

Essentials of AI & Data-driven Marketing

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A Vision for AI and Data-driven Marketing

*From a Conversation with RK Maniyani
Co-Founder and Chief Technology Officer, True Influence*



*RK Maniyani
CTO, True Influence*

As co-founder of True Influence, a category-defining demand generation and martech company, RK Maniyani stays curious about what's coming next and how that can benefit B2B marketers. Always looking to better the intent experience, RK guides product and technology roadmaps, research and development, IT infrastructure, even email deliverability. True Influence's unique AI-driven approach has been the foundation of success for many B2B brands.

Who better, then, to turn to for this look at what's ahead for AI-driven B2B marketing? We've distilled some of his thinking here, and as you explore the rest of this guide, you'll find more information on many of these artificial intelligence trends.

What AI applications for B2B marketing interest you?

"I'm excited by a number of promising areas, and if you're a B2B marketer with an interest in adopting AI power, there are several use cases I would suggest you consider. Some familiar ones are auto-replies and conversational AI like chatbots. Personalization around websites, marketing campaigns, content and channels is also popular, along with sentiment analysis such as on social media or feedback surveys. Scoring leads based on behavior patterns and activities will serve marketers well, too."

What Is Artificial Intelligence?

Artificial intelligence exists when computer systems perform tasks normally requiring human intelligence, like visual perception, speech recognition, decision-making and translation.

An AI system mimics the human mind by learning from examples, recognizing objects and solving problems.



What tasks is AI best suited for in B2B marketing and sales?

“AI is well-suited to some of the most challenging puzzles facing B2B brands. For example, extracting insights about prospects from large datasets as we do at True Influence brings a lot of value to marketers. Natural language processing can identify interest and sentiments. Clustering and finding lookalike targets helps marketers make sense of the vast amount of data available to them. AI is also well-suited to driving automated conversations that engage and nurture prospects when they are in especially close proximity to your business. Clearly, AI can do a lot for marketing and sales.”

What concerns do brands have about adopting AI in B2B marketing? What holds them back?

“A frequent concern I hear of involves setting up infrastructure with connected data and tools. Also the ability to test and measure effectiveness. I think the reluctance is fear of bringing automation into the art of marketing. This is an area where we at True Influence deliver significant value for some brands by introducing them to the data-driven mindset.”

When we talk about “adopting artificial intelligence,” what does that really mean for B2B? What’s the typical process for bringing AI into an organization?

“Adoption to me means thinking through the current situation and choosing a path towards solving a challenge. Then identify the right tools and services. As for those tools and services, should brands go with off-the-shelf or custom build? I think most of the common challenges have off-the-shelf solutions, which will be very cost-effective and risk-free. Others will think of custom-built solutions to meet their objectives.”

What’s ahead for AI in B2B marketing?

“What I see for AI is more automation to achieve true integrated cross-channel marketing. We want to be merging data and campaign platforms for 360° customer views. There’s so much potential, and I encourage B2B leaders to embrace AI and data.”

With a visionary like RK at the helm, you’ll want to include True Influence on your data-driven B2B journey.



Adoption means thinking through the current situation and choosing a path towards solving a challenge. Then identify the right tools and services.

RK Maniyani
CTO, True Influence

AI and Data in B2B Marketing: Here to Stay

The true influence of AI on modern B2B marketing can't be overstated. AI is both the future of digital marketing and a powerful, present-day platform for advertising, campaigns and other channels and strategies.

Some marketers may not realize the extent to which AI is already in play in their organizations. AI isn't always easy to spot at the surface. As a result, B2B Sales and Marketing might not give AI the closer look it deserves. That won't last long. AI is here to stay and well worth embracing. The question isn't just when will you adopt AI for data-driven marketing, but how:

- *Where should you invest in AI this year to drive revenue?*
- *How and where in the funnel AI should be used to close the sale?*
- *How does AI optimize engagement through the funnel journey?*
- *How can AI help brands activate and revive customer interest throughout the funnel?*

These aren't hypothetical questions. B2B marketers have discovered the answers in their AI-driven strategies and in data-driven AI engines. These companies have already adopted or are actively exploring AI.

AI has seen growing use in enterprise-level data-driven marketing and advertising companies, and now the wider business spectrum is gaining more access as the technology matures. AI and data confirm that this topic has been increasingly important for a range of industries and audiences. For example, this graph represents the findings when AI was tasked with actually spotting B2B interest in artificial intelligence. In this case, the factors of company size and top verticals engaged in a search on this topic were run through algorithms to spot trends over time. On the left are numbers of employees, so enterprise companies are researching AI more so than SMB. This chart shows a big jump in August, then a dip, with a continuous upward trajectory from this time last year. This demonstrates one way refined machine learning can make data more useful for humans.

AI INTENT SIGNALS

MAR 2020
to FEB 2021



The Unique Power of Relevance in B2B Marketing

Intent Monitoring and the Relevance Engine

Intent monitoring technology or “intent intelligence” dramatically expands the scope and relevance of behavioral data, so brands can identify and engage in-market prospects. The intent monitoring category within AI was pioneered by True Influence with Identity Graph Triangulation and the Relevance Engine. Eventually, the data scientists and founders at True Influence collaborated with SiriusDecisions in 2017 to designate “Intent Monitoring” as a category in marketing technology stack analysis.

The Relevance Engine emerged as underlying algorithms advanced, and processes for gathering and analyzing online purchase intent signals matured. As a learning algorithm, the Relevance Engine AI was a groundbreaking combination of analytics. This pioneering technology was dedicated to verifying and delivering only the most accurate contact info - a new approach to behavioral data-targeting that moved True Influence to the head of the pack among B2B lead providers.

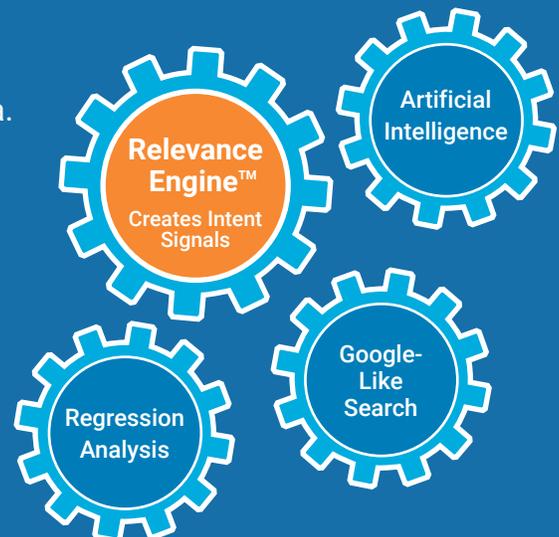
How the Relevance Engine Works

In this sophisticated AI application – intent monitoring – machine learning and natural language processing (NLP) identify topical interest and map intent activity to a taxonomy of some 7,000 B2B topics. Business marketers find it easy to select appropriate topics to monitor.

The AI-driven demand generation engine monitors and analyzes B2B buyers’ online research activity and finds spikes of interest in thousands of relevant business topics. Breakthrough analytics, including regression analysis, look at web search behaviors and page content to identify relevant intent data. Regression analysis uses multiple independent variables to get at relationships between data sets and provide the premium data needed for AI to do its job.

The AI and analytics map signals with corresponding:

- Company domain
- Location (headquarters, branch)
- Key firmographics (industry, employees, revenue)
- Full contact record
- Installed technology by location



The Relevance Engine looks at behavior data with intent monitoring analytics using natural language processing and machine learning. The Engine identifies meaningful spikes in interest on given topics or product categories and generates intent signal ratings. A proprietary Natural Language Processing (NLP) algorithm allows Google-like search around topics, and gives scores based on recency and activity. The intent data is then compared to behavioral levels forming a baseline, and the baseline is compared to current activity for every individual. This was unthinkable before AI came along for B2B marketing.

Algorithms Find Opportunities

There's no question that marketing and sales teams need visibility into a prospect's entire customer journey. But where do you start? Buyers access the internet from multiple devices multiple times and scatter data everywhere.

The Relevance Engine analyzes millions of data points each day from the global web. Proprietary intent analytics use algorithms to find businesses and locations showing spiking interest in topics. Only artificial intelligence has the heft to organize activity of web searches, articles read, and content downloads around relevant topics at this scale.

- Leverage advanced analytics, AI and NLP
- Compare behavioral levels to form a baseline
- Compare baseline to current/recent activity by domain and individual contact



This trove of information includes cookies, bidstream data and proprietary intent data. The artificial intelligence in the Relevance Engine uses a three-pronged process with proprietary algorithms to comb this data and screen out inaccurate records, so only real, active B2B contact records are delivered. This matters, because the better the data, the better the results of campaigns and activations.



Fact-based data:

We enable information you can give to the executive suite about what's actually happening. ...CEOs want to know that.

*Brian Giese
CEO, True Influence*

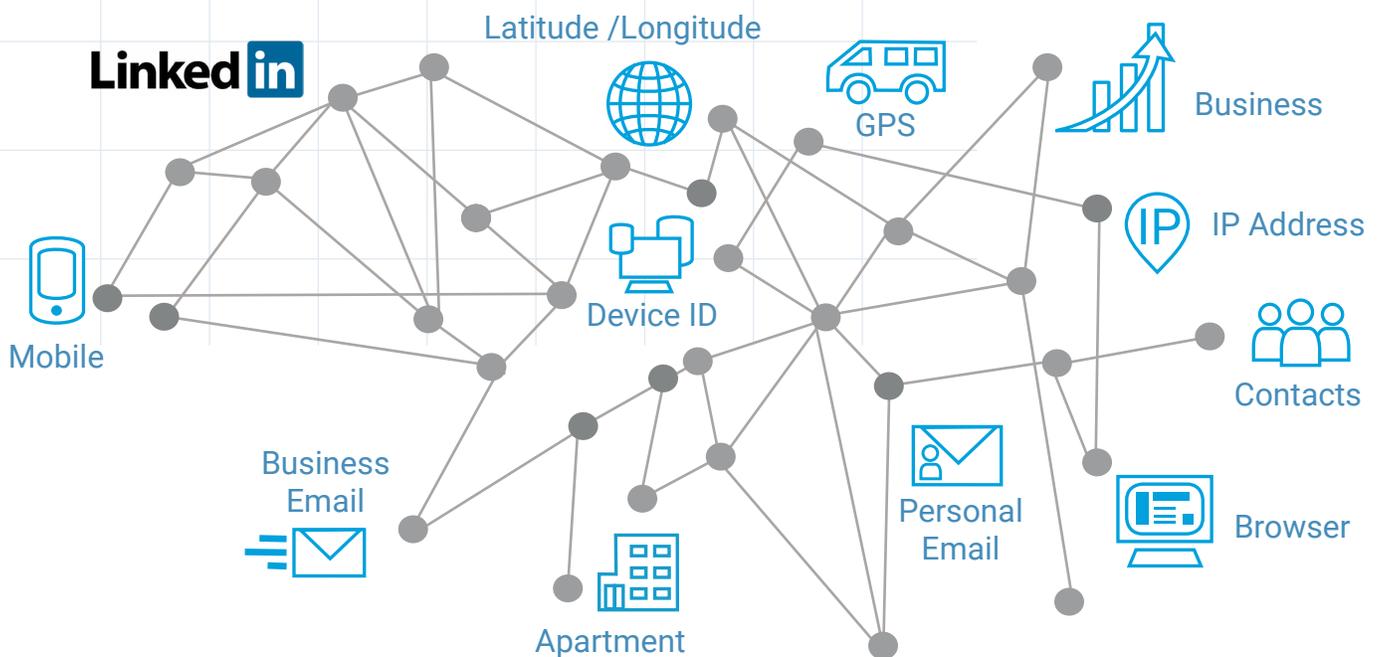
Identity Graphing: A Holistic View of the B2B Buyer

Identity Graph Triangulation identifies and links valid signals in the customer or prospect data stream that represent individuals consuming B2B topics and content. Some companies will have you believe this is machine learning, but it's actually modeling with dozens of variants to get to what person is actually interested in. An intelligent database can do this.

**Identity Graphs Go Where
Human Brains Can't**

It's a job only AI can do.

Identity graphs are starting to get the recognition they deserve from B2B marketers and others in the business of data-driven marketing.



The triangulation process makes it possible to go beyond identifying intent signals to add greater depth and validation. Once a person is identified, their identity is validated at the device level. B2B marketers using this data can confidently and securely target buying groups and customers, regardless of the device or profile consuming content.

B2C to B2B Identity Graph Triangulation matches research now being done primarily from B2B buyers' homes to their corporate identities. Valid signals are identified in the customer or prospect data stream (from IP identification, device identification, email identification) that represent

individuals consuming B2B topics and content in non-business environments and match it back to their professional identity.

Artificial intelligence examines behaviors that identify billions of intent signals to get a clear picture of the total available market (TAM) and total active market (TAM) for specific products and solutions. Each contact record is built with speed and accuracy and TripleCheck-validated to ensure all information is 100 percent correct. The ability to attribute intent signal activity directly to an individual in a buying organization is a game-changer for shortening the sales cycle and winning new revenue.

Capability Benchmarks for Identity Graphing Technology

Identity graph technology has moved the B2B lead industry forward multifold. Now with an established benchmark, a B2B identity graph solution is expected to:

- Offer a unified view of buyers
- Measure campaign performance and cross-device attribution
- Deliver relevant advertising at right time in buyer journey
- Maximize return on digital marketing spend
- Recommend content based on customer interests
- Deliver quality customer experience



Data Makes the Difference

The future promises almost unlimited opportunities for data-driven B2B marketing, but AI requires plenty of high-quality data to fuel its analysis and modeling, and a touch of human intuition and curiosity to prioritize. The big challenge for AI use cases in B2B remains [quality of data](#) and how it's segmented. High grade, diverse datasets result in more useful, accurate modeling.

Applications of artificial intelligence (especially propensity modeling and predictive analysis) can only be effective if they're fed reliable data. Otherwise algorithms may yield negative results like:



- Dirty data
- Incomplete entries on databases
- Data with a high degree of randomness

Without a large enough pool of information of quality data, AI can out-think itself and reach the wrong conclusions. Then who else comes to the wrong decisions? Right, B2B marketers.

Fresh Data About In-Market B2B Buyers

Every activity on the web leaves behind a snapshot of the user. AI finds actionable patterns in all the data. The patterns have been there all along. We just haven't been able to see them. AI helps build audiences, target them with relevance, select the right platform to reach them, and create personalized content. And chatbots, for example, improve website interactions. AI accomplishes all this by analyzing patterns created by a wealth of digital footprints.



Multivariate vs Single Variable: Which Offers More Depth?

How does an intelligence engine source data? Part of being "rich" data means drawing on multiple sources and variables, not just a single one. A multivariate analysis results in a dataset with more depth than a linear, single-variant stuck at the IP level.

Yet in the intent data industry, not all follow this practice. Single variant analysis is too often pushed out to marketers, in place of the depth of a multivariate engine. This is one reason marketers need at least a basic knowledge of AI and data. Know enough to ask good questions. Evaluate the uniqueness and quality of a provider's data and how they might use AI to drive quality. Check the other database management best practices of any data partners you may want to work with.

Limitations of the Single Variable Model

A multivariate approach to intent intelligence offers a deeper level of insight into audience behavior than the simple averaging used by some intent monitoring solutions. Just averaging things out is not really a reflection of intelligence. Statistical averaging comes up with flat views. It doesn't get as deep into what's happening, and doesn't look at a problem from enough angles. To create true intelligence, marketers need multivariate inputs.

Think about it this way. If you're stuck on an island and only eat coconuts, that's all you have to work with in understanding food. It's the only type of data input your intelligence has. With some data providers, it's a similar situation. There's only one variant, which is company identity. It's just not enough.



The benchmark in intent and AI-driven marketing is a multivariate engine. Artificial Intelligence, the intelligent database, figures out how to put the variables together for a tasty result. The Relevance Engine looks at many "foods" to test and measure - and the final "dish" will taste better.

Where AI and Intent Monitoring Create B2B Value

How exactly does AI performance translate into B2B marketing value?

Many ways:

- **Spiking Contacts:** These individuals match your ideal customer profile and are exhibiting high levels of purchase intent. Prioritize them for sales qualification and outreach.
- **Demand Units within Buying Organizations:** Extensive contact and firmographic data to augment your database and identify Inferred Contacts, individuals in active accounts who are peers to Spiking Contacts and will influence the buying decision. Target them with engagement and nurturing programs.
- **Intent Signal Content Sources:** Not all web content is created equal, the Relevance Engine weighs the credibility and source of intent signal activity in its analysis, including contacts and intent signals from True Influence Content Syndication.
- **Market-wide Topical Interest:** Research interest in your solution in any industry and across millions of companies, locations and personas. Get the clearest possible picture of your Total Active Market.
- **Segmentation Performance:** Track overall intent trends for unlimited target segments based on the segmentation criteria you've defined for contact information, firmographic data and topical interest. It even projects the number of net new TripleCheck® contacts it will deliver based on your ideal customer profile, intent topics and other criteria.



Benefits of AI-driven Marketing

- Personalization and relevance at scale
- More actionable insights
- Less time spent on repetitive tasks
- More data activation by existing martech stack
- Greater ROI on campaigns
- Costs down, revenue up through prioritization
- More empathetic, human brands (yes, really!)

The ability to identify buyers engaging with your brand or with a topic relevant to your solutions is on every marketer's wish list. The more you know about B2B buyers, the more you can strategically target your selling and go-to-market activities.

Intent Data Minimizes Ambiguity About Buyer Behavior

Without data, B2B marketers operate in the dark, but AI and intent intelligence bring light to that darkness. Late-breaking, fact-based data allows businesses to reach out to potential buyers at the right time during their decision-making process. It's a smarter way to guide B2B marketing campaigns.



Managed services and cloud platforms have led the way to introducing intent intelligence into B2B marketing. The AI engine provides data about in-market buyers for factual, descriptive analytics with minimal ambiguity. The real-time capabilities let organizations effectively separate the true intent signals from the proverbial noise.

From a marketing cloud dashboard, B2B marketers use AI-driven tools to build intent-powered campaigns and deliver premium leads directly to sales and marketing automation platforms. With thorough reporting, marketing and operations, marketing leaders have access to a wide range of intelligence to optimize campaigns and ABM.

AI-driven Strategies for B2B Marketing

What's so exciting is that opportunities for implementing AI in B2B marketing have only scratched the surface. Already teams use AI to automate manual tasks including:

- Lead scoring
- Personalization
- Propensity modeling
- Predictive analysis

Intent intelligence maps purchase intent of prospects and organizations from their online activity. With this information, B2B brands know how and where to spend marketing dollars. What more do you need to meet your sales and marketing teams' ROI goals?



Truth Matters: AI and the Business of Facts

AI is essential for analyzing massive volumes of data now available to marketers about prospects, buyers, customers and channels. This is true of the information or first-party data you collect via your own systems, as well as that from third-party data services.

At True Influence, we emphasize “[fact-based](#)” [analytics](#), using artificial intelligence to examine historical data and analyze buyer behavior and campaign results. Brands need to engage with buyers quickly while their intent is active and still factual. Because fact-based analytics draws on data in real-time, this AI capability is finding its footing as a genuinely effective marketing tool.

Our job is to help you expand your reach and ensure you reach customers on every channel. We use AI to find the data that helps you find your next customers. We’ve helped many B2B brands welcome artificial intelligence, data and intent intelligence into their marketing and revenue strategies.

When you’re ready, so are we.



About True Influence: [Founded in 2008](#), True Influence helps you grow your business with actionable intent data. We expertly leverage data, technology, and content to drive high-impact marketing campaigns and share detailed results and insights to help you win new business. True Influence generates revenue across multiple industries, promoting brands and products from successful global companies that include well-established blue-chip brands like IBM, Microsoft, and Cisco.

Our innovation earned us numerous industry awards including:

- [2019 and 2020 MarTech Breakthrough Award for Best Influencer Marketing Management Platform](#)
- [2020 Business Intelligence Group’s “BIG Awards for Business” for Company of the Year](#)
- [2020 CIO Applications Award for Top MarTech Solution Providers](#)
- [2019 B2B Innovator Awards for C-Suite Strategy and People’s Choice](#)
- [2019 Rele Award for Sales Enablement](#)

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