



## Intent Data: The Perfect Answer Is Imperfection

### Podcast Episode 05: Show Notes

Welcome to the fifth episode of our LIFT podcast! In today's new market landscape, intent data is becoming increasingly relevant. In this episode, we are joined by the VP of Growth Marketing at Celigo, Michelle Bastelier, to discuss all things intent data. Celigo is a Series C automation platform company, which enables integration of all different SaaS applications into one platform. Through this discussion, you will discover how to shape your organization in order to use intent data, as well as three pertinent use cases to leverage it. We also share some common pitfalls and lessons we've learned so you can prepare prior to implementation and ensure no resources go to waste. Finally, we fill you in on how you can get started with using intent data, getting farther, faster. Tune in to hear Allison and Michelle's insights and learn how to optimize your programs and teams.

### Key Points from This Episode:

- The topic covered in this webinar: the reality versus the hype of intent data.
- Introducing Michelle Bastelier, VP of Growth Marketing at Celigo.
- The skillset suited for growth marketing.
- What Celigo does and how it's changing the landscape for digital transformation.
- Host, Allison Taylor, shares her background.
- What intent data is and the purpose it serves.
- Why it's important to constantly feed the market with new updates, assets, and messaging.
- Ensuring the business outcome matches your business goals when employing intent data.
- What accelerates the ROI of the intent data system.
- The countless benefits of employing intent data.
- How Celigo has used intent data to expand its accounts.
- How intent data assists sales productivity.
- The integration challenges Celigo has experienced.



- How intent data has enabled Celigo to grow its install base.
- Setting up teams, training, and bonding through daily stand-ups.
- How long it took for the intent data to start driving pipeline contribution for Celigo.
- How to ensure your intent data is capturing and mapping according to your data structure.
- Important lessons learned about territory mapping.
- The operational impact of using intent data.
- What to be aware of, in terms of budget allocation.
- How priority scores in ABM programs assist growth marketing and segmentation.
- How to get started with intent data!

#### **Tweetables:**

“I think intent data is incredibly relevant to today’s new market landscape.” — [@mbasteli](#)  
**[0:03:15]**

“[Intent data] gives you the data you need to fully optimize your programs in a way that typical tracking software just can’t offer you, not at scale.” — [@mbasteli](#) **[0:14:43]**

“With intent data, we’ve been able to coalesce things into programs and get things set up in a more organized and strategic way to grow the install base.” — [@allisonthought](#) **[0:23:42]**

“One of the great things about intent data is it allows you to up your ad click-through rate and engagement noticeably and get your cost per click significantly lowered.” — [@mbasteli](#)  
**[0:42:47]**

“The best approach is not to be perfect, but to be able to live with imperfection.” — [@allisonthought](#) **[0:50:55]**

“Every company on the planet needs to automate in order to survive in the future of a machine-driven world.” — [@allisonthought](#) **[0:53:16]**



**Links Mentioned in Today's Episode:**

[Michelle Bastelier on LinkedIn](#)

[Michelle Bastelier on Twitter](#)

[Celigo](#)

[Allison J. Taylor on LinkedIn](#)

[Allison J. Taylor on Twitter](#)

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