The background features several abstract, rounded geometric shapes in shades of orange, red, and teal. These shapes are positioned around the central text, creating a modern and professional look. The central text is in a dark blue, sans-serif font.

Transforming Buyer Intent Signals Into Revenue With HubSpot

Emily Davidson | September 2025


Agenda

1. HubSpot Buyer Intent
2. Precision Targeting
3. Signals To Strategy
4. Insight To Execution
5. Transformed By Intent

Emily Davidson

Director of Enterprise
Marketing, Sandler





HubSpot Buyer Intent

New Fuel For Revenue
Teams In HubSpot

What Does It Matter?

HubSpot Buyer Intent

- 01** 70% of the buyer journey happens anonymously before any direct contact is made from a prospect to a company¹
- 02** Companies not tapping into buyer intent data are being **reactive** – those who harness it are **proactively growing business**²
- 03** Earlier engagement = More relevant customer experiences, hyper-personalization, **faster sales cycles**, and **higher win rates**³

1 – [6sense 2024 Buyer Experience Report](#) 2 – [Foundry Top 30 ABM & Intent Data Stats To Know](#)

3 – [Factors.ai Intent Data Platforms vs Traditional Lead Generation: ROI Comparison 2025](#)

They Are Looking 👁️ . . . But Are You Listening?

The Power Of Buyer
Intent In HubSpot

- 01** Instead of individual actions at the Contact level, you **see collective intent behavior** of a Company – Fuel for your revenue engine
- 02** Your **command center** with an overview of your target markets, the companies showing intent, and your **progress toward winning**
- 03** **Power to personalize** Marketing & Sales outreach to ensure it matches the **research & intent** signals from within an account

Introducing HubSpot Buyer Intent



Supercharging Your Sales & Marketing

Buyer Intent

Overview

Visitors

Research

Signals

Configuration

Identify companies visiting your website, filter by fit, intent, and engagement.

Filters

Saved views

Visitors & Visitor Intent

Time frame

Last 30 days

Showing visitor intent

☐

Edit visitor intent criteria

Traffic source

Any source

Specific page views

Path is equal to

All Domains

Search

492 companies

Set up auto-add

Add email digest

Search for companies

<input type="checkbox"/>	<div>World Wide Techn...</div> <div>United States</div>	<div>Information Technology and Services</div> <div>5K - 10K employees</div>	<div>912 page views</div> <div>95 unique visitors</div>	<div>Intent</div> <div>Target Market</div> <div>Monitoring</div>	<div>in</div> <div>eye</div> <div>+</div>
<input type="checkbox"/>	<div>Aprio,</div> <div>United States</div>	<div>Accounting</div> <div>1K - 5K employees</div>	<div>36 page views</div> <div>4 unique visitors</div>	<div>Intent</div> <div>Target Market</div>	<div>in</div> <div>eye</div> <div>+</div>
<input type="checkbox"/>	<div>Honeywell</div> <div>United States</div>	<div>Electrical/Electronic Manufacturing</div> <div>50K - 100K employees</div>	<div>26 page views</div> <div>12 unique visitors</div>	<div>Target Market</div>	<div>in</div> <div>eye</div> <div>+</div>
<input type="checkbox"/>	<div>Rocket Software</div> <div>United States</div>	<div>Computer Software</div> <div>1K - 5K employees</div>	<div>23 page views</div> <div>7 unique visitors</div>	<div>Target Market</div>	<div>in</div> <div>eye</div> <div>+</div>
<input type="checkbox"/>	<div>WorkStep</div> <div>United States</div>	<div>Human Resources</div> <div>51 - 250 employees</div>	<div>20 page views</div> <div>20 unique visitors</div>	<div>Target Market</div>	<div>in</div> <div>eye</div> <div>+</div>
<input type="checkbox"/>	<div>InterWorks</div> <div>United States</div>	<div>Information Technology and Services</div> <div>251 - 1K employees</div>	<div>19 page views</div> <div>2 unique visitors</div>	<div>Intent</div> <div>Target Market</div> <div>Monitoring</div>	<div>in</div> <div>eye</div> <div>+</div>
<input type="checkbox"/>	<div>Equitable</div> <div>United States</div>	<div>Financial Services</div> <div>5K - 10K employees</div>	<div>17 page views</div> <div>6 unique visitors</div>	<div>Target Market</div>	<div>in</div> <div>eye</div> <div>+</div>
<input type="checkbox"/>	<div>ADP</div> <div>United States</div>	<div>Human Resources</div> <div>50K - 100K employees</div>	<div>17 page views</div> <div>5 unique visitors</div>	<div>Target Market</div>	<div>in</div> <div>eye</div> <div>+</div>

< Prev

1

2

3

4

5

6

7

8

9

10

11

...

20

Next >

25 per page

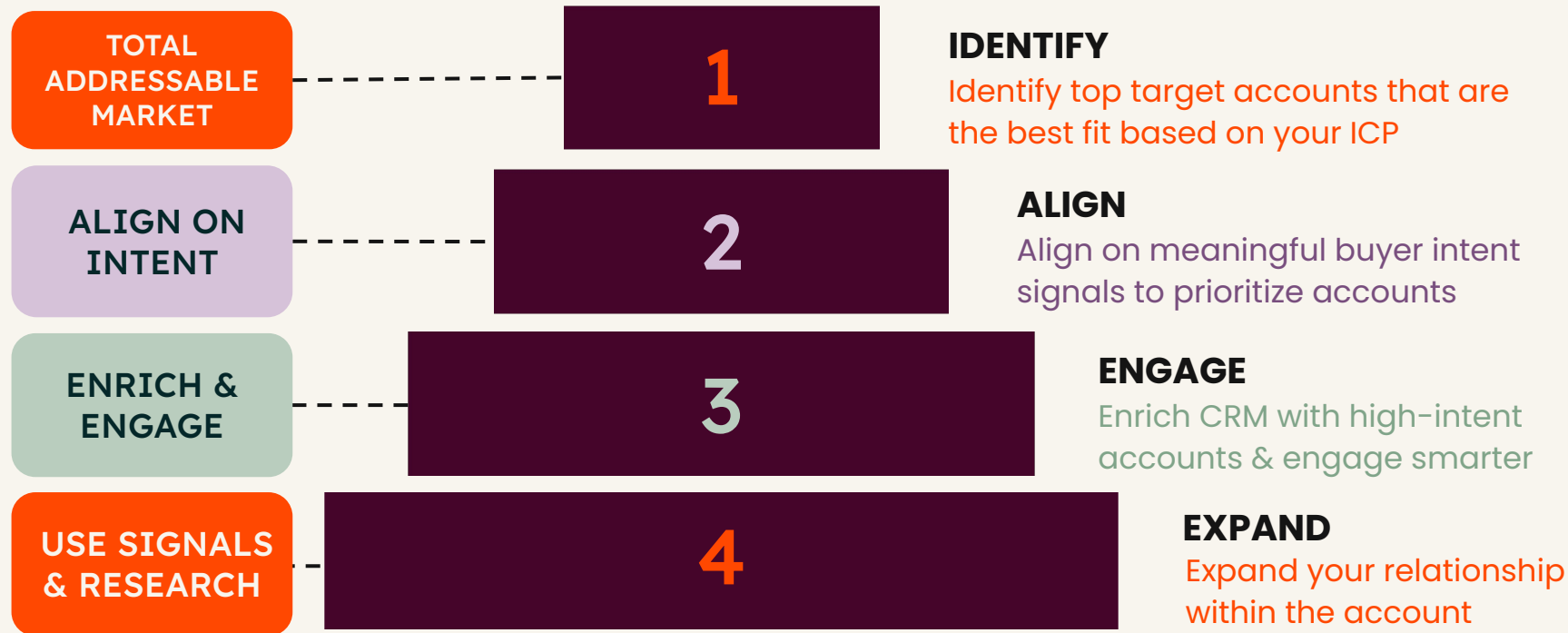
The slide features two large, semi-transparent gradient circles. One circle on the left transitions from red at the top to light blue at the bottom. Another circle on the right transitions from dark red at the top to teal at the bottom.

Precision Targeting Starts In HubSpot

Your Ideal Customers, Filtered To
Perfection

Buyer Intent-Driven Model

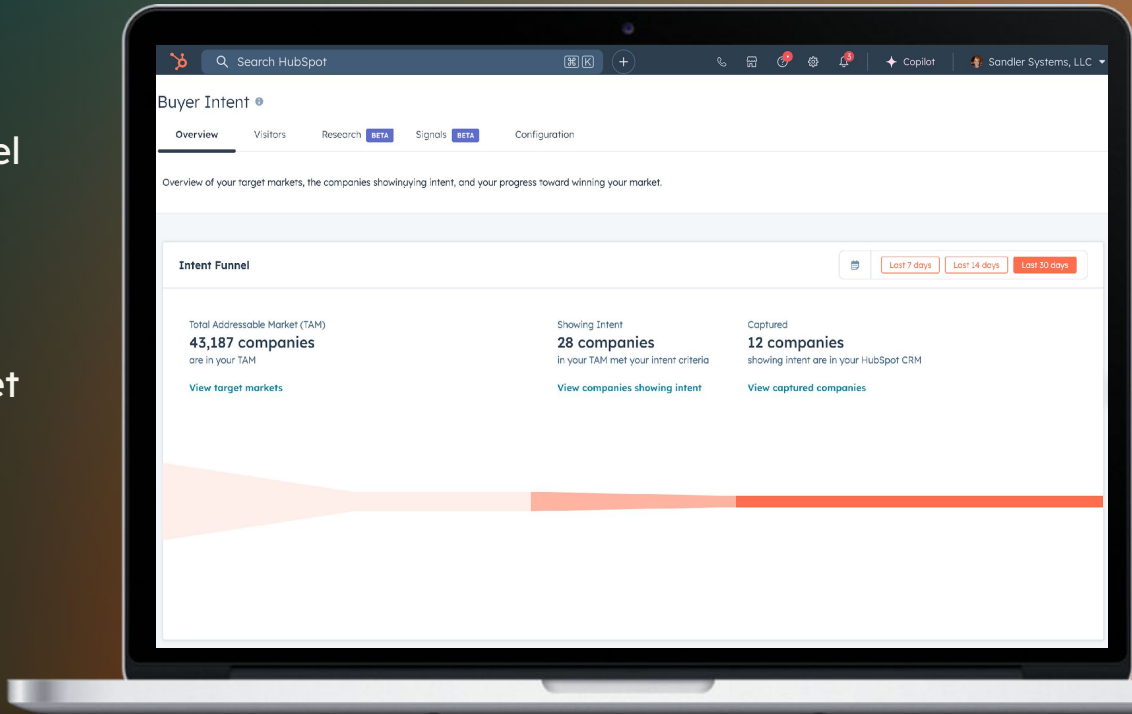
 Build, Trigger & Track — All Inside Your HubSpot Universe



Built In HubSpot

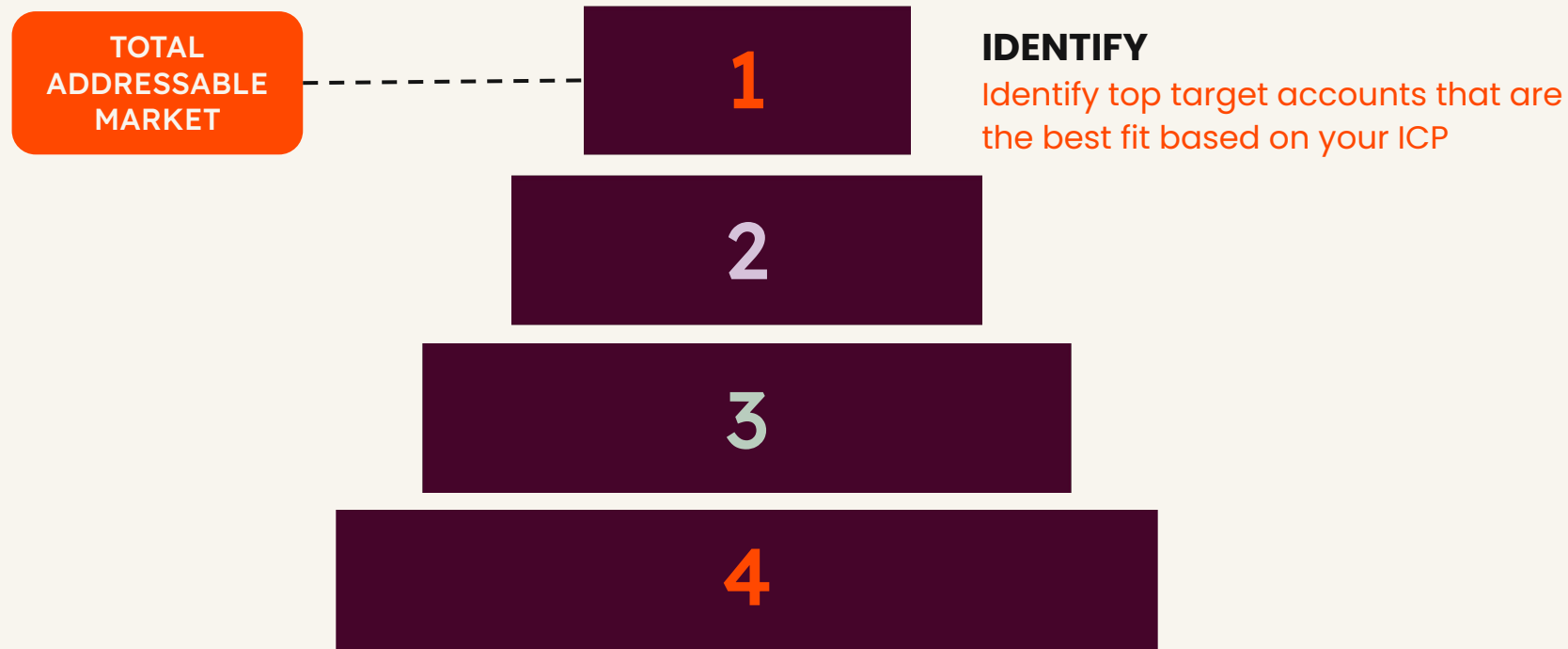
Each step of the Buyer Intent Model can be configured within HubSpot Buyer Intent, factoring in:

- Your Total Addressable Market
- Your Data/Company Records
- Your Buyer Intent Signals
- Your Buyer Research Terms



Buyer Intent-Driven Model

 Build, Trigger & Track — All Inside Your HubSpot Universe



Total Addressable Market (TAM)

DEFINE YOUR TARGET MARKETS

Buyer Intent ⓘ

Overview

Visitors

Research BETA

Signals BETA

Configuration

Total Addressable Market (TAM) and Target Markets



Build a profile for each of the market segments you're targeting to focus on high-fit visitors to your site.

We've identified 43,187 companies in your TAM.

Target Markets 6

Manage markets

Sandler Enterprise Asia Market	1,825 companies	Edit
Sandler Enterprise Computer Software & ...	2,093 companies	Edit
Sandler Enterprise Construction & Buildin...	2,613 companies	Edit
Sandler Enterprise Europe Market	2,405 companies	Edit
Sandler Enterprise North America Market	3,807 companies	Edit
Sandler Enterprise North America Mid-Ma...	33,919 companies	Edit



Total Addressable Market (TAM)

SEGMENT SMARTER WITH HUBSPOT MARKETS

Markets BETA

Buyer IntentTarget Accounts

Build a profile for each of your market segments. Once created, these market profiles will give you a view into whether a company in your CRM (or a company HubSpot has identified that's not yet in your CRM) is in a market you want to pursue.

HubSpot has identified **43,701 companies** that fit into the saved markets you've defined. Of that total, approximately **7%** are in your CRM.

Search markets

8 of 20 markets created

Create new market

MARKETS	COMPANIES	IN CRM	CREATED BY
Sandler Enterprise Asia Market	1,825	5% (95)	Emily Reggia
Sandler Enterprise Computer Software & Technology Market	2,093	19% (394)	Emily Reggia
Sandler Enterprise Construction & Building Market	2,613	14% (354)	Emily Reggia
Sandler Enterprise Europe Market	2,405	9% (206)	Emily Reggia
Sandler Enterprise Medical Devices & Technology	738	18% (131)	Emily Reggia
Sandler Enterprise North America Market	3,807	28% (1,058)	Emily Reggia
Sandler Enterprise North America Mid-Market	33,919	5% (1,698)	Emily Reggia
Sandler Enterprise United States Market Not within CRM (TEST)	3,469	29% (1,001)	2X Marketing

***CREATE UP
TO 20
MARKETS**

- Industries
- Locations
- # of Employees
- Technologies

Total Addressable Market (TAM)

**BUILD YOUR
TARGET
MARKETS WITH
PRECISION**

Market

0 companies

identified in this market

0 of these companies exist in your CRM (0%)



Market name

Sandler Enterprise US/Canada Building Supplies Market

Industries

[Add](#)

Company keywords

[Add](#)

Company keywords can be used together with industries to narrow your market to specific companies within industries. They can also be used on their own to identify companies that match a specific keyword or term, for example, B2C, healthcare, manufacturing, etc. [View full list of company keywords](#)

Employee range

[Add](#)

Company country

[Add](#)

Company state / province / region (full name)

[Add](#)

Company city

[Add](#)

Web technologies

[Add](#)

Revenue

[Add](#)

Company keywords

[Remove](#)

build

Building Equipment

Building Management

Building Materials

Building Safety

Building Services

Building Equipment

Total Addressable Market (TAM)

BUILDING A TARGET MARKET

*SCAN FOR
DEMO VIDEO*



SCAN ME

A screenshot of a web browser displaying the 'Buyer Intent' application. The browser's address bar shows 'app.hubspot.com/buyer-intent/9187707/configuration'. The app's navigation bar includes tabs for Overview, Visitors, Research, Signals, and Configuration, with 'Configuration' being the active tab. The main content area is titled 'Total Addressable Market (TAM) and Target Markets' and includes a sub-header 'Build a profile for each of the market segments you're targeting to focus on high-fit visitors to your site.' Below this, it states 'We've identified 45,187 companies in your TAM.' To the right, there is a 'Target Markets' section with a 'Manage markets' button and a list of six market segments, each with a company count and an 'Edit' link. A large play button icon is overlaid on the first three market segments. At the bottom, there is a 'Visitor Intent Criteria' section with a description and a list of criteria, with one criterion added and an 'Add visitor intent criteria' button. The browser's top bar shows several open tabs, including 'Buyer Intent | HubSpot', 'Feed | LinkedIn', 'Home | Sales Nav...', 'Publications | Cont...', 'Home - Google Drive', and 'Buyer Intent Review...'. The user's name 'Sandler Systems, LLC' is visible in the top right corner of the app interface.

The slide features two large, semi-circular decorative elements. On the left, a circle with a gradient from red to light blue. On the right, a circle with a gradient from dark red to teal. Both are partially visible, framing the central text.

From Signals To Strategy

Turn Data Into Direction With
HubSpot Intent

Buyer Intent-Driven Model

 Build, Trigger & Track — All Inside Your HubSpot Universe



What Indicates Intent?

ESTABLISH YOUR INTENT SIGNALS

Visitor Intent Criteria

Identify and filter for companies that are showing intent by defining your Intent criteria. Criteria are based on number of visits/visitors and visit recency to specific page paths on your site.

17 page views
3 visitors

Intent

- What website pages or offers indicate intent?
- How many visits suggest interest?

Intent Criteria			1 of 10 criteria added	+ Add visitor intent criteria
▼ Intent Criteria				Edit
*/get-started	1+ visit	1+ visitor	This week	
*/solutions/sales-development-series	1+ visit	1+ visitor	This week	
*/thank-you	1+ visit	1+ visitor	This week	
*/sales-certification	1+ visit	1+ visitor	This week	
*/solutions/sandler-enterprise-selling-series	1+ visit	1+ visitor	This week	

What Indicates Intent?

DEFINE HIGH-INTENT PATHS & ACTIONS

Intent Criteria
> Sandler Reinforcement Services
> High-Intent Whitepapers 100 Great Sandler Questions
> High-Intent Whitepapers ChatGPT Prompts
> High-Intent Whitepapers 8 Habits Of Salespeople In Economic Uncertainty
> High-Intent Whitepapers The Moneyball Moment
> High-Intent Whitepapers 6 Modern Prospecting Mistakes

Intent Criteria		
Page path, for example, /product		
Path is equal to		
sandler.com	/whitepapers/20-tested-sandler-chat-gpt-prompts	
Minimum number of visits	Minimum number of visitors	Time period
1	1	Today
Country		
Any country		
Delete		
OR		
Page path, for example, /product		
Path is equal to		
sandler.com	/whitepapers/20-tested-sandler-chat-gpt-prompts	
Minimum number of visits	Minimum number of visitors	Time period
1	1	Today
Country		
Any country		

What Indicates Intent?

ESTABLISH YOUR SEARCH TOPICS







Research Intent Topics BETA

Find companies researching the topics that matter most to your business. Any company that shows a match for researching any of these topics, whether in your CRM or not, will be populated in the Research tab.

- What research topics indicate intent to buy?
- What are key search terms?

Research Intent Topics 20

[Edit research intent topics](#)

sales training	 17,905 companies
sales coaching	 5,122 companies
sales professional development	 981 companies
sales leadership	 560 companies
sales prospecting	 27,769 companies
sales performance improvement	 256 companies

Intentional Additions

REFINE INTENT- HUBSPOT REMOVES GUESSWORK

Excluded Companies 3

Edit exclusions

2x.marketing, icloud.com, sandler.com

HubSpot Tracking Code

Check code installation

```
<!-- Start of HubSpot Embed Code -->  
  <script type="text/javascript" id="hs-script-loader" async defer src="//js-na1.hs-scripts.com/9197707.js">  
</script>  
<!-- End of HubSpot Embed Code -->
```

Copy

Email to my web developer

⚙️ Advanced tracking settings

- Exclude any internal domains from intent data
- Ensure you are capturing website intent



From Insights To Execution

Smarter Data & Alignment –
All In HubSpot

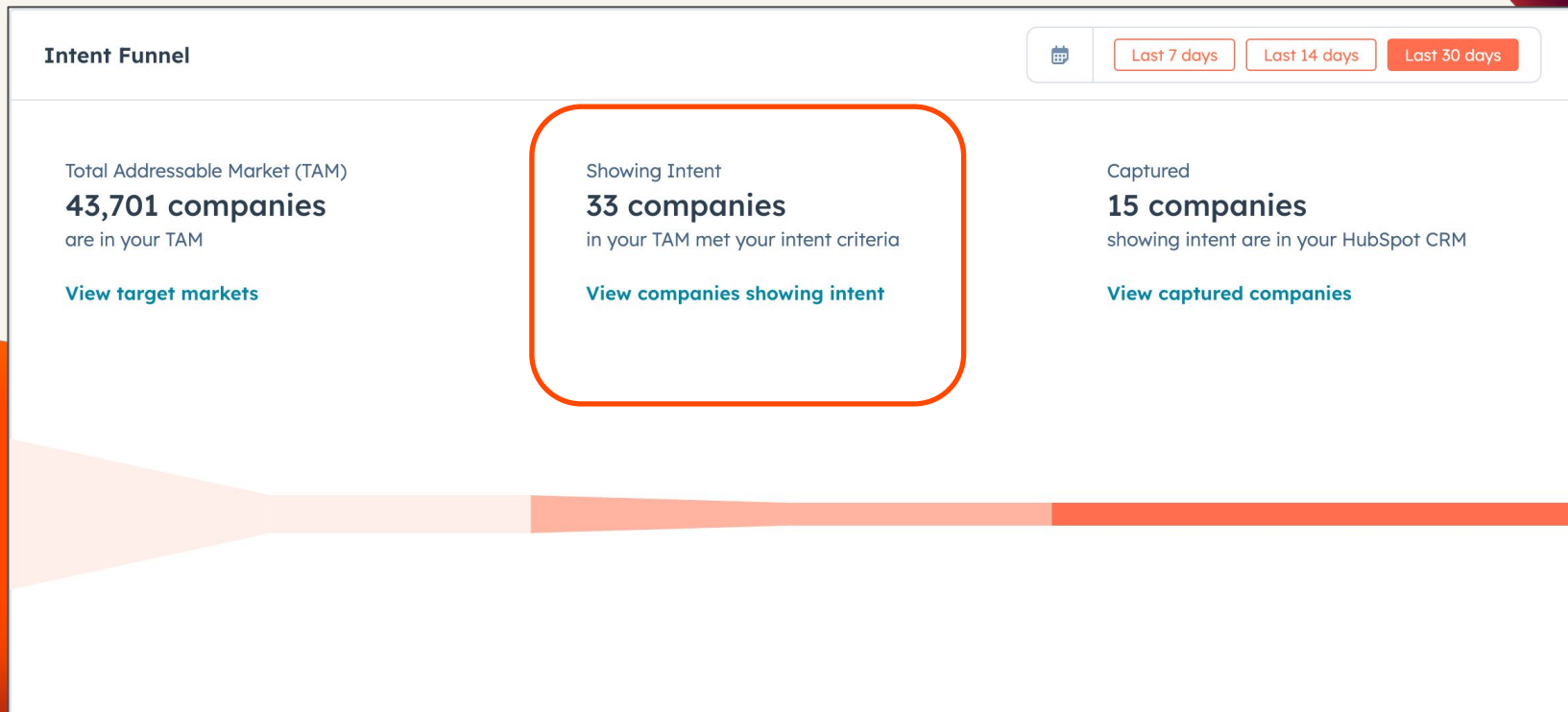
Buyer Intent-Driven Model

 Build, Trigger & Track — All Inside Your HubSpot Universe



Enrich Your Database

ADD ACCOUNTS IN YOUR TAM SHOWING INTENT



























Enrich Your Database

ADD ACCOUNTS IN YOUR TAM SHOWING INTENT

32 companies

Search for companies

Page views

<input type="checkbox"/>		World Wide Techno United States	Information Technology and Services 5K - 10K employees	872 page views 92 unique visitors	Intent Target Market Monitoring	in		
<input type="checkbox"/>		StraightArrow United States	Outsourcing/Offshoring 251 - 1K employees	161 page views 1 unique visitor	Intent Target Market	in		
<input type="checkbox"/>		Hewlett Packard Enterprise United States	Computer Hardware 50K - 100K employees	21 page views 10 unique visitors	Intent Target Market Monitoring	in		
<input type="checkbox"/>		WorkStep United States	Human Resources 51 - 250 employees	20 page views 20 unique visitors	Intent Target Market	in		
<input type="checkbox"/>		Equitable United States	Financial Services 5K - 10K employees	17 page views 2 unique visitors	Intent Target Market	in		
<input type="checkbox"/>		Honeywell United States	Electrical/Electronic Manufacturing 50K - 100K employees	16 page views 12 unique visitors	Intent Target Market	in		
<input type="checkbox"/>		Gartner United States	Information Technology and Services 10K - 50K employees	14 page views 7 unique visitors	Intent Target Market Monitoring	in		
<input type="checkbox"/>		Horizons United States	Human Resources 51 - 250 employees	11 page views 1 unique visitor	Intent Target Market	in		

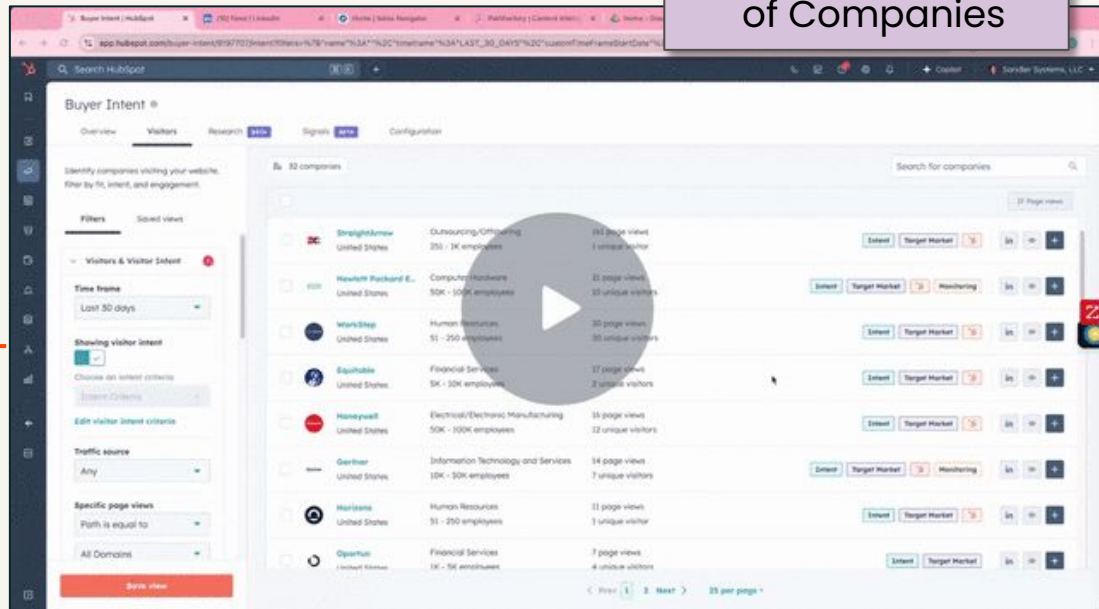
Enrich Your Database

ADD ACCOUNTS IN YOUR TAM SHOWING INTENT

- Add high-intent Companies into your CRM
- Monitor buyer intent activities of Companies



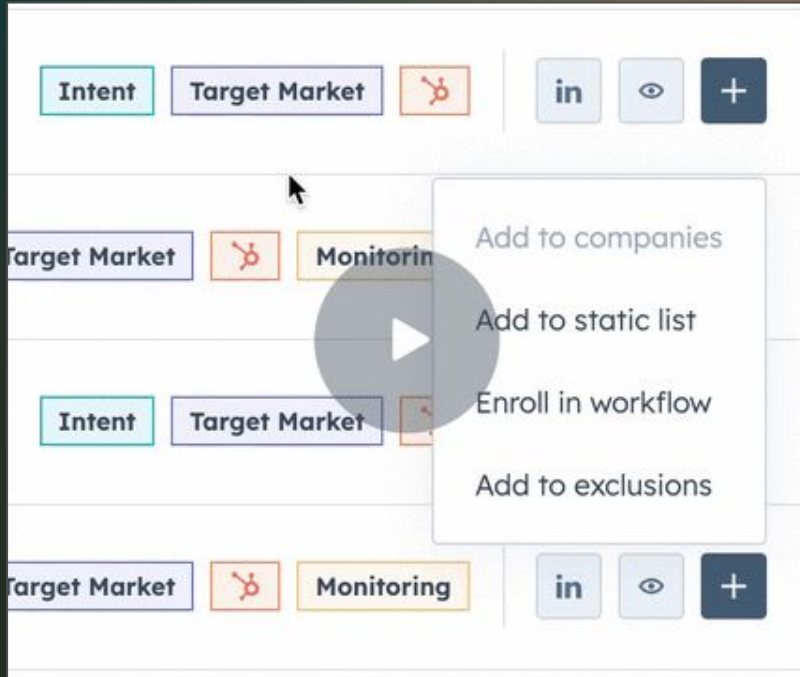
SCAN ME



Engage Intent-ionally


Once you add high-intent Companies to your CRM – You can add them to **Static Lists** OR **Enroll In Workflows** to:









- Add Key Titles
- Personalize Messaging
- Provide **Relevant** Content
- Reinforce Values/Benefits
- Understand What Resonates
- Build Rapport While They Research



Research & Intent Signals









USE TO EXPAND AND GROW RELATIONSHIPS



17 companies are researching 20 topics			Search for companies	
<input type="checkbox"/>				
<input type="checkbox"/>	 DLZ United States	Architecture & Planning 251 - 1K employees	<input checked="" type="checkbox"/> sales productivity	<input type="button" value="Visitor Intent"/> <input type="button" value="Target Market"/>
<input type="checkbox"/>	 ERP Suites United States	Information Technology and Services 51 - 250 employees	<input checked="" type="checkbox"/> sales intelligence	<input type="button" value="Visitor Intent"/> <input type="button" value="Target Market"/>
<input type="checkbox"/>	 TaxDome United States	Accounting 51 - 250 employees	<input checked="" type="checkbox"/> sales team perform...	<input type="button" value="Visitor Intent"/> <input type="button" value="Target Market"/>
<input type="checkbox"/>	 Neumeric Technologies United States	Information Technology and Services 251 - 1K employees	<input type="checkbox"/> leadership develop...	<input type="button" value="Visitor Intent"/> <input type="button" value="Target Market"/>
<input type="checkbox"/>	 Barnum Financial Group United States	Financial Services 251 - 1K employees	<input type="checkbox"/> leadership develop...	<input type="button" value="Visitor Intent"/> <input type="button" value="Target Market"/>
<input type="checkbox"/>	 HR Acuity United States	Human Resources 51 - 250 employees	<input type="checkbox"/> sales intelligence	<input type="button" value="Visitor Intent"/> <input type="button" value="Target Market"/>
<input type="checkbox"/>	 Townsquare Interactive United States	Marketing and Advertising 251 - 1K employees	<input type="checkbox"/> leadership training	<input type="button" value="Visitor Intent"/> <input type="button" value="Target Market"/>
<input type="checkbox"/>	 Spruce InfoTech United States	Information Technology and Services 251 - 1K employees	<input type="checkbox"/> leadership training	<input type="button" value="Visitor Intent"/> <input type="button" value="Target Market"/>

Research & Intent Signals

USE TO EXPAND AND GROW RELATIONSHIPS

COMPANY	SIGNAL COUNT	SIGNALS RECEIVED
 Freshworks	1	Visitor intent
 Nutrien Ltd	1	Visitor intent
 Cadent Gas	1	Visitor intent
 Optum Inc	1	Geographic expansion
 Lululemon	1	Geographic expansion
 SRS Distribution Inc	1	Geographic expansion
 Nucor Corporation	1	Geographic expansion
 Tractor Supply	1	Geographic expansion

*Be more intentional with **Signals** using the details to enroll in the right Campaigns OR craft sales messaging

Actionable Signals

TRANSFORM BUYER INTENT INTO TRIGGERS

*Within HubSpot Workflows

Add criteria

Cancel

Select an event to trigger based on

Search in criteria categories



Buyer Intent events

Buyer Intent Saved View Event

Company Signal Events

Company Expanded Geographically

Company Raised Funding

Visitor Intent Update

Trigger enrollment for companies

When this happens

Group 1

Has completed: Buyer Intent
Saved View Event

and **Saved View Name** is equal to
any of **HubSpot Buyer Intent**
| **Target Accounts Expansion**
| **Visitors**



Re-enroll off

Details

Group 2

Has completed: Company Expanded
Geographically

and + Add criteria

Group 3

Has completed: Company Raised
Funding

and + Add criteria

Group 4

Has completed: Company Published
Leadership Content

and + Add criteria

Group 5


Has completed: Company Received
Technology Investment

and + Add criteria

Actionable Signals

TRANSFORM BUYER INTENT INTO TRIGGERS



*Within HubSpot Workflows


 Trigger enrollment for companies

When this happens



Group 1

Has completed: Buyer Intent Saved View Event
and **Saved View Name** is equal to any of **HubSpot Buyer Intent | Target Accounts Expansion | Visitors**

  Re-enroll off [Details](#)


 1. Branch


Go to **Industry Is Known** if these criteria are met: **Industry is known**




   [Details](#)


*Enroll High-Intent Accounts in Personalized Workflows


= Construction






 6. Set marketing contact status
{{ targetContact }}: Set as marketing contact


  







 14. Send email
Changes needed
Send **2X | Enterprise Email 01 | Sales Performance - Kelsey** to associated contacts labeled **All associated contacts**.


   [Details](#)


= Financial Services






 7. Set marketing contact status
{{ targetContact }}: Set as marketing contact


  







 15. Send email
Send **Sandler | Pathfactory | Fullsteam | Save Your Experience** to associated contacts labeled **All associated contacts**.


   [Details](#)


= Healthcare






 9. Set marketing contact status
{{ targetContact }}: Set as marketing contact


  







 17. Send email
Send **Sandler Dashboard Booklet** to associated contacts labeled **All associated contacts**.


   [Details](#)


= Computer Software






 5. Set marketing contact status
{{ targetContact }}: Set as marketing contact



 13. Send email
Changes needed
Send **2X | Enterprise Email 01 | Sales Performance - Kelsey** to associated contacts labeled **All associated contacts**.

   [Details](#)

The slide features two large, semi-circular decorative elements. On the left, a circle with a gradient from red to light blue. On the right, a circle with a gradient from dark red to teal. Both are partially visible, framing the central text.

HubSpot Buyer Intent Engine

Sandler Success Story:
Intent-Powered Growth



Sandler Story

Intentional Growth

- 01** Sandler was falling behind when it came to our traditional lead generation strategy – **We had to adapt in order to grow & future-proof our business**
- 02** Our lead scoring & conversion process was casting too wide of a net – Making it **difficult for Marketing to target & Sales to prioritize prospects**
- 03** Marketing & Sales **messaging was too broad for each customer** – Lacking personalization & impacting conversions + customer experiences



Fast Forward
To Today. . .

What We Gained

... And You Can Too!

01 Ability to define high-intent behaviors and leverage predictive data in your targeting & prospecting strategy

WORK SMARTER, NOT HARDER

03 Marketing & Sales alignment with both teams leaning on intent signals to guide outreach efforts

COHESIVE BUYER JOURNEYS

02 High-intent alerts notify Marketing and Sales when an account is in-market for your solution so you can take action

PROACTIVE, NOT REACTIVE

04 Real-time intent data allows you to review top-converting signals monthly and tune workflows

DATA-DRIVEN OPTIMIZATION

Modernized Approach

FUTURE-PROOFING SANDLER

Shift In Buyer Behavior

Buyers leave digital footprints everywhere – The winners are those who listen

- Understand Buyer Needs
- Personalized Prospecting
- Stronger Relationships

Modern Lead Gen Requires Intent

Activity \neq Ready-to-Buy – Only intent data allows for precision-prospecting

- Prioritize Buyers
- Maximize Marketing \$
- Improve Pipeline Quality

Competitive Advantage

Acting on real buyer behaviors vs. guessing allows you to prioritize prospects

- Better Conversion Rates
- Faster Sales Cycles
- Better Buyer Experiences

Year-To-Date Progress

Intentional Revenue

*Non-Named = HubSpot
Buyer Intent Driven Accounts!

Total Number of Target Accounts

2,990

Within Enterprise ICP

SQLs

588

Named : 141 , Non-Named : 447

SQLs

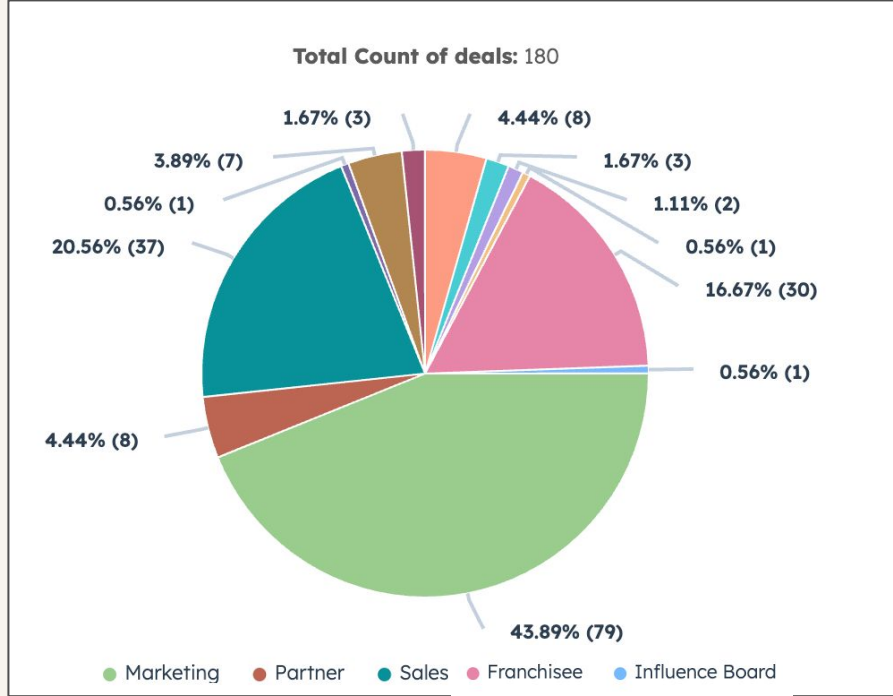
41

Named : 8, Non-Named : 33

Opportunities

18

Named : 4,
Non-Named : 14



01


Marketing is the **leading Deal Source** in the Pipeline with Sales following as the **second leading Deal Source** (MQLs increased by 4% and SQLs increased by 13%)

02

As a result of implementing a Buyer Intent approach, Marketing influenced Deals have surpassed **\$2M in Closed Won business**

03

After adopting a Buyer Intent strategy across Marketing & Sales, the number of Opportunities created has **increased by 20% (Across Q1 – Q2)**

The slide features two large, semi-circular decorative elements. On the left, a circle with a gradient from red to light blue. On the right, a circle with a gradient from dark red to teal. The main text is centered in a bold, black, sans-serif font.

Get Started With HubSpot Buyer Intent TODAY!

Let's Connect!

Director of Enterprise
Marketing, Sandler



INBOUND

Thank You!

Please Rate My Session

We hope you enjoyed today's session.
Please head to the INBOUND mobile app
to provide your feedback.
Thank you!