

WAVE REPORT

The Forrester Wave™: Intent Data Providers For B2B, Q1 2025

The 15 Providers That Matter Most And How They
Stack Up

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FORRESTER

Summary

In our evaluation of intent data providers for B2B, we identified the most significant ones and researched, analyzed, and scored them. This report shows how each provider measures up and helps you select the right one for your needs.

Additional resources are available in the [online version](#) of this report.

B2B Intent Providers Are Raising The Bar With Rapidly Advancing Capabilities

The rules of the game have changed dramatically since our [previous B2B intent Forrester Wave™](#), published in 2023. Increased investment combined with rapid advancement of technical capabilities have redefined what is considered on par for several key evaluation criteria, while new capabilities are driving competition in areas that were not even on most roadmaps two years ago. Advances in the LLMs that drive generative AI (genAI) have fueled intent capture across over 150 languages and made it possible to scale insight capture from unstructured data sources like audio and video recordings. Improvements in identity resolution, including advanced device ID graphs, are expanding capabilities to parse account-level intent signals by contact persona. Our report reflects these market changes as well as feedback from Forrester clients on the importance of driving intent adoption to maximize their investments.

With these advances in mind, B2B intent data customers using this evaluation to inform a purchase decision should:

- **Take a fresh look at available data across geographies outside North America.** Most providers in this evaluation have invested in increasing their intent offering in EMEA, APAC, and LATAM. In addition to increased signal capture in English, most have introduced the capability to interpret signals across six to 10 key languages, with top performers leveraging AI-based translation to understand many times that many. While overall capture of non-English intent is still typically less than 20% of total signal volume, it has still contributed to significant growth in global data capture.
- **Evaluate growing capabilities for persona-level insight.** While opted-in contact-level intent is still rare in the market, persona-level analysis and buying group prediction are now among the most hotly contested features. These capabilities rely on mapping device IDs, hashed emails, and other anonymized persistent identifiers to power predictions of the individuals responsible for account-level signals. This does not typically include personally identifiable information (PII), but top performers can provide insight into the likely size of the potential buying group, as well as breakdowns of account-level intent by personas using predicted job level and department.
- **Focus on providers with a business model built for your needs.** Providers listed represent four business models with differing strengths. Traditional data providers offer third-party signals as a standalone product. Software platforms offer signals as part of a platform subscription while competing on their analytics and activation

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capabilities. Campaign execution firms generate signals in support of marketing services, rolling the cost into activation fees or cost per lead. Walled gardens collect signals for specific industries directly from their own users on properties like review sites or user communities with pricing similar to traditional data providers.

Evaluation Summary

The Forrester Wave™ evaluation highlights Leaders, Strong Performers, and Contenders (see Figures 1 and 2). We intend this evaluation to be a starting point only and encourage clients to view product evaluations and adapt the findings based on their priorities using Forrester's interactive vendor comparison experience.

Figure 1

Forrester Wave™: Intent Data Providers For B2B, Q1 2025

THE FORRESTER WAVE™
Intent Data Providers For B2B
Q1 2025



*A halo indicates above-average customer feedback. A double halo indicates that the vendor is a Customer Favorite.

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Figure 2

Forrester Wave™: Intent Data Providers For B2B Scorecard, Q1 2025

	Forrester's weighting	6sense	Arteriad	Bombora	Data Axle	Demandbase	DemandScience	Dun & Bradstreet	G2
Current offering		3.90	2.70	4.00	3.10	3.50	2.00	2.90	2.00
Volume of signals	5%	5.00	3.00	3.00	5.00	5.00	1.00	3.00	1.00
Uniqueness of signals	5%	3.00	1.00	5.00	3.00	3.00	1.00	1.00	5.00
Keyword coverage	5%	5.00	3.00	5.00	3.00	5.00	3.00	3.00	1.00
Geographic coverage	10%	3.00	1.00	5.00	1.00	3.00	1.00	3.00	1.00
Collection methodologies	5%	3.00	3.00	5.00	5.00	3.00	3.00	3.00	1.00
Identity resolution	10%	5.00	3.00	5.00	5.00	5.00	1.00	3.00	1.00
Accuracy and noise filtering	10%	5.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Data security and compliance	5%	3.00	5.00	3.00	5.00	3.00	3.00	5.00	3.00
Future-proofing data collection	5%	3.00	5.00	5.00	1.00	3.00	3.00	3.00	1.00
Buying cycle analysis	10%	5.00	1.00	5.00	1.00	3.00	1.00	3.00	3.00
Persona-based analysis	5%	1.00	1.00	3.00	3.00	3.00	3.00	1.00	1.00
Buying group prediction	10%	3.00	3.00	1.00	5.00	3.00	3.00	3.00	1.00
Reporting and data visualization	5%	5.00	3.00	5.00	1.00	3.00	1.00	3.00	3.00
Insight generation and recommended action	5%	5.00	3.00	3.00	3.00	3.00	3.00	3.00	1.00
Data integration and delivery	5%	3.00	5.00	5.00	3.00	5.00	1.00	3.00	5.00
Strategy		4.30	3.00	3.30	3.00	3.80	2.40	2.40	3.00
Vision	20%	5.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Innovation	20%	5.00	3.00	3.00	3.00	3.00	1.00	1.00	3.00
Roadmap	10%	5.00	3.00	3.00	3.00	5.00	3.00	1.00	3.00
Partner ecosystem	15%	5.00	3.00	5.00	5.00	5.00	1.00	3.00	3.00
Adoption	15%	3.00	3.00	3.00	1.00	5.00	1.00	3.00	3.00
Pricing flexibility and transparency	20%	3.00	3.00	3.00	3.00	3.00	5.00	3.00	3.00

Scores are on a scale of 1 (below par relative to others evaluated) to 5 (superior relative to others evaluated).

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		Forrester's weighting	Intentsify	Madison Logic	RollWorks	Spiceworks Ziff Davis	TechTarget	TrustRadius	ZoomInfo
Current offering		4.20	3.10	2.30	1.90	4.00	1.80	3.60	
Volume of signals	5%	5.00	3.00	3.00	1.00	3.00	1.00	3.00	
Uniqueness of signals	5%	3.00	3.00	1.00	3.00	5.00	5.00	1.00	
Keyword coverage	5%	5.00	3.00	3.00	1.00	1.00	1.00	3.00	
Geographic coverage	10%	5.00	3.00	3.00	1.00	5.00	1.00	3.00	
Collection methodologies	5%	3.00	3.00	1.00	5.00	5.00	1.00	5.00	
Identity resolution	10%	5.00	3.00	3.00	3.00	1.00	1.00	5.00	
Accuracy and noise filtering	10%	5.00	3.00	1.00	3.00	5.00	3.00	3.00	
Data security and compliance	5%	3.00	3.00	3.00	1.00	3.00	3.00	5.00	
Future-proofing data collection	5%	5.00	3.00	3.00	1.00	5.00	5.00	5.00	
Buying cycle analysis	10%	5.00	3.00	3.00	3.00	5.00	1.00	3.00	
Persona-based analysis	5%	5.00	3.00	1.00	1.00	5.00	1.00	3.00	
Buying group prediction	10%	3.00	3.00	3.00	1.00	5.00	1.00	3.00	
Reporting and data visualization	5%	3.00	3.00	1.00	1.00	5.00	1.00	3.00	
Insight generation and recommended action	5%	5.00	3.00	3.00	1.00	3.00	1.00	5.00	
Data integration and delivery	5%	1.00	5.00	1.00	1.00	3.00	3.00	5.00	
Strategy		3.70	3.70	2.80	1.60	4.00	2.00	3.50	
Vision	20%	5.00	3.00	1.00	3.00	5.00	1.00	3.00	
Innovation	20%	5.00	3.00	3.00	1.00	5.00	1.00	3.00	
Roadmap	10%	5.00	3.00	1.00	3.00	5.00	1.00	5.00	
Partner ecosystem	15%	1.00	3.00	3.00	1.00	3.00	3.00	5.00	
Adoption	15%	3.00	5.00	3.00	1.00	3.00	3.00	3.00	
Pricing flexibility and transparency	20%	3.00	5.00	5.00	1.00	3.00	3.00	3.00	

Scores are on a scale of 1 (below par relative to others evaluated) to 5 (superior relative to others evaluated).

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Leaders

6sense

6sense is a large platform provider with differentiated analytics and a growing partner ecosystem that positions it as a central player in the market. While several competitors are rapidly closing the gap, 6sense remains among the most innovative players in the

market.

- **Strategy.** With an analytics-first strategy, 6sense seeks to set itself apart from most intent providers as your centralized source for marketing and sales insights. In addition to native keyword intent, a unique bring-your-own-data model easily integrates competitor signals into the core 6sense dataset, allowing clients to maximize the value of their total intent investment. Other tech platforms and data providers prioritize integration with 6sense, providing an ecosystem advantage. The intent-specific roadmap is a standout, suggesting continued staying power as an innovator.
- **Capabilities.** Top identity resolution and noise filtering help power outstanding intent reporting and insight generation. A high volume of signals across a wide range of keywords make 6sense an option for most industries. Detailed buying cycle analysis tailored to each client offering allows precision targeting. A lack of persona-based insights beyond captured first-party interactions is a rare below-par score. Data capture combines a publisher network with several smaller signal sources, including a small walled garden presence.
- **Customer feedback.** Customers continue to be impressed with the sophistication and business value offered across both marketing and sales use cases, though they suggest more data transparency behind predictive model scores. Several references indicate that new clients should be prepared for a significant learning curve in the early stages of implementation.
- **Forrester's take.** 6sense is a top-performing option for customers looking for strong analytics support and a centralized platform for marketing and sales insight and activation.

View [6sense's detailed scorecard](#).

TechTarget

TechTarget (now called Informa TechTarget) is a technology-focused walled garden provider with a differentiated offering of contact-level intent. The merger of TechTarget and Informa Tech's digital business brings significant new data sources, including the publisher and partner ecosystem of NetLine, a promising recent entrant to the intent market.

- **Strategy.** The combined offerings of the merged company further cement TechTarget's leadership position in multilevel intent insights against accounts, buying groups, and contacts. Its core strategy revolves around industry-specific

intent signals captured from a diverse collection of owned properties, as well as online and in-person event activity. The company has improved the depth of its account-level signals, a portion of which continue to be attributed to opted-in contacts. A strong roadmap includes work to merge several newly combined datasets.

- **Capabilities.** Proprietary data is the primary differentiator for any walled garden provider. TechTarget builds on that strength with exceptional buying group identification, expanded geographic coverage, strong buying cycle analysis, and in-depth reporting capabilities within the core Priority Engine product. Customers can add strong persona-based analysis through an additional purchase of the newly acquired Intensive product. A focus on specific industries (primarily technology and healthcare) prior to the merger does limit the scope of keyword coverage.
- **Customer feedback.** Customers tell us that TechTarget has exceptional levels of customer support and partnership. TechTarget is a Customer Favorite in this evaluation.
- **Forrester's take.** TechTarget remains the go-to provider for contact-level intent insights across the industries it serves and is a compelling choice for those looking to expand their intent capabilities globally.

View [TechTarget's detailed scorecard](#).

Intentsify

Intentsify is a campaign execution firm with emerging platform capabilities, offering stiff competition to the top players despite entering the market only six years ago. It continues to be well positioned to challenge established players in the market.

- **Strategy.** Intent is at the core of Intentsify's strategy (hence the name), and it shows. High-end analytics, bespoke-for-everyone modeling, and a significant investment in R&D help drive differentiation. The introduction of the Intentsify Orbit identity graph in 2024 ranks among the most significant innovations in the space over the past two years, driving persona-based analysis and improved buying group prediction. The roadmap of intent-specific features is impressive, though a smaller partner ecosystem than other leaders is a primary area for improvement.
- **Capabilities.** Insight generation and persona-based analysis are standout capabilities, making an upcharge for features powered by Intentsify Orbit a worthwhile investment for most clients. Like other Leaders competing on analytics, Intentsify's accuracy, noise filtering, and identity resolution earned top scores.

Strong growth in geographic coverage is among the company's most significant improvements from our previous evaluation. On the other hand, available data integrations lag peers. Data collection is primarily bidstream, supplemented by a B2B content site co-op, a content-sharing tool, and web crawling.

- **Customer feedback.** Customers highlight Intentsify's exceptional level of support and their trust in the quality of its data insights. They also point out that Intentsify's user interface is not yet at the level of top platform partners.
- **Forrester's take.** Intentsify is a compelling choice for customers seeking a do-it-for-you campaign execution partner with high-end analytics capabilities.

View [Intentsify's detailed scorecard](#).

Bombora

Still the gold standard for account-level intent data feeds, Bombora is a traditional data provider that maintains its place among the Leaders on the strength of its exclusive co-op of B2B websites. While Bombora data is available inside many competitor platforms, this evaluation focuses on the capabilities available when purchasing from Bombora directly.

- **Strategy.** Bombora's partner-focused strategy allows clients to purchase intent data through a direct relationship, which includes expanded analytics capabilities, or through simple data feeds embedded inside most revenue marketing platforms and competitive intent offerings. The company has recently focused on scaling available signals, increasing its co-op size by about 20% and topic coverage by 13% over the past 18 months.
- **Capabilities.** Bombora's B2B co-op is made up primarily of sites with exclusive relationships, allowing for a highly unique, future-proofed dataset. Broad keyword coverage, expanded geographic reach, and strong buying cycle analysis are key differentiators. The intent-specific reporting available to direct customers is the best in this evaluation, along with its ability to deliver data to suit almost any use case. An emphasis on account-level intent results hinders buying group prediction.
- **Customer feedback.** Multiple customers cite the quality of Bombora's intent data as the standard by which they measure their other providers. They point that out receiving Bombora data through a partnership does not offer the same features or innovation that direct customers receive, and they would like to see a faster process for evaluating and adding topics.

- **Forrester's take.** The most recognized name in the intent data market remains a trusted source for high-quality account-level signals across almost any use case.

View [Bombora's detailed scorecard](#).

Demandbase

Demandbase is another large platform provider, competing primarily on data, orchestration, and automation of go-to-market (GTM) processes. One key element of its positioning is transparency, working to help customers understand how predictive insights are generated. A tremendous volume of intent signals and well-rounded capabilities across the evaluation position them as a top competitor in the space.

- **Strategy.** Demandbase focuses on maximizing its platform capabilities for orchestration and automation of marketing and sales activity as its primary differentiator. An outstanding ecosystem of data and software partners complements its orchestration strategy. The company's roadmap for intent development is impressive, and its focus on driving customer adoption earned a top score.
- **Capabilities.** Demandbase collects one of the largest signal volumes in the evaluation, relying primarily on bidstream to drive extensive keyword coverage. It offers highly accurate identity resolution capabilities to match those signals to accounts. Exceptional data integration and delivery options support its positioning as a full GTM orchestration partner, offering simple connections to most common revenue technology.
- **Customer feedback.** Customers praise Demandbase for the ease of integration into existing processes and technology and the depth of activation functionality. They suggest the company could do more to integrate intent insights with other key data types they offer.
- **Forrester's take.** Demandbase is built for customers seeking a serious marketing and sales execution platform with a depth of intent coverage and strong complementary data offerings to support most industries.

View [Demandbase's detailed scorecard](#).

ZoomInfo

ZoomInfo is a major GTM platform player, leveraging its origins as a traditional data provider to position its proprietary data offerings as a competitive differentiator across its broad suite of software.

- **Strategy.** ZoomInfo's strategy and roadmap are heavily focused on harnessing the emerging capabilities of AI for data collection, analysis, and activation. This impressive development plan is made possible through the largest R&D investment of any provider in this evaluation. An extensive ecosystem of partners is a suitable complement to its strategic advantage as one of the most entrenched data providers in B2B.
- **Capabilities.** A diverse set of collection methodologies is a standout capability, ranging from traditional web activity capture to collection from proprietary freemium software offerings and human outreach. While a heavy mix of bidstream reduces the overall uniqueness of signal, clients highly value the relatively smaller set of signals collected through means that no other provider offers. In recent years, ZoomInfo has shown a focus on data compliance and future-proofing collection, while identity resolution and data integration are as advanced as you would expect from a top data company.
- **Customer feedback.** Customers are most complimentary of ZoomInfo's comprehensive data offerings and ability to make that data actionable, especially for sales. They see room to grow in the company's customer success capabilities, noting a too-heavy focus on upsell that reduces the impact of an otherwise impressive adoption program.
- **Forrester's take.** ZoomInfo offers strong intent capabilities across most industries. Given the company's data and software footprint, existing customers may overlook its intent capabilities, representing untapped potential to take a closer look at what they may be missing.

View [ZoomInfo's detailed scorecard](#).

Strong Performers

Madison Logic

Madison Logic is a campaign execution firm leveraging a significant investment in intent data as a differentiated offering for clients. A favorable pricing strategy for data access makes the company a competitive option for clients otherwise considering more traditional data providers.

- **Strategy.** Madison Logic's intent strategy focuses on supporting white-glove marketing services, but clients investing in campaign execution can also access the company's substantial intent data feed for their own internal use at no additional cost. This differentiated pricing strategy is intended to encourage

further campaign investment. The company also presents a robust customer adoption program with account-based marketing (ABM) certification that includes best practices for leveraging intent signals.

- **Capabilities.** Madison Logic is remarkably consistent across its current intent offering, demonstrating on-par capabilities nearly throughout. Data integration options are above par, particularly when compared with other campaign execution peers. It has doubled the size of its available intent dataset over the past two years. It collects a large majority of signals through a network of over 2,000 partner sites.
- **Customer feedback.** Madison Logic receives outstanding feedback for its full-service support and ability to make collaborative recommendations to improve campaign performance. Customers also appreciate the lack of separate platform and data fees.
- **Forrester's take.** Companies considering a do-it-for-you campaign execution provider will likely find surprising value across other use cases thanks to Madison Logic's disruptive intent pricing.

View [Madison Logic's detailed scorecard](#).

Data Axle

Data Axle has a nearly 50-year history as a traditional data provider — the company rebranded from its previous name, Infogroup, in 2020. Despite this background, it is primarily positioned as a campaign execution firm in the intent market.

- **Strategy.** Data Axle goes to market as a services company, designing and executing largely bespoke ABM and lead generation campaigns on behalf of clients. Its extensive partner ecosystem for both data capture and marketing activation is a particular strength. Its adoption program is less developed than those of its closest peers, in part due to the do-it-for-you nature of the company's intent data services.
- **Capabilities.** Data Axle maintains an individual identity graph, making it a rare data provider that plays in both B2B and B2C markets. It successfully leverages this database of individuals to supplement its capabilities for buying group prediction. This comes at a cost, however, as its most differentiated capabilities are largely limited to North America. The company offers strong identity resolution and data compliance policies befitting its core business as a major comprehensive data provider. An array of collection methodologies across a business co-op, partner networks, bidstream, licensed data, and its own campaign exhaust create a

diverse set of signal types.

- **Customer feedback.** Customers praise the quality of data available and the performance of Data Axle's marketing services but describe its intent reporting as more manual than most peers.
- **Forrester's take.** Data Axle's data and campaign services present an intriguing option for companies looking for a more direct means to identify the likely buying group driving account-level intent signals, particularly in North America.

View [Data Axle's detailed scorecard](#).

Anteriad

Anteriad is a full-service marketing execution partner that builds highly customized target databases with a privacy-first approach. Intent is one key element within these larger datasets, used to help create and activate audiences as part of a broader sales and marketing data strategy.

- **Strategy.** Anteriad has made compliant data collection a strategic focus and differentiator, taking more conservative approaches to capturing web browsing activity than most peers. Its acquisition of global sales support provider BNZSA in 2023 has allowed it to supplement more traditional signal capture techniques with compliant data through direct human interaction in 26 languages.
- **Capabilities.** Data compliance and future-proofed collection methodologies received top scores, along with robust capabilities for data integration and delivery that are competitive with leading traditional data providers. The offering lacks detailed buying cycle or persona-based analysis, and the overall intent dataset lacks a high percentage of signals that are likely to be unique. Anteriad launched international intent in 2024. While customers took note of the promising data quality outside North America, the overall volume of signals collected in other regions is not yet on par with peers.
- **Customer feedback.** Customers describe Anteriad's execution as highly targeted, and multiple references praise both its transparency and affordability. The most common ask is for improvements to its platform to offer greater data access, reporting, and visibility.
- **Forrester's take.** Customers looking for highly customized, targeted approaches to marketing and sales campaign execution should consider Anteriad, particularly those with a highly privacy-conscious corporate culture.

View [Anteriad's detailed scorecard](#).

Dun & Bradstreet

Dun & Bradstreet is a traditional data provider that offers D&B Buyer Intent either as a standalone data product or delivered inside one of several software platforms, such as Rev.Up ABX and Rev.Up ABX for Sales.

- **Strategy.** Dun & Bradstreet pursues a comprehensive data provider strategy, with intent data offered as a complement to its full suite of company, contact, financial, and technographic data products. The breadth and depth of data types that can be combined within its tools supports this vision. The lack of clear focus and prioritization of intent among this broad product set is reflected in below-par scores for innovation and roadmap.
- **Capabilities.** Dun & Bradstreet offers outstanding data compliance across all its data products. On-par capabilities for reporting, insight generation, and data integration assume clients are leveraging D&B Buyer Intent inside one of the available platform products. The company does not currently offer persona-based analysis. It sources intent data through a large partner publisher network, data co-ops, and other licensed sources, though the relative breakdown of these signal types is unclear, resulting in a below-par score for uniqueness of signals.
- **Customer feedback.** Customers praise Dun & Bradstreet for the quality and variety of data available, noting its capacity to serve as their primary data provider across data types and its ability to blend those data types smoothly inside its platforms. Dun & Bradstreet did not provide reference customers for this evaluation.
- **Forrester's take.** Dun & Bradstreet's intent is best positioned as an added value for clients with an existing D&B relationship, particularly those using or considering the company's CDP offering or one of its execution platforms.

View [Dun & Bradstreet's detailed scorecard](#).

RollWorks

RollWorks is a platform provider offering intent in support of its core capability around digital advertising. Competitive pricing and simplicity of purpose are its primary selling points.

- **Strategy.** RollWorks' strategic vision for intent data is limited to its impact on campaign execution and digital ads in particular. A focus on simplicity contributes

to a less detailed future roadmap than peers. The highlight of its strategy is a highly competitive pricing model, offering a flat platform fee with no data caps, no limits on marketing seats, and five sales insights seats included. The platform fee also incorporates Bombora data, with an unusually large number of topics included in the base price.

- **Capabilities.** Aside from the embedded Bombora data, RollWorks' own keyword intent dataset is almost entirely bidstream, which offers a reasonable volume but lacks a source for significantly unique signals. Buying cycle analysis and buying group prediction are on par with the market, though the platform does not offer persona-based analysis. Uniqueness of signals, noise filter capabilities, reporting, and integration currently lag other platform providers in this evaluation.
- **Customer feedback.** Customers repeatedly highlight the ease of use in leveraging RollWorks' intent for their advertising. They would like to see continued platform development, especially improved reporting and analytics capabilities.
- **Forrester's take.** RollWorks offers a simple, effective, and affordable intent data option for customers with a need for ad platform capabilities, especially if they have the internal analytics skills to take advantage of the available intent feed for other use cases.

View [RollWork's detailed scorecard](#).

Contenders

G2

G2 is a walled garden provider of software-focused intent generated from its owned review sites. Positioned as a complementary provider, G2 partners with most platform players to deliver intent inside those products; its most direct competitors are other walled garden offerings.

- **Strategy.** G2 sees itself evolving into a data company, providing key insights to drive demand generation, product positioning, and market intelligence. AI experimentation is more focused on ease of use to boost user activity (and signal volume) than to change the way intent is collected or activated. Receiving on-par strategy scores across the board, its vision, roadmap, and partner strategy are all well aligned to its go-to-market strategy as a complementary partner to most other providers in this evaluation.
- **Capabilities.** The nature of G2's focused industry offering of insights collected from software reviews makes it difficult to achieve an on-par score for criteria such

as signal volume, keyword coverage, or collection methodologies. On the flip side, its offering achieved top scores for uniqueness of signal and strong data integration and delivery options. The lack of persona-based analysis and buying group prediction appear to be a conscious decision to offer most content without requiring opt-in consent.

- **Customer feedback.** G2's reference customer, as well as other current customers interviewed, leverage G2 as a secondary provider, supplementing their primary intent stream. They appreciate G2's ability to offer highly specific insights versus its competitors and the availability of later-stage buying signals. G2 provided only one reference customer for this evaluation.
- **Forrester's take.** G2 is well positioned as a value-add intent source for software companies and likely already offers an integration to your primary provider.

View [G2's detailed scorecard](#).

DemandScience

DemandScience is a campaign execution firm that recently announced a merger with Terminus, an ABM platform provider. The combined offering will blend DemandScience's proprietary intent data offering with expanded platform execution capabilities.

- **Strategy.** DemandScience historically placed less emphasis on platform investment than peers, focusing instead on a strategy of highly customized, customer-specific intent to drive campaigns. That vision has now changed to include stronger platform capabilities and a larger, integrated dataset. This strategy earned on-par scores for vision and roadmap but lacks a clear path for innovation in the near term. The current partner ecosystem and adoption programs lag campaign execution peers. A recent decision to simplify outcome-based pricing and eliminate the platform fee is an intriguing change of pace for a company that will be competing as a platform player.
- **Capabilities.** DemandScience's previous platform is less developed than most peers due to its focus on do-it-for-you demand generation services. Lagging scores across several related criteria such as reporting, data integration, and buying cycle analysis may be addressed by its coming roadmap. The company currently offers persona-based analysis. Intent signals are primarily bidstream, supported by publisher co-op data. The size and uniqueness of this dataset still lags peers, but the combined intent feed will warrant reevaluation.

- **Customer feedback.** Customers appreciate DemandScience's customer service approach and describe the company as an affordable option that produces solid ROI.
- **Forrester's take.** While the potential of the combined company is yet to be seen, DemandScience is currently a competitively priced option for companies seeking strong return from an intent-based revenue marketing partner.

View [DemandScience's detailed scorecard](#).

TrustRadius

TrustRadius is a walled garden provider of intent gathered from its own software review site. TrustRadius focuses on a familiar strategy among tech-focused walled gardens, providing a hard-to-find set of complementary signals as your secondary or tertiary provider.

- **Strategy.** TrustRadius focuses its strategic efforts on driving traffic to its review pages, branding itself as the most trusted software review site in the market. This creates strategic hesitation around data collection techniques that may feel intrusive to users, though its lack of focus on innovation is at odds with a significant contribution from intent products to the company's revenue. While its intent-specific strategy is not highly differentiated from peers, it does offer a well-developed partner ecosystem and solid adoption support.
- **Capabilities.** TrustRadius offers a no-frills intent product focused on delivering detailed activity data at the account level to clients. A highly unique signal set and future-proofed collection techniques earned high scores, though criteria focused on signal volume, coverage, and analytics capabilities are below par.
- **Customer feedback.** Customers value TrustRadius' exclusive signals and intel on competitive evaluation and note its strong customer service. Most do not consider TrustRadius to be a direct competitor to their primary intent providers. TrustRadius did not provide reference customers for this evaluation.
- **Forrester's take.** TrustRadius provides valuable insights for software companies that can afford to invest in multiple sources of intent signals, particularly for those considered with comparison shopping behaviors among their prospects or existing customers.

View [TrustRadius' detailed scorecard](#).

Spiceworks Ziff Davis

Spiceworks Ziff Davis (SWZD) operates in a hybrid model: part campaign execution firm and part walled garden. The company captures exclusive signals from a variety of owned properties, though most signals come from more traditional sources.

- **Strategy.** SWZD has an interesting strategic approach to intent, combined with a logical roadmap, but a lack of prioritization and investment to date has kept the offering from fully realizing its potential. The company received below-par scores for partner ecosystem, adoption, and a somewhat opaque pricing strategy. SWZD brings a promising story into the Wave evaluation, but execution against that strategy to date has been incomplete.
- **Capabilities.** The most impactful element of the company's current offering is the diversity of the collection methodologies it employs. The bulk of the data comes from the bidstream, but proprietary signals are captured from an impressive range of owned properties, including the Spiceworks Community, Spiceworks News and Insights, Spiceworks Cloud Help Desk, PCMag, and Mashable. The dataset now includes a significant volume of data from recently acquired CNET properties, though this work was not completed in time to be reflected in data coverage scores. With other planned product enhancements not yet complete, however, scores still lagged across multiple categories related to analytics and reporting, data compliance, and integrations.
- **Customer feedback.** Customer references point out that while SWZD still has work to do to fully productize its offering, the insights available are impressive, and the service and support are strong. Only one of SWZD's reference customers responded to Forrester's outreach for this evaluation.
- **Forrester's take.** SWZD offers an enticing mix of intent signal types that will be valuable to tech-focused clients with the internal marketing and analytics capabilities to fully act on them.

View [Spiceworks Ziff Davis' detailed scorecard](#).

Evaluation Overview

We evaluated providers against three categories:

- **Current offering.** Each provider's position on the vertical axis of the Forrester Wave graphic indicates the strength of its current offering.

- **Strategy.** Placement on the horizontal axis indicates the strength of the providers' strategies, including elements such as vision and innovation.
- **Customer feedback.** A halo on a provider's marker indicates above-average customer feedback relative to the other evaluated providers. A double halo indicates outstanding customer feedback: We consider the provider to be a Customer Favorite. As part of this evaluation, we speak with up to three customers of each provider. We also consider customer input from our previous research.

Vendor Inclusion Criteria

Each of the providers we included in this assessment has:

- **Second- or third-party proprietary intent data.** Providers must demonstrate their own proprietary means of collecting either second- or third-party intent signals that are made available to all intent clients. This does not include signals captured on behalf of clients for their exclusive use. Forrester did not include pure data aggregators or resellers that don't also offer their own proprietary data. We gave preference for inclusion toward providers that add a significant volume of proprietary intent signals to the market.
- **Substantial intent data revenue.** The provider has at least \$10 million in annual revenue from customers leveraging its intent data offerings in the past four quarters.
- **Mindshare among Forrester's enterprise clients.** Forrester clients frequently mention the offering as one they are considering or shortlisting prior to a purchase. We have heard about the provider's intent offering from our clients in the form of inquiries, advisories, consulting engagements, and other interactions over the past 12 months. Other providers frequently mention this provider as a competitor in the market.

Other Notable Vendors

The Forrester Wave evaluation is an assessment of the top providers in the market; it doesn't represent the entire vendor landscape. You'll find more information about this market and additional providers that Forrester considers to be notable for enterprise clients in our corresponding report: [The Intent Data Providers For B2B Landscape, Q3 2024](#).

B2B intent data customers may be familiar with or considering the following providers, which appeared in our 2023 Wave, but which we did not evaluate in this report:

- **Foundry.** The intent product we evaluated in 2023 is no longer generally available for sale; it's now offered exclusively as a benefit to members of Foundry's partner network.
- **PharosIQ (formerly MRP).** MRP announced a merger with CONTENTgine in 2024, repositioning the combined organization as pharosIQ, a broader marketing services firm that does not position itself to compete as a full-service intent data provider.

Supplemental Material

The Forrester Wave Methodology

A Forrester Wave is a guide for buyers considering their purchasing options in a technology marketplace. To offer an equitable process for all participants, Forrester follows [The Forrester Wave™ Methodology](#) to evaluate participating vendors.

In our review, we conduct primary research to develop a list of vendors to consider for the evaluation. From that initial pool of vendors, we narrow our final list based on the inclusion criteria. We then gather details of product and strategy through a detailed questionnaire, demos and briefings, and interviews with customers (vendors may provide up to three reference customers; we also consider feedback from other customers we've spoken with). We use those inputs, along with the analyst's experience and expertise in the marketplace, to score vendors, using a relative rating system that compares each vendor against the others in the evaluation.

We include the publishing date (quarter and year) clearly in the title of each Forrester Wave report. We evaluated the vendors participating in this Forrester Wave using materials they provided to us by December 6, 2024 and did not allow additional information after that point. We encourage readers to evaluate how the market and vendor offerings change over time.

In accordance with our [vendor review policy](#), Forrester asks vendors to review our findings prior to publishing to check for accuracy. We score vendors that met our defined inclusion criteria but declined to participate in or contributed only partially to the evaluation in accordance with [our vendor participation policy](#) and publish their positioning along with those of the participating vendors.

Dun & Bradstreet and TrustRadius declined to participate in the full Forrester Wave evaluation process. For vendors that are not full participants, Forrester uses primary and secondary research in its analysis. For example, we might use public information, data gathered via briefings, and independently sourced customer interviews to score

The Forrester Wave™: Intent Data Providers For B2B, Q1 2025

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the vendor. We may ask the vendor for an abbreviated briefing and/or to provide reference customers. We may also rely on estimates to score vendors.

Integrity Policy

We conduct all our research, including Forrester Wave evaluations, in accordance with the [integrity policy](#) posted on our website.



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