



DATAWATCH Intent™

Uncover Invisible Opportunities

Access intent data to avoid missing critical windows of opportunity





The right audience at the right time = marketing magic

Most sophisticated marketers have taken a surgical approach to audience creation. This includes advanced modeling and segmentation techniques used to optimize everything from messaging to bidding. Unfortunately- so have their competitors! Identifying your perfect audience isn't enough to edge out the competition anymore, especially as media and outreach costs are climbing. **When aggressive growth is expected, how can marketers move to the next level and leave the competition behind? Timing.**



It's no secret that Speedeon uses sophisticated analytics & modeling techniques to help brands answer, "Who is my prime target?" But now, with DATAWATCH, we also help answer "When is the prime time?" This magic combination of who + when helps brands beat their competitors to the punch while boosting ROAS.

Staying one step ahead of rapidly changing behavior



Our sophisticated models are a fantastic foundation for a solid outreach strategy. By adding the element of timeliness, and reaching consumers in the prime moment, brands can win incremental new customers, and retain their current customers more efficiently than ever before.



Through our partnership with Jornaya, the market leader in customer journey intent data - brands can now augment their offline prospect database with instant insights into who is most likely to convert. **DATAWATCH:** Intent derives intent behavior from over 55,000 partner sites which provides insight into 400 million consumer shopping events every month. These insights are available daily to fuel timely and personalized offers.





MOVE BEYOND “INTERESTING” AND GET TO “ACTIONABLE”

Your business is unique. Receiving notifications on all consumers displaying intent in your category may be interesting. But not all consumers will be right for your brand, so it's not all actionable. Similarly, if an ideal prospect is showing intent for a product you don't have available, it's still only interesting, not actionable.

Speedeon experts will work with you to determine the ideal list to monitor and the right types of triggers that will deliver performance. Our fresh, actionable data ensures marketers can balance precision with scale. Now, launching personalized, trigger based marketing strategies that drive consistent, ongoing results is possible.

READY TO TURN INVISIBLE OPPORTUNITIES INTO NEW WINS?



It's easy to get started with DATAWATCH Intent. Our program starts with a strategy session to identify the right audience to monitor, and the triggers that will help you reach your goals. Free match tests for your audience are also available to ensure your ideal audience is showing the right intent at scale.

Once the audience is identified, Speedeon gets to work, continually monitoring for intent triggers that indicate 'the time is now!'. From there, our team is ready to help you reach these prospects across channels with the best offers. **Your success is our success - let's partner!**

Connect with us