AI Intent Modeling

Intent data didn't just level the playing field, it changed the game

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Siemens Digital Industries

- 76,200 employees[1]

- 19.9% profit margin

- €19.5 billion in revenue [2]

- **#1 globally in factory automation, motion control, and industrial software**
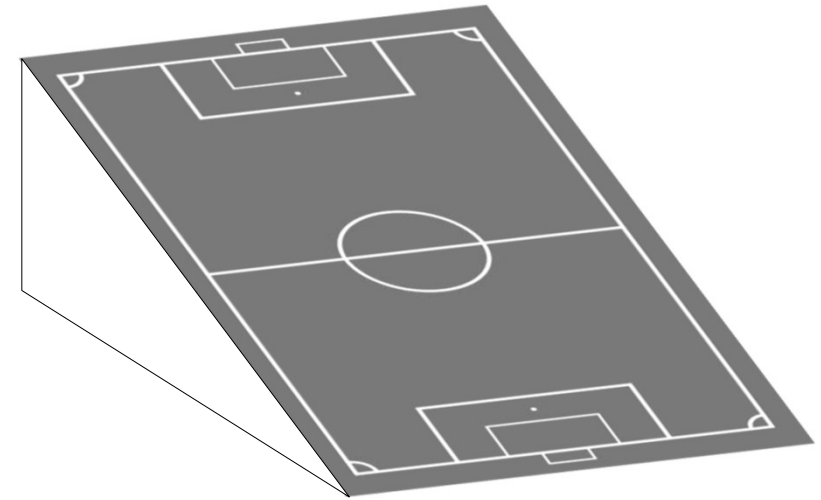
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Market situation in the US

Siemens is #2 in US (with a large gap between us and #1)

On a "level field", we win most of the time.

But this field is NOT level.

If the opportunity ends here, the incumbent vendor wins over Siemens

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The anatomy of a major automation project

Opportunity to influence outcome is in **first ~10%** of the project

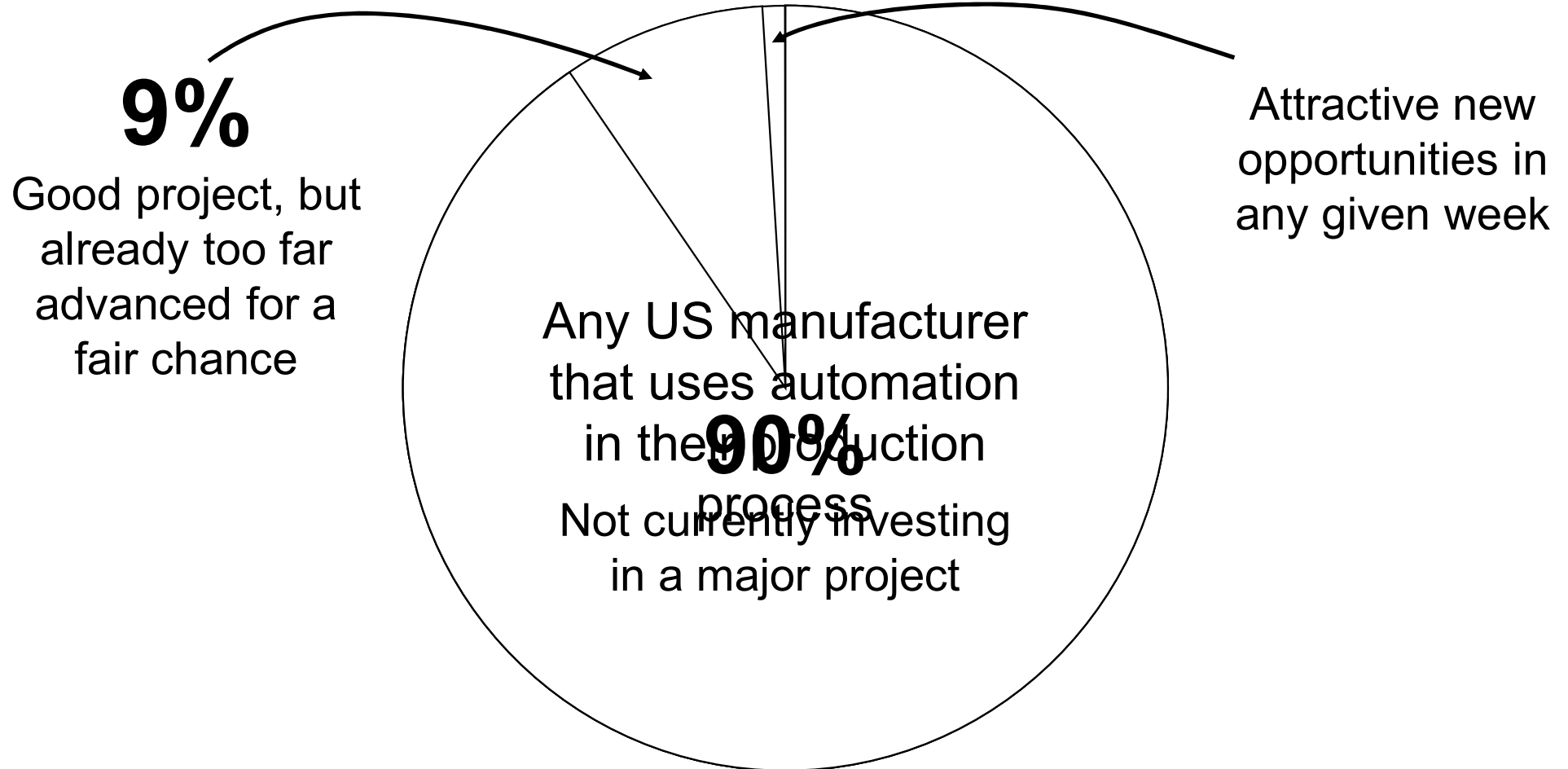**RFPs distributed**

Funding → 9-18 months → Completion

HIGH

Incumbent bias

LOW

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The addressable market

9%

Good project, but already too far advanced for a fair chance

Any US manufacturer that uses automation in their production process

90%

Not currently investing in a major project

Attractive new opportunities in any given week

The answer was not "better" demand generation

Years of investment in better demand generation didn't fix our extremely high "qualified lead" rejection rate.

Most common reasons for **lead rejection:**
- They are already a customer
- Sales already knew about the project
- They are not buying anything right now
- It's the same lead that sales rejected a few weeks ago
- It's the same lead that rejected sales a few weeks ago
- They are already halfway through their buying process

The result: wasted sales and marketing resources (and less sales trust in future leads!)

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Traditional demand generation faces a problem

Before the buyers are in-market they are not exhibiting buying behaviors, so traditional demand generation approaches cannot find them.
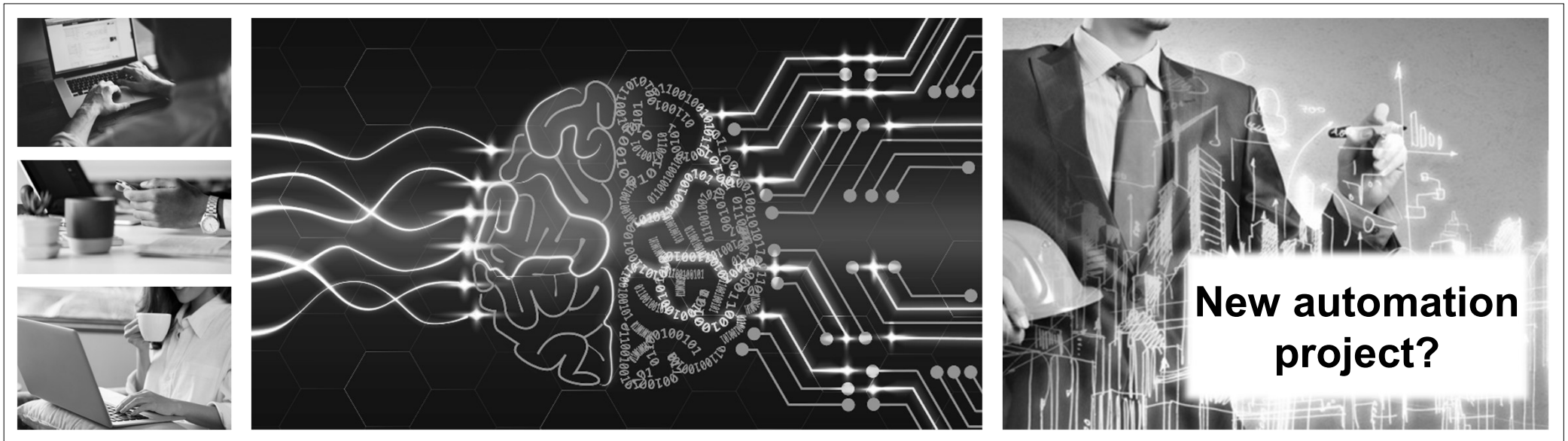
After they go in-market, traditional demand generation approaches are unlikely to qualify them within the 10% early window.

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Siemens' problem statement – **Produce highly-qualified leads in the first few days of a new automation project and do it at scale.**

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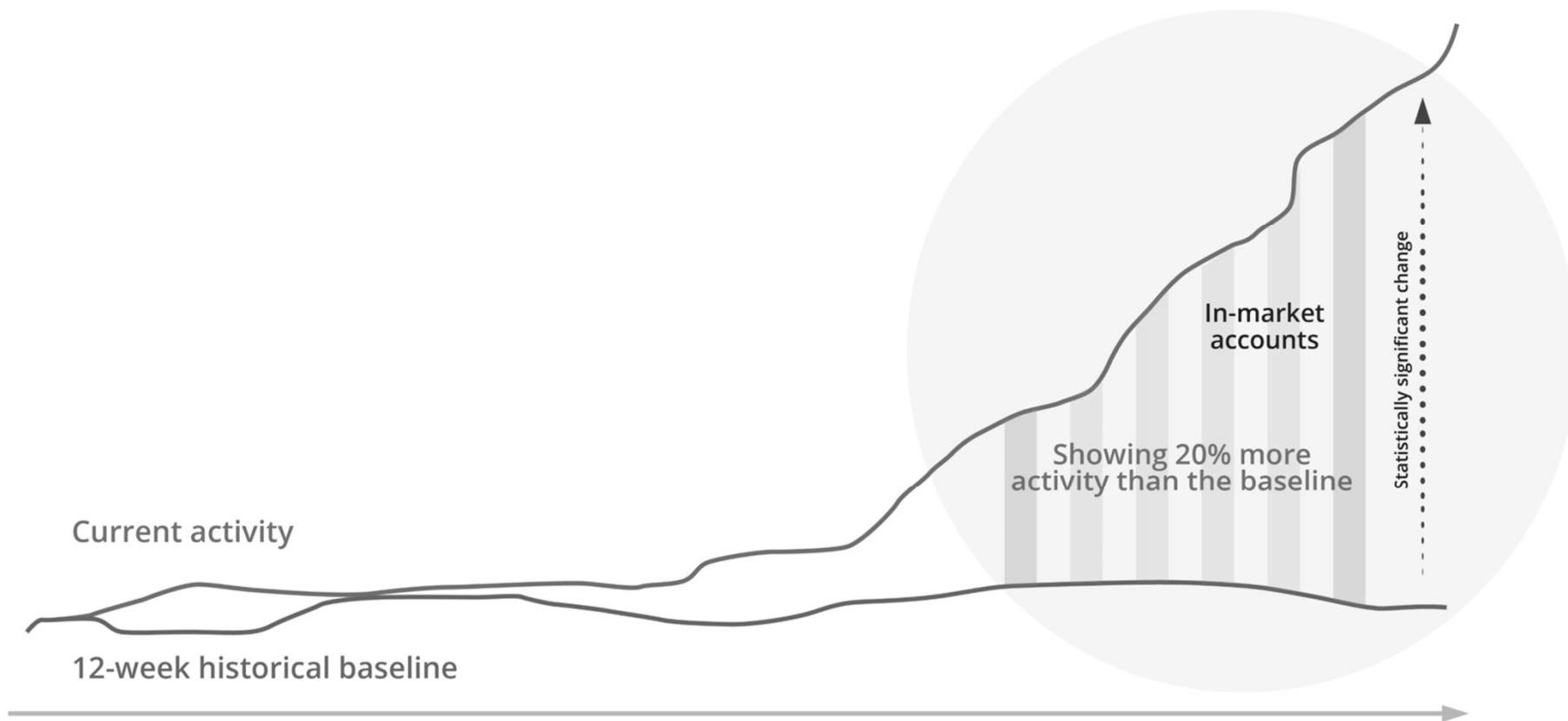
Siemens' solution – **Non-traditional demand generation guided by Intent data**

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Using cutting edge technology to beat the competition

- AI platform uses NLP to identify content consumption within billions of online sessions per week within their Partner-Publisher network.
- Identifies the specific categories of content being consumed (PLCs, Digitalization, Siemens, Rockwell, etc.).
- Identifies the company and its location that is consuming the content.
- An "**intent**" score is communicated to Siemens whenever a statistically significant increase in activity occurs.

New automation project?

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A faster route to reach buyers and win deals

In-market accounts

Showing 20% more activity than the baseline

Statistically significant change

Current activity

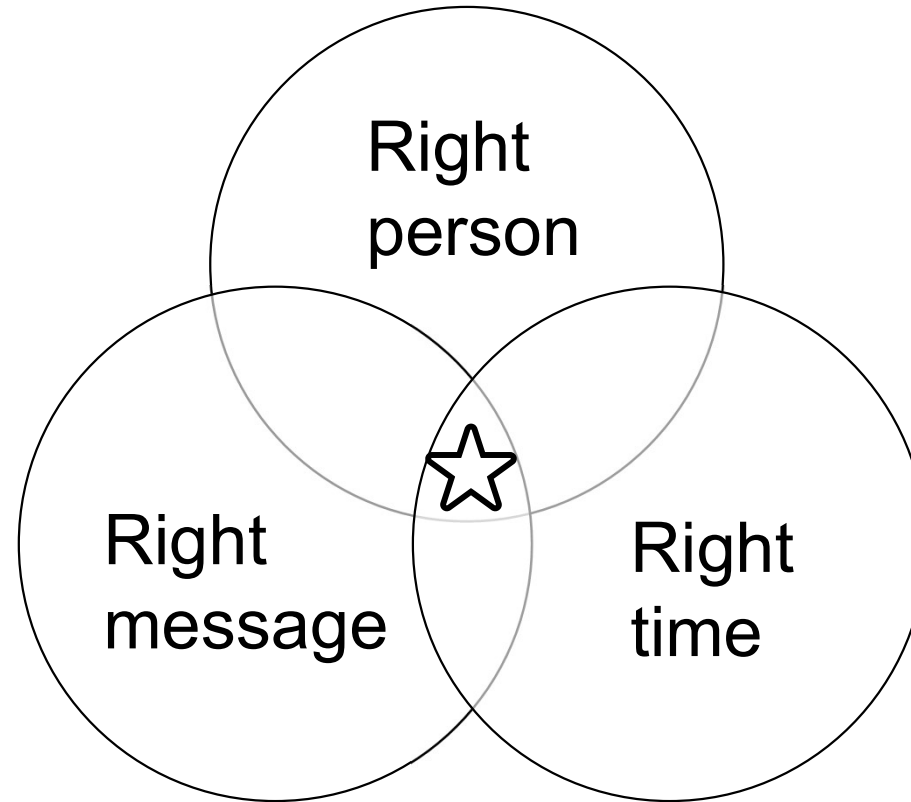12-week historical baseline

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Output of the AI

A score of 60 or higher means a statistically significant increase in intent for a topic in the past week. The higher the number, the stronger the intent.

COMPANY_NAME	DOMAIN	CLUSTER_NAME	TOPIC_NAME	STATE	State Score	State Score Δ	METRO_AREA	Metro Score
The Boeing Company	boeing.com	DI	Cyber Security Framework	California	81.00	+7	Los Angeles, CA	60.00
The Boeing Company	boeing.com	DI FA	Totally Integrated Automation Portal (TIA Portal)	California	64.00	-6	Los Angeles, CA	66.00
The Boeing Company	boeing.com	DI MC	SIMOTICS Motors	California	85.00	-6	Los Angeles, CA	91.00
The Boeing Company	boeing.com	DI MC	SIMOTICS Motors	California	85.00	-6	San Francisco / Oakland / San Jose, CA	72.00
The Boeing Company	boeing.com	DI PA DCP	EtherNet/IP Network	California	64.00	-2	Los Angeles, CA	64.00
The Boeing Company	boeing.com	DI SW	Siemens Digital Industries Software	California	72.00	-7	Los Angeles, CA	75.00
Intel Corporation	intel.com	DI Competitors	Emerson Electric (EMR)	California	60.00	-7	Sacramento / Stockton / Modesto, CA	64.00
Intel Corporation	intel.com	DI FA	Industrial Edge Management System	California	62.00	+2	Los Angeles, CA	70.00
Intel Corporation	intel.com	DI FA	Industrial Edge Management System	California	62.00	+2	San Francisco / Oakland / San Jose, CA	66.00
DaVita Inc.	davita.com	DI FA	Human-Machine Interface (HMI) Design	California	66.00	New	Los Angeles, CA	75.00
DaVita Inc.	davita.com	DI FA	Human-Machine Interface (HMI) Design	California	66.00	New	San Francisco / Oakland / San Jose, CA	89.00
Tesla Inc	teslamotors.com	DI	Industrial Automation	California	65.00	0	Sacramento / Stockton / Modesto, CA	71.00
Tesla Inc	teslamotors.com	DI FA	Industrial Computer	California	60.00	-6	San Francisco / Oakland / San Jose, CA	64.00
Tesla Inc	teslamotors.com	DI PA DCP	EtherNet/IP Network	California	67.00	New	San Francisco / Oakland / San Jose, CA	68.00
Tesla Inc	teslamotors.com	Digital Enterprise	Digitalization	California	85.00	-1	San Francisco / Oakland / San Jose, CA	89.00

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The paradigm shift in lead generation…

Venn diagram with three overlapping circles labeled "Right person", "Right message", and "Right time", with a star at the center intersection.

Timing is everything. And with intent data, we can reach out to the right person, at the right time, with the right message… generating the best leads possible.

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Right person: Identify who created the Intent signal

- Email
- LinkedIn ad
- Cold call
- Tele-qual
- …

○ Has to happen fast

→ Had to be direct

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Example: Telequalification (TQ)

What do you think would happen if your TQ audience was here instead?

When most businesses use TQ, how do they build their audience?

Any US manufacturer that uses automation in their production process
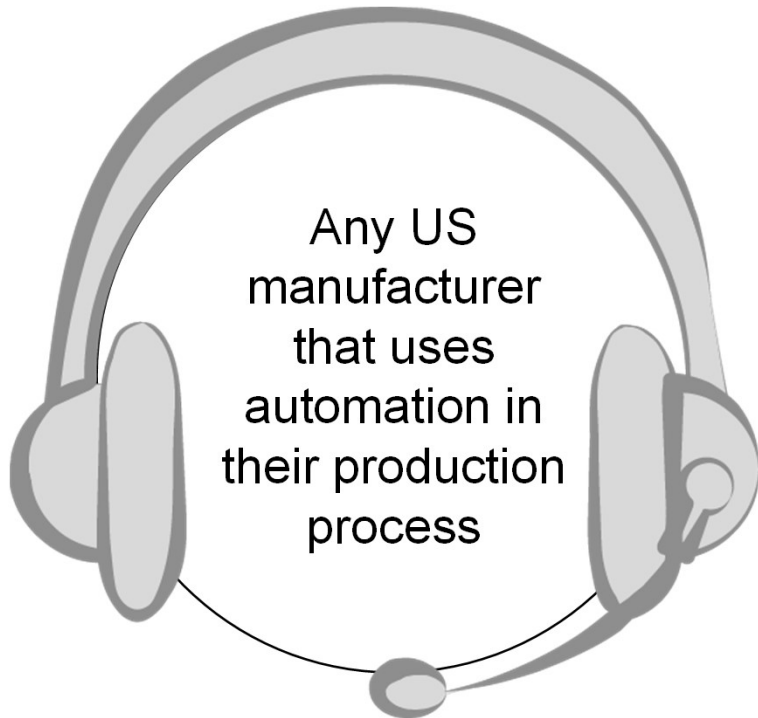
1% Sales accepted leads

90% Sales accepted leads

Programmatic, Intent-driven, micro-targeting LinkedIn Lead Gen Ads

Bombora directly feeds Sprinklr campaign with accounts showing Intent towards "RTLS" topic each week

- Account-specific ads ready to activate
- Micro-targeted to businesses showing intent in spiking metro areas and topic-based job titles

Results:

- Six hot leads in first week
- CPC with **Intent based targeting**: **$5.40**
  - Traditional CPC: **$25.39**

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Outcomes

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True Story

Aug – Mar

Follow-on meetings produced deeper understanding of scope and requirements.

Learned of problems with incumbent automation provider.

Used Intent data to track Company X active interest in competitors.

May - June

Ongoing monitoring of Intent reports led to further scope insights and proactive competitive responses.

Future

Outlook to significant, recurring product and service opportunities

July

Observed three topics with high intent at Company X

Reached out to contact from lost opportunity in 2019. Was told

Invited in to meet.

April

First contract for proof of concept

Aug – Sep

Customer committed to significant contract

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Business Impact

Closed business

- Visible impact on top line, *far beyond what we thought was possible!*
- ~400 new pipeline opportunities since beginning of project
- Most are competitive opportunities

Win/Loss Rate: >94%

Cost Reduction: 80% reduction in CPC, 99% reduction in TQ cost per SAL, *almost zero marketing investment per lead*

Sales trust

- *"These are the best leads I have ever seen."*
- *"My partners are blown away with the number of great leads I am giving them now."*
- *"The guy said to me 'your timing is incredible; we just started a new project last week."*
- *"The Intent report is late this week; when will it be available?"*

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Shantel Escobosa; 2023-05-12T14:59:00.644

Where do we go from here?

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Scaling up

✓ Assignment of global leader

✓ Integration with CRM

✓ Self serve from data lake

☐ Global business rollout (started)

☐ Expansion to new business use cases (ongoing)

☐ Pilot use cases with non-business groups

☐ Pilot integration with display campaigns

☐ Change Mgt: shift marketing mindset to be "Intent-driven"

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Lessons learned

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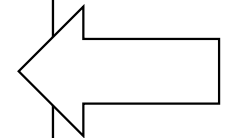
What we learned

- Precisely define the problem statement (use case).
- Start manual and stay manual until you are sure that you know how it works and is being used.
- It's OK to break the status quo:
  - ⃠ First-party data
  - ⃠ Multi-step nurture campaigns
  - ⃠ Gated assets

- You get what you measure, so only measure what matters.
- Other "Intent" vendors could not solve our use case.
- Persevere.

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