelligence collected on budget, needs, timeline and more.



Schedule a free consultation

Talk to sales

Uncover mid-funnel opportunities with our proprietary outreach model



Connect with consenting prospects with a verified need

Uncover buyers who have agreed to be contacted by you and talk about their active projects.



Get deal intent directly from the source

Get the most accurate intent, instead of third-party signals inferred from web activity.



Jump right into a mid-funnel conversation

Use your deal intent to nail the first touchpoint with a comprehensive picture of the project.



Drive record lead-to-deal conversions

Get the fastest time to value for leads by eliminating the guesswork and time to nurture.

Get all the deal intent you need before the first touchpoint

Each prospect shares all the details about their project. That crucial information is passed over to you, along with their contact details and consent to be contacted. We ask for information, including:

Timing	Confirmation of interest in the solution in next 6-12 months
	Where the lead is in the decision-making stage
Personas	What the lead's role is relative to the solution
	Who else is involved in the decision process

Budget	How much they are willing to pay for a solution
Goals	Why they are investigating the solution
Consent	Consent to disclose information to ViB solutions partner (you)
	Full and updated contact information from the source

See why 84% of our clients are repeat customers

In this case study, our client is a cybersecurity company in a niche market. Their smaller market presence meant they weren't organically invited to projects. At the same time, their intent platform used couldn't identify recently funded projects well. This meant they had a strong need for *both* intelligence and verified leads.

20 opps

Generated, where the client wasn't originally being considered in 13 of them

65% net new

accounts delivered out of the total opportunities generated

3 weeks

time to delivery

Results

- ViB delivered 20 opportunities within 3 weeks from kick-off call
- Client was previously not being considered in 13 of the 20 opportunities generated
- Client was not aware they were being investigated in 3 of the 20 opportunities generated
- Gained valuable, hard to attain intent data to ensure a productive first call