



EBOOK

The Importance of Transparent Data

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Data Context Is Lacking

Data context is vital in the age of digital advertising. Marketing and sales professionals need insights to know who to advertise to and what to say to them. But, using vague data from undisclosed sources that is missing key pieces can steer them in the wrong direction or lead to incorrect conclusions.

It's one thing to know the end result of a study or receive data from an anonymous source. It's a completely different experience to fully understand where information is coming from. With CONTENTgine, every first-party engagement feeding our intent score is surfaced in our data platform to provide marketers with the full picture. This enables them to maximize their outreach and follow-up process to receive better results.

Discover how marketers can make more informed decisions and serve their audience better using transparent data provided by CONTENTgine.

Every first-party engagement feeding our intent score is surfaced in our data platform and gives marketers all the insights they need to make educated choices.

Black Boxes and Non-Existent Sources

Other intent providers don't disclose where they get their data from, if they have the insights at all. Often, other platforms don't have insights into all components like CONTENTgine. This leaves only black boxes, hidden information or a complete lack of data, meaning they don't have the target audience's contact information or know the content that's been consumed. They rely solely on identifying an account, but nothing more concrete or detailed.

But, with our intent data, there are no black boxes. Every first-party engagement feeding our intent score is surfaced in our data platform and gives marketers all the insights they need to make educated choices.

One of the biggest problems with not having all the right information is marketers won't know what is being researched and why, leaving them with a lack of explanation or understanding of the results.




Why Transparent Data Is Important

Without a clear image of your prospects or the contact and content knowledge they're engaging with, marketers are often shooting in the dark, unsure if their efforts will hit the target. By knowing where the data comes from, marketers can check that what they're basing their advertising on is accurate and clear — ensuring that they'll be able to explain how they got the results or information they did.

To successfully engage with their target audience, marketers and sales professionals need to understand where the intent comes from and where their readers are on the buyer's journey. Once they know that information, they can communicate more effectively, understanding whether the audience intends to make a purchase.

Continue reading to learn how you can receive transparent data and use it to better engage with your target market and make decisions.



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CONTENTgine utilizes a highly transparent and straightforward first-party data process and gives marketers full content-level detail and content clarity.

Take the Guesswork Out of Data Collection

Guessing on what your target audience wants or who they are can only get you so far. Your most educated assumption may be a good starting point for marketing research, but it shouldn't be the foundation of your advertising efforts.

To effectively collect data on your target audience and what they're looking for, you need a platform that possesses and provides access to all intent-level details. CONTENTgine utilizes a highly transparent and straightforward first-party data process and gives marketers full content-level detail and content clarity.

This intelligence not only allows you to better know your target audience but it better informs your messaging strategy to help you generate the most ROI. Without evidence of what content prospects are consuming, their intent can't be determined, making it difficult for marketers and sales professionals to target and sell to specific groups of people.

All engagements are either from email or via a registered user on Contentree – and in both cases, we know exactly which individual consumed what piece of content.

Know How Leads Are Generated

Often, how and where leads get generated is not disclosed. Providers aren't always truthful that they outsource lead gen, primarily to offshore telemarketing centers. At CONTENTgine, we generate all of our leads which come from our email audience development tactics. We always know the contact. All engagements are either from email or via a registered user on Contentree – and in both cases, we know exactly which individual consumed what piece of content. This helps us better understand not just who the individual is but how their company is engaging overall.


Because the competition almost never has contact-level details, they don't know if it's one individual engaging 10 times or 10 individuals each engaging once. Although both signal scenarios may benefit marketing teams, there's a huge tactical difference between the two that must be disclosed.

Receive Specific Information

CONTENTgine doesn't just provide insight into what your consumers are interested in, but we also supply you with full contact-level details on who reads what. With our intelligence platform, know the exact prospects and their demographic and firmographic information, including their name, email, what company they work for, and what their role is.

This information allows marketers to pick out the content pieces that their target audience will find useful. This data also gives industry professionals the ability to compare and contrast their content results with the competition to see how they're performing versus their competitors.

For intent players, our comparison matrix.ppt slide shows how we stack up against other providers in the space. In particular, the bid stream and public data options do not clarify where, specifically, they get their data, which is also vague and requires many more inferences than the CONTENTgine platform.



With our intelligence platform, know the exact prospects and their demographic and firmographic information, including their name, email, what company they work for, and what their role is.




When it comes to data, more is always better.

Drive Successful Communication

Communication is key in most situations, and marketing is no different. While data is a critical component of successfully communicating with your target audience, if marketers are missing important details, the data won't be as valuable. This results in ineffective and impersonal interactions with potential customers – which can lead to missed opportunities. Marketers need to have the full picture of who their target audience is and what challenge they're attempting to solve to message most effectively.

When it comes to data, more is always better. While 89% of marketing professionals measure their marketing effectiveness using key strategic metrics, they may still be missing out on potential sales.¹ Aided with additional information and helpful details, you can clearly understand who your target audience is and send better prospect follow-up content and outreach – ultimately with the hope that they'll make a purchase.



Contact CONTENTgine
today to get started.

CONTENTgine: Transparent Data for Marketers and Sales Teams

In our CONTENTgine model, we show you how we did our homework. Everything comes from the process we outline, so it's clear to marketers how we get the provided intelligence and leads.

We also have full content transparency: All digital engagement is based on the content read on our platform. Most intent providers have little idea about the actual content being consumed. There are some keywords on a webpage somewhere, but the context is lacking. But not with our detail-focused data platform. All of our signals are 100% first-party, which means nothing is lost in translation.

Want access to transparent and straightforward data that can help you know your target audience and communicate with them more effectively? **Contact CONTENTgine** today to get started.



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