

Strategic Impact Partners

ITP (Intent to Purchase) Data Activation™/VIPixel™

The Next Generation in High-Value Buyer Intent Data

Powered by AI

Where are you heading? ‘Signaling’ *intent* doesn’t cut it anymore. The Buyer Intent data “leaders” are misleading you.

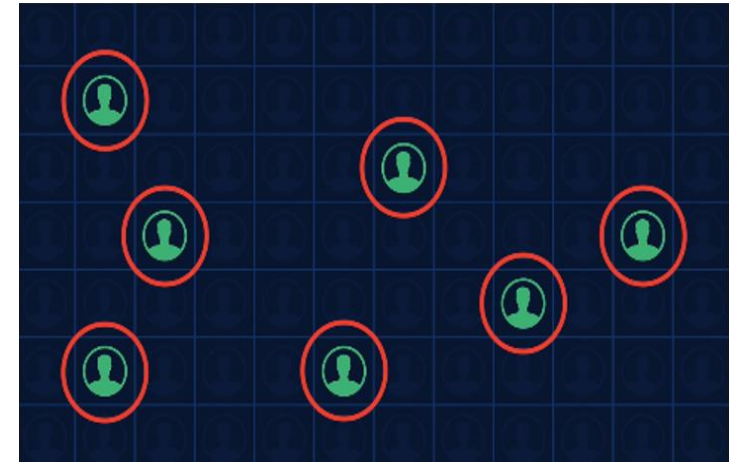


- 👉 From the start **they’re delivering misaligned ICP targets**. “Interested” is ***not an active buyer***. It forces you to over-rely on referrals or legacy accounts.
- 👉 They create sales bottlenecks which **wear out your best people**: Exhaustive manual prospecting; outreach from ‘gut’ guesswork; unnecessarily elongated sales cycles; abysmal conversion rates.
- 👉 You’re told to be happy with company or account-level research as “reliable intent” signals. **You pay for “signals” that do not unmask individuals** who are ***ready to buy now***.
- 👉 Contacts based on “fit” are not validated behavior. **Activation is left up to you**.
- 👉 You **hunt the wrong game** instead of **converting buyers**; budgets are wasted on non-decisionmakers.
- 👉 Too many steps between “signal” and activation; too much **dependence on your outbound workflows**.
- 👉 Outreach is based on **unreliable probability**, not certainty.
- 👉 Sales teams are forced to rely on **volume instead of precision**.
- 👉 Marketing **must target segments rather than active buyers**.



Welcome to what your future can look like: **ITP Data Activation™** and **VIPIxel™**

From validated ICP targeting to unmasking the prospects actively ready to buy right now.
It's the conversion that's been missing in ICP lead generation and activation.



Control your prospects decision process by being at the right place, in *their right moment*.



Not so fast:

This is *not* like any other behavior intent data you've experienced or know.

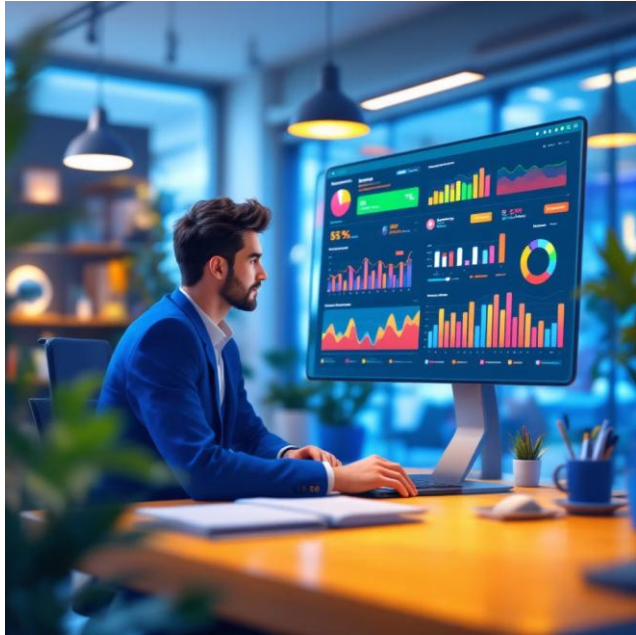
ValueRISE Buyer Intent helps B2B businesses turn anonymous engagement and behavioral signals into enriched, verified leads that are **ready for contact**.

Using our **ITP (Intent to Purchase) Data Activation™** intent data and **VIPIxel™** technology, we identify companies and individuals **already in buying mode** and activate those ICPs for ads, outreach, and CRM – turning hidden demand into real revenue.

Our privacy-compliant data and proprietary technologies use a three-layer verified data model to uncover high-value buyer behavior online, offline, *and in public* (**B2B2C**). Our solutions resolve identities with deterministic accuracy (not probabilistic guessing), delivering fully appended, high intent sales-ready leads, enriched with up to 25 data points including verified contact and firmographic details.

ITP Data Activation™ identifies the exact, **real in-market individuals** ready to buy, enabling you to reach them immediately. It's **revolutionizing intent data** from its limited state of 'signals' to *outcomes*.

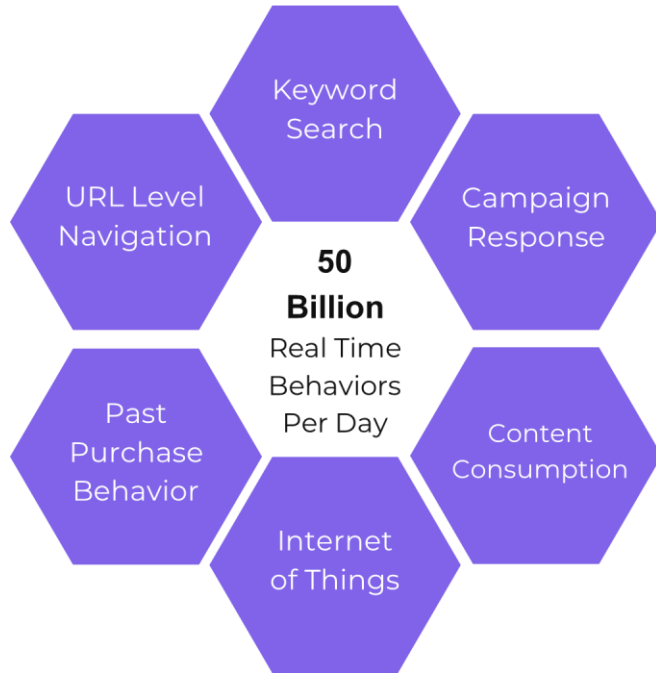
Our solution is particularly effective in improving ABM performance, shortening sales cycles, and increasing match and connect rates in traditionally hard-to-reach B2B verticals.



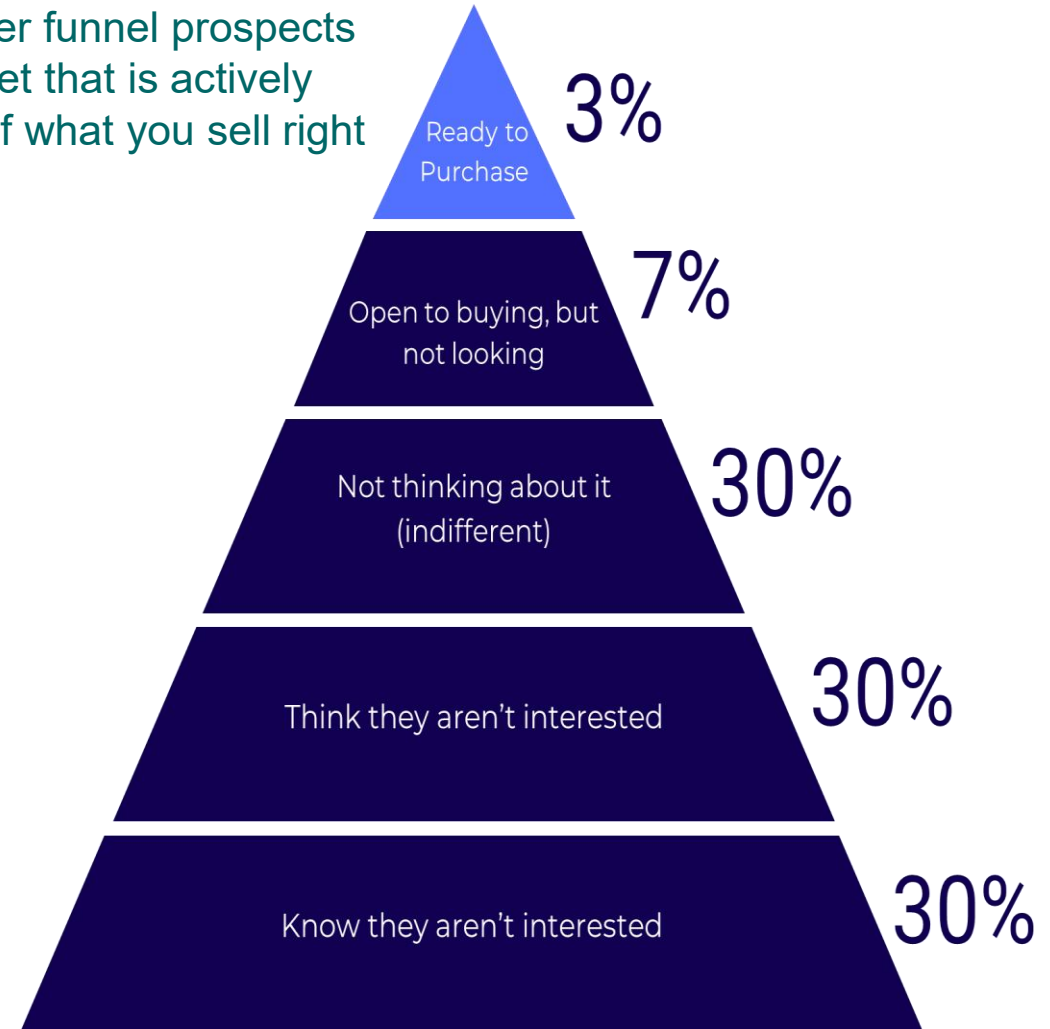
Invest in the convertible, not a 'signal' list.

- 👍 Identify and activate the buyers ready for your solution, **before your competitors do.**
- 👍 Eliminate the guesswork and **capture real demand.**
- 👍 **No more gap** between insight and execution.
- 👍 Less time chasing cold leads; more time converting at our **success rate of 30-40%.**
- 👍 Collapse your CPA (cost per acquisition).
- 👍 Attain more control and **improve predictability for revenue and margin growth.**
- 👍 Real individuals, **authentic buyers**, beyond just research signal with 'inferred interest'.
- 👍 Ready to deploy immediately as you're **reaching the right person at their right time.**
- 👍 No cold lists. No waiting on form fills. Built for activation *now* with **no extra steps.**

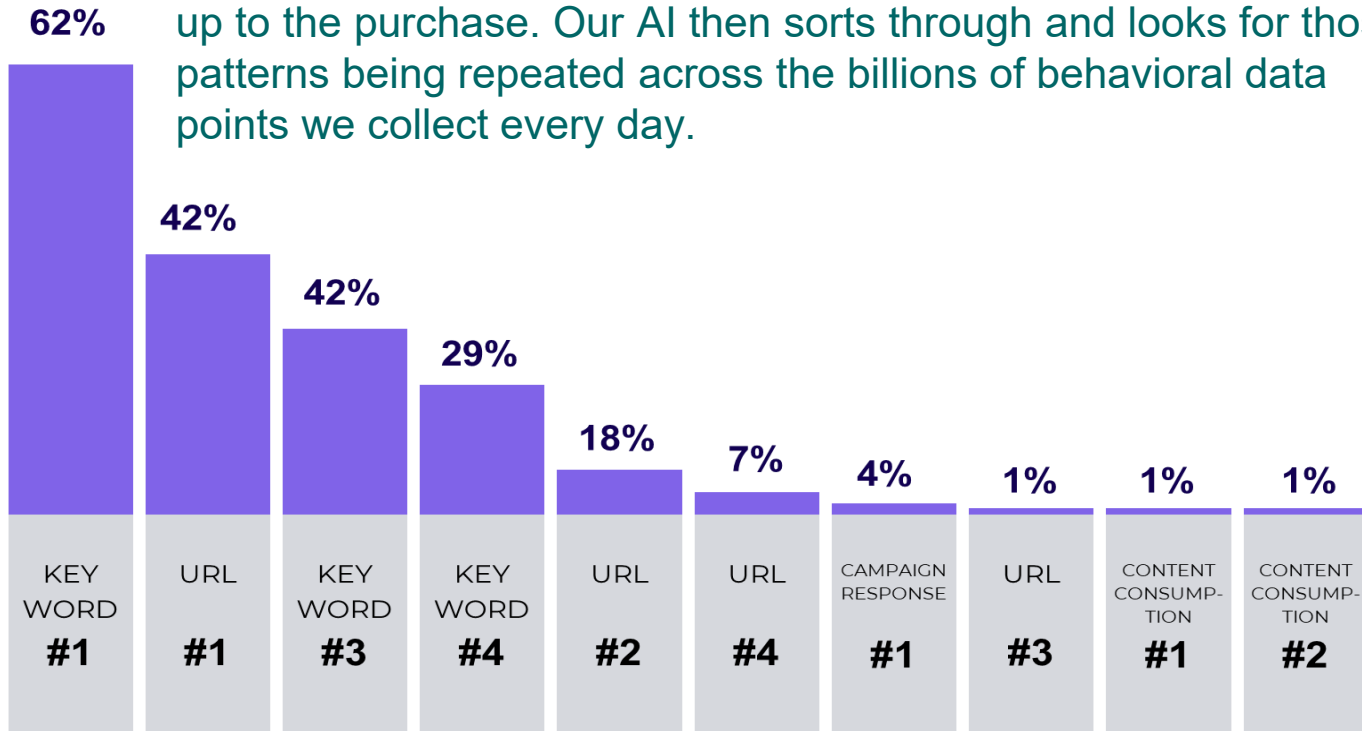
⇒ ITP Activated Data™ is real-time targeting data comprised of lower funnel prospects or the 3% of any market that is actively pursuing a purchase of what you sell right now, in the moment.



↑ We track 280 million US buyers on our Identity Graph and accumulate 50 billion pieces of behavioral data every day. Then we apply AI machine learning to create conversion profiles for your product or service.



From the conversion profiles, our algorithms reconstruct PATHS to purchase — what buyers did in the days, weeks, or months leading up to the purchase. Our AI then sorts through and looks for those patterns being repeated across the billions of behavioral data points we collect every day.



Once the **ITP Behavioral Targeting Data™** is created, it can power precision email campaigns or be uploaded to a range of platforms.



Internet Platforms

Such as Facebook, Google, YouTube, Amazon, X, Pinterest, Instagram, LinkedIn, and most Ad Networks.



TV Platforms

Such as Amazon Fire, Hulu, Sling, Chrome Cast, AppleTV, Roku, Xbox, PlayStation and others. The data can also be used for CTV and OTT.



Digital Radio Platforms

Such as Pandora and iHeart.

VIPIxel™ on its own or bolt it on: Proven to be more accurate, more compliant, more profitable intent data.

VIPIxel™ **converts some 55-60%** of your anonymous website visitors into identified, high-intent buyers versus the current 15-30% industry norm.

BOT activity now accounts for between 20-40% of the total visits to the average web site. VIPIxel™ doesn't treat every visitor equally. It **filters out low-quality traffic** by identifying and excluding BOT activity – analyzing behavioral signals, engagement patterns, and data consistency across sessions to **distinguish real human users** from automated scripts or fraudulent traffic sources.

By conducting this analysis in real time, VIPIxel™ ensures that **only high-intent, human interactions** are captured. You get cleaner data, more accurate targeting, and ultimately better performance from the get-go.

As a result, VIPIxel™ achieves a **50-60% traffic resolution** or unmasking.

We use Precision Matching (not IP guesswork) while most others rely on IP-based matching, which breaks inside shared environments (e.g., offices, cafes, mobile networks).

Leverage VIPIxel™ on its own or **with any of the existing apps** such as ZoomInfo, etc.



VIPixel™

- 👍 More effective retargeting of your highest-intent site visitors. **Real people in full behavioral context**, *not modeled assumptions*.
- 👍 Adds latitude plus longitude geo-validation/geo-fencing.
- 👍 Always fresh data via monthly NCOA refresh, accounting for the 2 million (12%) of people moving each year (most competitors update once a year).
- 👍 Achieves a **~55% or more deterministic match rate**. No reliance on cookies or third-party tracking (others typically give email only, or limited pageview data): Video engagement, exit intent, click plus form activity.
- 👍 **2-3x higher match rates** than most providers; deeper behavioral signals (7 vs 1-4). Real-time activation vs. delays/manual workflows. Unified B2B plus B2C identity (others only do one).
- 👍 **2.5x higher conversion** from engaged visitors; **28% higher close rates** with fast follow-up; **34% higher** likelihood to convert with video engagement.
- 👍 Reduces your CPA by **30-40%**; 100% first-party, compliant data. No platform lock-in and fully portable across channels. Provides you with a long-term asset, not rented audiences.



Let's start a data conversation!



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ValueRISE
Buyer Intent