

Source Type (External Vendors)

Category	Definition	Pros	Cons
Publisher	Intent data collected exclusively from a publisher's owned portfolio of web properties and database engagement.	Can provide valuable data, specific to target-accounts' buying intentions. Some vendors use trend-based scoring models, rather than simple event-counting methods.	Often lacks the coverage of exchange-based and co-op data due to fewer overall web properties available to monitor, hence fewer businesses tracked and lower volume of signals.
Co-Op	Data gathered from a collective of online properties owned by publishers, research firms, tech vendors, agencies, event firms, and more.	Data can be very nuanced and is typically scored against trendlines. Greater coverage than publisher data.	Lacks the coverage of ad exchange intent data.
Exchange	Intent data gathered via ad exchanges across biddable online advertising inventory. Depending on the provider, can employ a wide range of signal derivation methods and scoring models.	Unmatched coverage and volume of intent signals.	Signal volume can be overwhelming if not aligned to a well-developed strategy and processes.
Social/ Public	Data derived by combing the public web (e.g., social media websites) to monitor how target accounts are engaging with specific competitors, specific keywords, and events. Unlike all the other source types, social/public intent is less about content consumption and more about engagement activities.	Unique compared to the other source types, and thus very complementary.	Limited coverage. Signals can lack the nuance of other source types.