CONTENTGINE

Content Indication Platform (CIP)

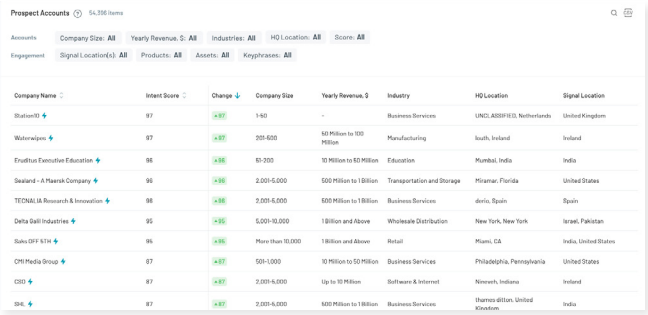
CIP is an intelligence platform aggregating millions of first-party audience engagements with B2B vendor content to produce account and contact level intent and key content insights that provide marketers and sellers with who to target, what to communicate, and how to optimize messaging.

First-Party Audience Intelligence

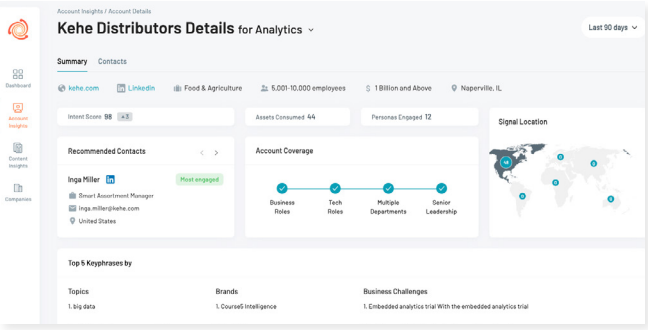
- All digital insights come from user engagements with content, whether webpages or vendor assets.
- CONTENTgine owns and manages the largest repository of software & technology B2B vendor and research content on the planet, accessible via Contentree.com.
- All content is solutions-based and designed to help professionals find solutions for challenges they face in their jobs and businesses.
- We facilitate the search for solutions to business challenges via over 100 weekly categorical, topical, and industry-based newsletters.
- We aggregate millions of engagement signals based on professionals' content consumption to triangulate what contacts and their companies are researching.
- We use AI and ML on each piece of content to determine the challenges each account is trying to solve so our customers can segment and personalize messaging against crucial pain points.

Our First-Party Audience Intelligence provides better:

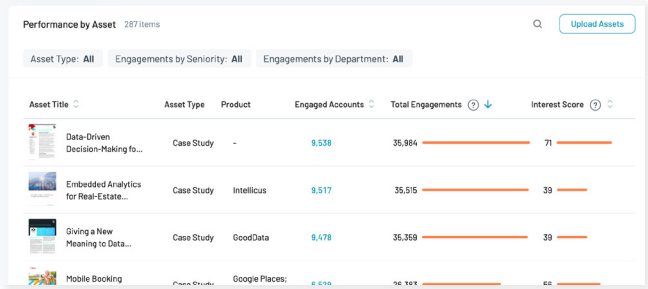
Purchase Intent Scoring



Account Behavioral Insights



Content Performance Analytics



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Purchase Intent Scoring

Because we know the exact individual and their company for every content engagement, our Intent Scoring is based on a precise understanding of the individuals and their accounts that are engaging. Our proprietary algorithm continuously surfaces the accounts and the employees within it and the content they're consuming to give a precise categorical level intent score across more than 600 product categories.

Account Engagement Insights

Not only do we possess exact account level scoring, but we also know the individual professionals within each account that are consuming, including their department, function, and geo, giving insights into the frame of a buying committee and their location. We even surface key contacts within each account directly for you to reach out to.

Content Performance Analytics

Because we know the specific content consumed every single time, we can help derive the essence of what challenges businesses are trying to solve. Our key phrase and business challenge insights help clients determine what to communicate and when to optimize messaging to accounts or individual contacts within those accounts. And the platform shows you the actual content consumed for each account.

What Sets CIP Apart

Transparent: Where do other intent providers get their data from? Not sure? Neither are we.There are no black boxes here. Instead, every first-party engagement feeding our intent scores is surfaced in our data platform to provide the full picture.

Precise: Other intent providers often have to infer from anonymous signals who the researcher is and what the content is about. With our in-house digital library and engagement engine, we know the content and contact every time. No guessing is required.

Deep: Other intent providers may tell you an account has signals or is surging. So how does it help you sell to them? Our solutions analyze engagement across the account to help you understand their challenges and pain points so you're speaking to them from the start.

Solution-focused: Other intent providers are looking at wide sets of traffic data, including news and other content that can trigger false positives. Every engagement in our data set is with an asset designed to help the buyer solve a problem - case studies, white papers, ebooks, research reports, and more.

We Go Deeper Than Traditional Intent Plays

We know the exact account, contact, and piece of content consumed every time!

Are you ready to know who to target, what to say, and how to optimize your messaging to better reach your target audience? Contact CONTENTgine today to learn more about our content-based marketing solutions.

Get Started

Features	Bidstream	Co-Op	Public Data	CONTENTgine
Account Intent	✓	✓	✓	✓
Account Prioritization	✓	✓	✓	✓
Compliant	✗	✓	~	✓
Contact Intent	✗	✗	~	✓
Content Intent	✗	✗	✗	✓
First-Party Intent	✗	✗	✗	✓