

# Intent Audiences

Reach the people who are already deciding to buy — before your competitors even know they exist.

## The Big Idea — Only 5-10% of Your Market Is Ready to Buy Right Now

Most advertising blasts your message at everyone and hopes some are interested. Intent Audiences finds the small slice who are actively researching your category today — at the exact moment they are closest to a decision.

- Every prospect scored 0-100 based on how unusual their research behavior is for them personally
- High score = actively researching right now — a real buying signal, not a demographic guess

5-10%

of market ready to buy at any moment

35B+

intent signals analyzed every day

3.2x

higher lead-to-meeting rate

## Four signals that tell us someone is close to a decision

### Search behavior

What people are actively searching in your category right now — not last month, today.

### Content consumption

Articles, reviews, and comparison guides they're reading across third-party sites.

### Behavioral acceleration

When research activity suddenly spikes above a person's own normal baseline — a clear sign they've entered a buying cycle.

### Competitor research

When a prospect is actively evaluating your competitors — they're in full shopping mode and close to a decision.

## WITHOUT INTENT AUDIENCES

You reach a wide audience based on demographics and interests. Most aren't ready to buy. Budget spreads thin, cost-per-lead stays high, and results are hard to trace.

## WITH INTENT AUDIENCES

You reach people already researching your category — scored by how actively they're in-market. Higher engagement, lower cost-per-acquisition, faster path to conversion.



### Trending up

Interest is accelerating. Reach out now — this person is entering an active buying window.



### Holding steady

Interest is consistent but not urgent. Nurture with relevant content — don't hard-sell yet.



### Trending down

Interest is fading. Re-engage before the window closes — or the opportunity goes to a competitor.

## The Stepping Stone — Intent Audiences powers every stage of the buying cycle

### Identity Resolution

Find out who visited & clicked



### Buyer Journey

See every step they took



### Intent Audiences

You are here Reach in-market buyers



### Omnichannel PPC

Deliver ads on every screen

Ready to reach buyers who are already looking?

Stop paying for uninterested eyes — start reaching people ready to act.

Book a free 30-minute consultation

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