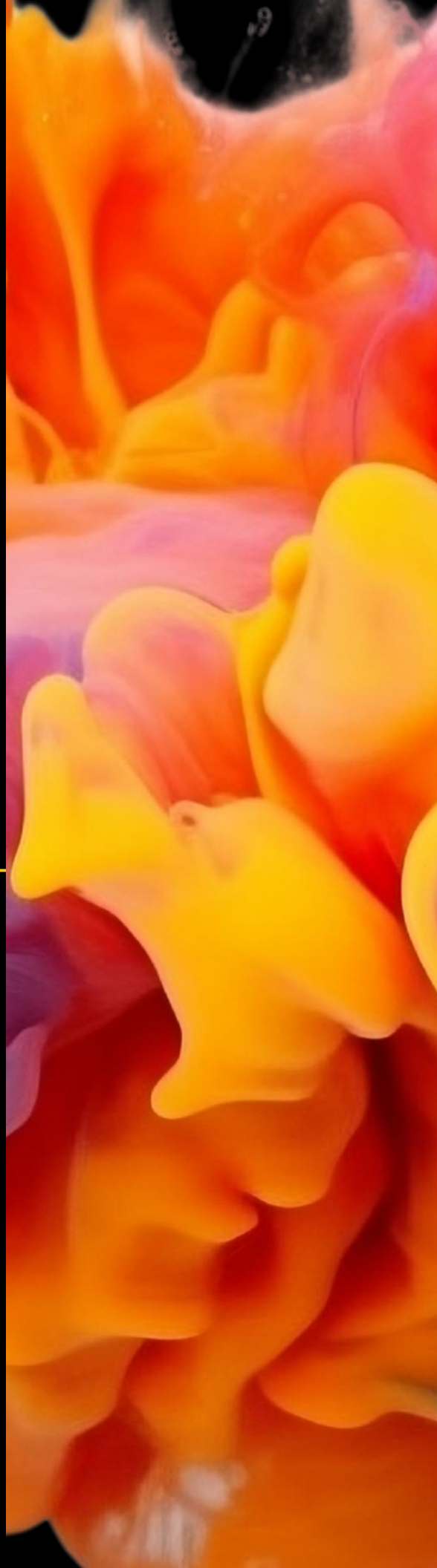pharosIQ

First-Party Future: How Real Buyer Intent Drives Real Pipeline

FORGET VANITY SIGNALS AND INFLATED
PROMISES. IT'S TIME TO GO DEEPER
WITH INTENT YOU CAN TRUST.

The Signal Crisis in B2B

Marketing leaders are expected to deliver measurable growth with tighter budgets and fewer resources. Data is everywhere, but not all of it moves pipeline. The shift away from cookies, stricter privacy regulations, and the overuse of inferred behavioral signals have created more noise than clarity.

First-party intent data offers a path forward. It captures real engagement from named individuals within accounts that matter. These signals represent true buying behavior and create an opportunity for coordinated action between marketing and sales teams.

This guide outlines how forward-thinking marketing teams are operationalizing first-party intent to drive pipeline and how your strategy can evolve to do the same.

The Case for First-Party Intent

First-party intent refers to behavioral signals captured directly from a brand's owned channels such as content downloads, webinar registrations, email clicks, virtual event attendance, and other traceable actions tied to known individuals.

Unlike third-party intent, where companies aggregate across multiple sites and often anonymize at scale, first-party intent gives marketers direct visibility into engagement with their own assets. It tells you not only what someone is researching, but exactly who they are and how they interact with your message.

Prioritizing these first-party interactions, allows marketers to act on:
- Cleaner, more accurate segmentation tied to real individuals
- Faster follow-up based on live engagement
- Full compliance with evolving data privacy standards
- Higher conversion through behavior-based personalization

While many vendors offer expansive reach through their use of third-party intent, organizations are augmenting these strategies with vendors capable of activating their owned audience data. This ensures efforts are targeted toward contacts who are already demonstrating intent within their ecosystem.

Success Stories: ServiceNow Increases Sales Pipeline By 3X

As ServiceNow expanded its product lines and regional teams, Director of Field Marketing West, Heather Rath, needed better visibility into intent signals originating from accounts outside her direct oversight. The goal was to ensure that all field marketing managers were working from the same high-quality insights to support targeted outreach and accelerate open pipeline.

ServiceNow partnered with pharosIQ to unify data and orchestrate campaigns across regions. With enhanced analytics, Rath could distinguish intent signals by geography and buyer behavior. Her team built micro-clusters to activate highly specific campaigns aligned with regional buying patterns and solution interests.

"Collaboration is so important — not only at the top of the funnel but through the funnel," explained Rath. "Being able to leverage these intelligent insights and meet accounts where they are is key to our business, in addition to ensuring we're delivering the most pertinent information at the right time. The more actionable and qualified insights we can deliver to sales is just going to increase that trust and level of partnership. Having everyone on the same page and striving toward the same goal is really important."

One campaign, built around a vaccine management solution, quickly aligned cross-functional teams with real-time data. The campaign delivered **3x sales-created pipeline**, showcasing how synchronized outreach based on precise engagement signals can drive significant revenue gains.

Success Stories: SAP Drives 400% Increase In Target Buyer Engagement

Marketing complex solutions for multiple lines of businesses (LOBs) to customers worldwide is an ongoing challenge for SAP, an enterprise application software provider that has customers in more than 180 countries and over 21,000 partner companies globally. Jorge Granada, Global Lead, Programs Center of Expertise, heads a team that coordinates and orchestrates marketing for every line of business at SAP.

SAP needed to optimize its intent-driven targeting models to provide insights into which accounts to prioritize for highly personalized and timely ABM sales and marketing outreach campaigns. With pharosIQ, SAP Intelligent Enterprise Solutions was able to unite global teams across product lines to deliver precise personalized messaging to key decision makers within its target accounts.

From merely identifying target accounts, partnering with pharosIQ has enabled SAP to drill down to identify building locations, buying teams, and even specific individuals that are likely buyers of its products and solutions.

"I always say, as long as you can see the bullseye, you can eventually hit the bull's eye," said Granada. "You just have to know where the target is. pharosIQ shows me where to shoot."

With a **400% increase in target buyer response**, SAP's marketing team is definitely hitting the target.

Success Stories: Finastra Drives ROI Ratio of 33:1

Finastra encountered some real challenges with managing existing multichannel programs, message consistency, and channel optimization. Immediately, they had to find a way to manage multiple business unit views, remove audience targeting from within siloes of platforms and teams and activate large communication channels that remain untargeted.

Finastra sought to target its existing customers globally, requesting that multiple lines of business prioritize the content. Creating multiple content syndication program instances for each message with their own set of intelligence, pharosIQ was able to prioritize accounts based on those demonstrating the strongest down-funnel intent signals to receive syndicated content first.

In just 12 months, pharosIQ delivered over 2000 qualified leads and an **ROI ratio of 33:1.** In addition, the content syndication campaigns were designed to increase awareness across multiple lines of business and regions and to survey customers after already prioritizing them within a given program. The results of which drove actionable insights that are imperative to informing future lead generation strategies.

Final Word

As marketing leaders push for more efficient growth, the difference lies in how well they understand buyer intent. Third-party intent tools offer useful forecasting, but they are built on historical assumptions. They estimate who might convert rather than revealing who is actively engaging.

First-party intent adds the missing layer of truth. It shows which stakeholders are interacting with your content right now. This enables real-time orchestration and more responsive, relevant engagement. Used together, predictive scoring and first-party data can enhance prioritization. But first-party intent should be the primary signal used to trigger action.

First-party data isn't just another data source. It's the most accurate indicator of purchase readiness. Teams that harness it build stronger pipeline, faster.

Strategic Recommendations for Marketing Leaders

- Evaluate your current data strategy. Are your teams acting on confirmed buyer signals or outdated assumptions?
- Prioritize first-party intent as the foundation of ABM, demand generation, and lead nurture programs.
- Rebuild segments based on engagement, not just industry or firm size.
- Create feedback loops between marketing and sales using live intent data.
- Choose platforms that offer transparency and connect engagement to pipeline.

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pharosIQ is a global leader in first-party intent-driven lead generation solutions, delivering essential insights and demand for B2B organizations' sales and marketing success. With over four decades of expertise, pharosIQ converts buyer intelligence into impactful engagements, driving global revenue efficiently for many of the world's most recognizable organizations.

Powered by first-party audience engagement data and its proprietary AI ecosystem, pharosIQ connects B2B technology and service vendors with in-market buyers, transforming sales and marketing strategies worldwide.

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