Unified Intent Analytics
The Unified Intent Analytics (UIA) App from Kwanzoo enables B2B marketers to capture and manage intent data from multiple third party providers to make the data actionable. The web app and dashboard (built on our Open Go-to-Market platform) merges Intent data streams on different topics (e.g. Cloud Security, Data Governance, ABM) from multiple Intent providers into a single data stream for actioning across customer-facing teams. Marketers can set up all of their intent data sources for periodic update through APIs or CSV file uploads. Marketers can assign relative priority between the different data sources.

Kwanzoo’s UIA app then automatically ranks and scores accounts across all intent data providers and across related topics. Kwanzoo UIA comes with complete, fully enriched account data for 300K+ accounts, each with 100+ employees, across the USA that are showing intent signals. Account data can then be incrementally added into the customer’s CRM by SDRs and BDRs through the Kwanzoo Sales UI, as they work on specific accounts showing Intent.

Kwanzoo generates a unified account list easily used by marketing to prioritize accounts for marketing programs, and by Sales teams to prioritize accounts for sales follow-up.

Kwanzoo’s UIA app also comes with Kwanzoo Intent (separately priced add-on), that provides more granular and actionable insights than other intent providers (Bombora, ZoomInfo, G2, others).
Kwanzoo Intent goes beyond account name, score and signal strength, to share information on the site location, department/group, competitive vendors in use or under consideration, and even specific projects/initiatives that are underway at a target account that is showing intent.

Finally, Kwanzoo UIA reveals the efficacy of each individual and the combined intent data stream. It provides an easy way to correlate accounts showing Intent, to opportunities that have been generated at those accounts. It additionally surfaces accounts showing intent that are missing opportunities, and therefore may require further sales action.

The Kwanzoo UIA app and Kwanzoo Intent together make Intent data truly actionable across the go-to-market (GTM) process for B2B marketing, sales and customer success teams.

**Types of Intent Data**

Many media publishers track content consumption on their network, and then offer Intent data on the accounts browsing and downloading specific content topics.

Programmatic bidding platforms offer their bid streams of advertisers bidding on keywords. Specific Intent vendors then categorize those keywords by topic, find the accounts bidding on those topic keywords, and offer those accounts up as showing “intent” for that topic.

Product/Solution directories (G2, TrustRadius, others) offer data on the accounts that are browsing certain product and solution listings on their websites. These are yet another source of data for a B2B SDR or BDR team to prioritize their sales outreach.

We ourselves at Kwanzoo offer a new type of “self-declared” intent data. We will explain more about Kwanzoo Intent later in this writeup.
Kwanzoo’s UIA App

Kwanzoo’s UIA App is built into the Kwanzoo Open Go-to-Market (GTM) platform. It covers several areas to enable configuration and setup of Kwanzoo’s Intent capabilities, capturing all Intent data in one place, and then enabling the process of combining Intent data from multiple sources to generate a combined rank or score for accounts.

- Setup up to 5 different Intent Data sources for combining Intent scores and ranks
- Setup up to 3 topics (e.g. Cloud Security, ABM) per Intent Data source
- Upload account lists by Intent Data Source and Topic using an API or CSV
- Build a combined list of up to 25,000 accounts showing Intent across all data sources
- Setup relative rank among the Intent Data providers so accounts from one provider are ranked higher than the other
- Setup refresh frequency for different Intent Data sources and related account data.
- Ensure up to 300,000 accounts with 100+ employees across the USA are enriched with full firmographics and available for matching to incoming accounts showing Intent

The Kwanzoo UIA App is linked to a Kwanzoo UIA Dashboard that is available to the Customer’s Marketing and Customer Success team, as well as Sales Leadership.

The Kwanzoo UIA App is additionally linked to a Kwanzoo Sales UI (web and CRM versions) that is available to the Customer’s SDR, BDR and Sales teams

Introducing Kwanzoo Intent

The typical Intent data available today is a list of accounts, with a rank or score for each account. Each such intent account list is associated with a specific topic (e.g. Cloud Security). A Topic is typically a Product/Solution category as tracked by leading industry analysts. Intent data providers typically license their Intent data as one or more such industry category-level topics. Sales must then act on these accounts showing intent signals to generate new opportunities.
Kwanzoo Intent is different from other Intent data providers and sources in a few ways. First, Kwanzoo Intent is built using proprietary algorithms that involve crawling and analyzing multiple TBs of historical public web data collected over 2 years, with 1TB/month of freshly crawled data from company websites, press releases, PR articles, media websites, product review sites, career websites, user published blogs and personal websites, and social media mentions linked to social media feeds. Our proprietary website crawl-based coverage includes 300K+ mid-to-large enterprise accounts across multiple global geos (USA, Canada, UK, Germany, France).

Kwanzoo’s intent is “self-declared” by each target organization, and the individuals at those organizations. It provides intent signals a lot earlier (up to 6 months in advance of a specific sales opportunity) than other content-consumption-based (Bombora, ZoomInfo) or bid-stream-based (6Sense) intent data providers. Finally, it shows a “calculated” budget for a product/solution category at a target account. This budget number is calculated “bottom up” and “top down” by factoring into the process the overall current revenue of the target account, the projected spend by the department for solutions/tools, and mapping the budget down to a specific product/solution category.

**Kwanzoo Intent is Richer, Deeper, and More Granular**

Using today's typical Intent data (e.g. ZoomInfo) Sales often finds it difficult to identify the specific buying group or team at an account that is in a purchase cycle for their product/solution. The problem gets worse, the larger the target account – especially large enterprises with many site locations, departments, active projects and initiatives.
Kwanzoo Intent – Key Features
- Create 20 topic keywords that represent your specific product/solution category.
- Map out up to 10 project keywords.
- Setup to 50 vendor keywords.
- Setup to 3 broad context keywords.
- Setup URL list
- Setup ignore list

Kwanzoo Intent is more effective, the better you understand your category. Whether your platform is a leader or challenger in your category, if you service a particular category then understanding the space is critical to developing your go-to-market strategy. Learn what alternative platforms are up and coming in your space so you can understand what is working with their approach. Make sure you use the right keywords to build your Custom intent topic. Refine and update your keywords periodically (as frequently as monthly updates are supported). Use competitors’ current intent budgets to understand where to invest to win that potential market share.

Territory, quota, & marketing investment planning using Budgets in Kwanzoo Intent. Get insights into the geographic distribution of accounts, and understand how to structure potential quotas or where to focus outbound marketing investments based upon intent and potential value by territory or region. Understand if budgets are trending up or down in a particular region and what key competitors are focused in which regions.
Kwanzoo provides the industry’s first Open Go-to-Market (GTM) platform that operationalizes the entire GTM process across all customer-facing roles. Leaders across marketing, sales and success can operate from a single, consistent GTM framework across departments, consolidate their tech stack and receive actionable insights from a single source of truth. B2B growth, operations and analytics leaders get 6 core GTM capabilities all in one platform – Account-based Marketing, iPaaS, BI & Analytics, Data Lake, Attribution and Sales Intelligence.

The platform supports native program execution including best-in-class account-based (ABM) advertising, retargeting and website personalization. With 167+ “out-of-the-box” connectors, Kwanzoo integrates easily with all marketing, sales, success and paid media systems and tools. An open, account-based data model with standard taxonomies and formats enables insights and reports at the speed of business.

Kwanzoo’s unique Sales UI delivers actionable insights that improves sales productivity to grow pipeline and revenue. Advanced data harmonisation and ready-to-deploy applications for marketing attribution, account and buyer journeys, and media planning and optimization all help Customers to simplify and consolidate their technology investments.

Kwanzoo’s SaaS platform comes with strategic GTM services for experience design and customized dashboards, and full customer success (CS) support for program execution. Our flexible service delivery model allows Customers to set up in-house, outsourced or agency partner teams directly on the platform.


To see how our GTM platform can help you operationalize your entire GTM process, including all of your revenue operations analytics, visit https://www.kwanzoo.com/demo.