Type (Ownership From the User's Perspective)

Category	Definition	Example	Pros	Cons
1st-Party	Businesses' online research activities indicative of buying intent acquired directly through your owned media and marketing/ sales systems (e.g., website, landing pages, social media profiles, CRM, MAP, etc.)	Website visits, email responses, ebook downloads, blog subscriptions, LinkedIn follows, etc.	Data is free and can be quite specific.	Coverage is limited to the breadth of your prospect/ customer database and traffic to your website and social media profiles. Thus, you can't see the research target accounts/ customers are doing everywhere else online.
2nd-Party	Intent data sourced by a third party's owned media and database systems (i.e., it's a third party's first-party intent data).	There are various examples of "second-party intent data," the most common of which comes from review sites likes G2 and TrustRadius. While publisher-site intent sources work in a similar way, they're typically considered third-party sources.	Expanded coverage (compared to first-party data), because this type usually leverages much larger databases and traffic volumes than your owned media. Review site data can provide information very indicative of late-stage buying intent, because monitored accounts are on those sites to understand the value of specific products and services.	Again, coverage is limited compared to "third-party" sources that monitor research behaviors across a much larger number of online web properties. Not as useful for early-stage buying activities.
3rd-Party	Intent data sourced by an external vendor or partner. Can refer to those vendors' 1st-party data or data they acquired from an external source.	Many examples exist: visits or content downloads on publishers' owned web properties or a co-operative of web properties; ad exchange data; social media engagement, etc.	Third-party intent vendors typically provide the greatest breadth of signal coverage, enabling a comprehensive understanding of target-accounts' research interests, concerns, and intent to buy.	Due to the extremely high volume of available signals, it can be difficult to properly set up tracking, analyze signals, and act on the resulting insights.