

The Data Advantage: How Intent Data Leader Expanded Buyer Intelligence Solutions with 5x5

Executive Summary

When Intentsify joined forces with 5x5, it wasn't just a partnership — it was a blueprint for the future of intent intelligence. By combining Intentsify's cutting-edge activation engine with 5x5's collaborative, membership-driven data network, the two companies unlocked entirely new levels of precision and scale. 5x5's unique data model enabled Intentsify to develop breakthrough products like Buying Group Intent and advanced persona-level targeting that strengthened its market position.

As Nick Weldon, CEO and Founder of 5x5, explains:

“ Our partnership was built on complementary strengths. 5x5 provides high-quality data ingredients, while Intentsify has the expertise to transform that data into valuable insights and solutions. Together, we can deliver capabilities that would be difficult for either company to achieve independently.



The Challenge: Finding the Right Data Partner

The intent data space is crowded. To remain a leader in the space, account-level intelligence wasn't going to cut it anymore, no matter how strong the AI foundation was. Intentsify needed to introduce a persona-level intent solution to meet the needs of an evolving market.

Intentsify faced the following challenges:

- ⬠ Risk of single-threaded dependencies on individual data sources
- ⬠ Concerns about data freshness and decay
- ⬠ Limited visibility beyond account-level insights

As Charlie Allieri, President of Intentsify, explained: “In our industry, data is the lifeblood of everything we do. We're constantly seeking diverse, high-quality sources — not just to expand our capabilities, but to create resilience in our data supply chain.”



Evaluation Criteria: What Intentsify Needed in a Data Partner

When evaluating potential data partners, Intentsify focused on two critical factors:

1. Volume and Scale

“Scale is absolutely critical in data evaluation,” Allieri emphasized. “We frequently encounter vendors with fascinating, high-quality signals, but their coverage is simply too limited to be actionable. Without sufficient volume, even the most innovative data becomes meaningless in practice.”

This requirement wasn’t just about raw numbers but about coverage. Intentsify needed high match rates to deliver value to clients.

2. Data Quality and Freshness

Beyond volume, Intentsify needed data that remained accurate and current. Allieri described the industry challenge: “Data freshness is a critical factor that many overlook. Contact data deteriorates rapidly, much like produce left on a counter. Without regular verification, what was accurate yesterday becomes increasingly unreliable with each passing day.”

Most data providers tried to solve this through aggregation from multiple sources. However, frequency of contacts does not equal validity.



The 5×5 Difference: A Revolutionary Data Approach

5×5 stood out immediately to Intentsify because of their fundamentally different approach to data collection and verification.

The Membership Model: A Fresh Approach to Data

“What immediately captured our attention was 5×5’s cooperative model — something truly revolutionary in the data landscape,” Allieri explained. “Unlike traditional vendors, they’ve created an evergreen ecosystem where data continuously refreshes itself through a genuine value exchange: participants both consume and contribute. Interaction signals, like email bounces and opens, create a self-updating system.”

Weldon emphasizes this competitive advantage: “Our model fundamentally transforms how quickly we can acquire and validate data. While traditional providers refresh quarterly or annually, our ecosystem generates millions of validation signals daily.”



The Impact: How 5×5’s Data Transformed Intentsify’s Offerings

Partnering with 5×5 enabled Intentsify to develop innovative new capabilities and products:

The Identity Graph: Moving Beyond IP-Level Insights

“The identity graph was the biggest breakthrough for us.” Allieri noted. This capability fundamentally expanded Intentsify’s targeting precision: “Before we were constrained to IP-level insights and targeting at the account and solution level. With 5×5, we could unlock a new dimension of targeting at the persona level that simply wasn’t possible before.” Intentsify enhanced their digital ad solutions to include device-level targeting.

Three Levels of Intent Intelligence

With 5×5's data, Intentsify could now identify and differentiate between:

1. **Account-level intent:** Traditional company-wide signals
2. **Solution-level intent:** Interest in specific solutions
3. **Buying group and persona-level intent:** Activity from actual decision-makers

"This multi-dimensional intent analysis transformed our ability to qualify opportunities," Allieri explains. "Rather than treating all signals equally, we could distinguish between genuine buying interest and background research"

With this insight, Intentsify can identify exactly where prospects are in their decision process and deliver perfectly timed, relevant content through their preferred channels.

Accelerating Innovation

The 5×5 partnership dramatically accelerated Intentsify's product development timeline. As Weldon explains: "What united our leadership teams was a shared vision of how data velocity could fundamentally transform product innovation. The speed at which we could deliver new data capabilities to Intentsify enabled them to compress years of planned development into months. In just one year of partnership, they achieved more product advancement than in the previous four to five years combined."



Business Results: A Stronger Data Foundation

5×5's partnership delivered significant benefits to Intentsify's business:

- ◇ **Reduced risk through multi-threading:** The 5×5 partnership provided Intentsify with an evergreen source of both contact data and critical behavioral signals, eliminating single points of failure in their data supply chain while simultaneously enhancing overall data quality.
- ◇ **Enhanced data quality:** The membership model ensured continually refreshed data, solving the critical challenge of data decay.
- ◇ **Market differentiation:** The ability to target at the buying group level created a significant competitive advantage for Intentsify.
- ◇ **Validation by major players:** Major technology companies, including a leading global data provider, have adopted 5×5's approach, validating its effectiveness in the market.

Ready to transform your data strategy?

Join the world's most trusted data partner and discover how 5x5 can power your possibilities.