

8 Miles Solution Intent Data captivates global buying interest

8 Miles Solution is leveraging intent data to attain global buying interest



Pune, Maharashtra Jun 18, 2022 ([Issuewire.com](https://www.issuewire.com)) - 8 Miles Solution has channelled its intent data across the globe.

The organization's success heavily relies on data, the ultimate source of developing buyers' intent. The technology accustomed to the company is managing effectively to reach out all over. The B2B market heavily depends on the data to attract clients and mark sales and marketing success. A fair understanding of consumer needs and intent data favours 8 Miles Solution to earn a competitive edge. Technology has the potential to use AI and machine learning to develop predictive models of B2B buyer behaviour. It will help identify new opportunities and understand what the customer wants. This will, in turn, help the company to develop better products, services, and sales and marketing strategies.

Technology has evolved after the unprecedented pandemic, which has alarmed the world about the uncertainty in business and risk management. The company has glued to risk management approaches to assure productivity at every level. The impact of the pandemic has fueled the firm's technological methodologies, mainly AI (Artificial Intelligence) and ML (Machine Learning).

8 Miles Solution leveraged its technological arsenals of AI & ML to gain ground in attaining global buyer intent. This has hiked up their sales count and proved them a time-saving asset. This results from an upgrade in analytics, market segmentation, and targeting the potent clients by understanding their intent. AI surfs informational, transactional, navigational, and consideration to gather buyer intent. On the contrary, ML algorithms amass intent data in the organisation.

The prospects consistently seek solutions, and businesses use intent data to scan the prospects' purchase intent. 8 Miles Solution answers the following questions, How did the visitors arrive at the site? How did they engage? What is the timeframe of their engagement? What is their buyer intent?

Buyer interest is the dominant type of intent that can analyse every visitor's goal. With AI and ML, the website visitors with higher buyer intent are traced back to be transformed into customers resulting in increased ROI. The organisation highly focuses on the activities and interests of the visitors to get into their shoes and align their sales and marketing strategies, which fuels their sales pipeline.

Intent-based marketing of 8 Miles Solution understands the market behaviour to source their products and services to the accounts and contacts looking for them. They have fused technological aspects like Research, Competitor Analysis, Hiring, Engagement, Social Media Patterns, Product Reviews, and Psychographic and Technographic to get in touch with global intent.

About 8 Miles Solution

8 Miles Solution is a full-service global marketing organisation that provides end-to-end solutions to the marketing and sales challenges worldwide.

They work with some of the world's most iconic brands and have a proven track record in delivering exceptional results. The organisation is moving forward to expand globally at an unstoppable pace.

About Intent Data

Intent Data is a prospect's or organisation's intent to purchase a product or a service. Diverse methodologies contribute to examining the intent through webpage visits, downloads, requests, event participation, media consumption, and form filling. Intent data is the future of the B2B industry, and 8 Miles Solution is in action on this fact day by day.

8 Miles Solution captures intent data through multiple Intent platforms. They work with various data providers to get the most accurate and timely intent data updated daily. This allows businesses to track customer intent and make data-driven decisions.



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