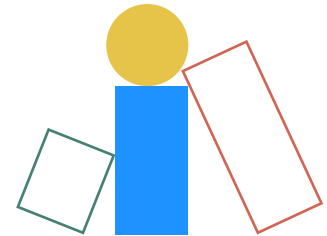


The ***person-level*** intent data advantage

The fast track to US market success
for Indian businesses

Introduction: Why most Indian businesses struggle in the US market

Entering the US market is challenging. Many Indian businesses waste resources pursuing prospects who aren't ready to buy. The result? Long sales cycles, high acquisition costs, and disappointing results.



The three common challenges

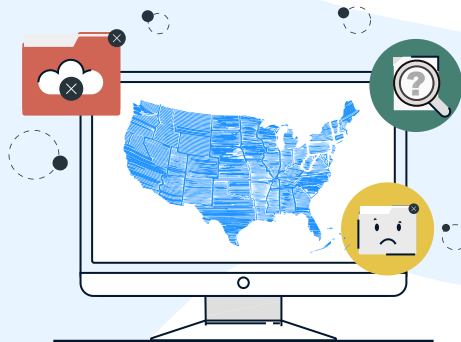
The **visibility** challenge

Finding the right US customers among millions



The **resource** challenge

Making the most of your limited team bandwidth



The **conversion** challenge

Turning interest into actual sales



What if you could focus exclusively on US prospects actively looking for solutions like yours right now?

"We spent months cold-calling US companies with little success. The breakthrough came when we started focusing only on those already in a buying cycle."

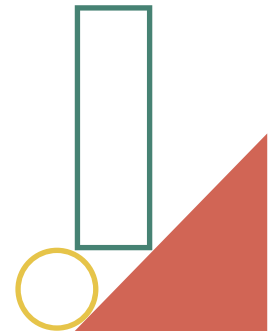
– CEO, Noida-based Consulting & Professional Services Firm

Understanding intent data: The basics

What is buyer intent?

Simply put, it's the signals that show someone is actively looking to make a purchase.

Traditional marketing relied on guesswork to find interested buyers. Today, digital signals help identify who's actually in a buying mode.



The evolution of targeting

Past

Cold outreach to anyone who might be interested

Present

Company-level intent data showing general interest

Future

Person-level intent data identifying specific ready-to-buy individuals

Think of it like this: Rather than advertising to everyone in a city, you're talking directly to someone who just searched "where to buy [your product] today."



"Understanding buyer intent transformed our approach to the US market. We stopped guessing and started knowing who to contact."

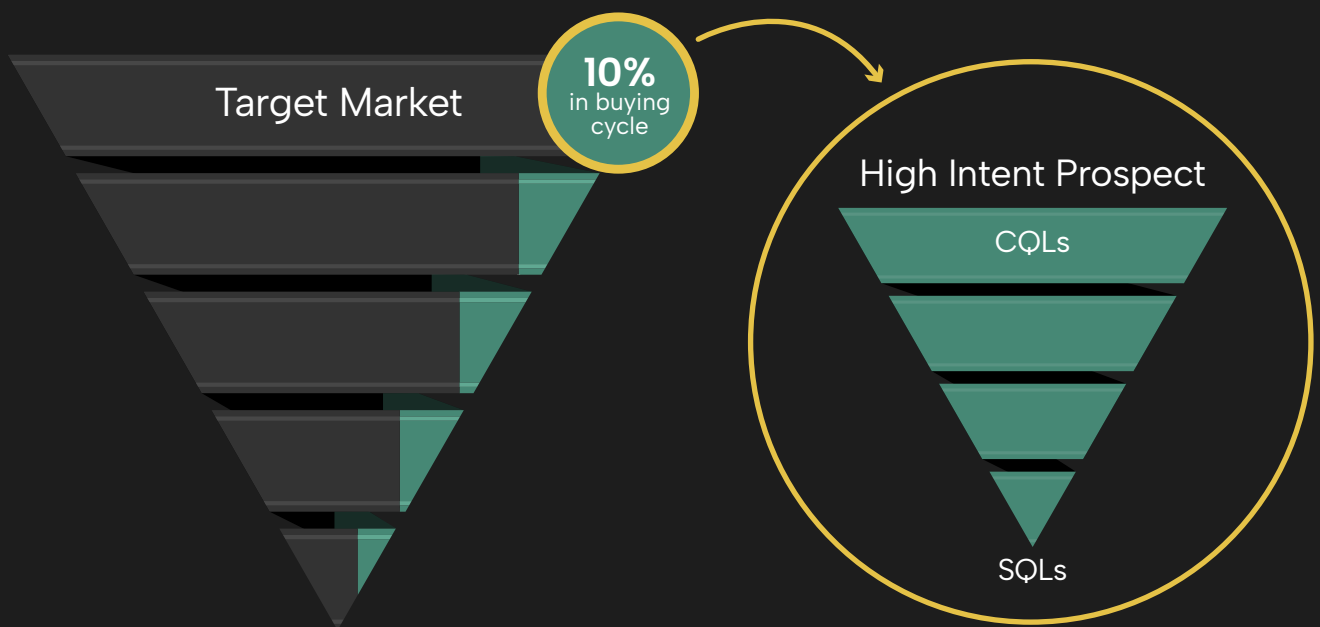
– Marketing Head, Healthcare Technology Company

The hidden 10%: Finding your ready-to-buy audience

A critical insight: At any time, only about 10% of your total market is actively in a buying cycle. The other 90% might need your solution eventually, but aren't ready to purchase now.

Consider this example:

- A target market of 5,000 US companies
- 500 (10%) are actively evaluating solutions now
- Traditional methods might help you identify 75 of these companies
- Leaving 425 ready-to-buy prospects undiscovered



What does this mean for your business? If your average deal is \$20,000, those missed opportunities represent over **\$8 million in potential revenue.**

Person-level intent data reveals that critical 10% – and specifically which individuals within those companies are driving the buying process.

From cold calls to warm conversations

A typical scenario without intent data

A small Indian IT firm contacts 600 US prospects monthly

- **3%** respond positively (18 responses)
- **180 hours** spent on research and outreach
- **6 meetings** scheduled
- **1-2 actual deals** closed

With person-level intent data

The same team with the same resources

- **15%** respond positively (90 responses)
- **90 hours** spent on research and outreach
- **36 meetings** scheduled
- **8-10 deals** closed

The difference?

Knowing exactly who is in a buying cycle means your team has:



Higher response rates to outreach



More productive conversations



Shorter sales cycles



Drastically improved conversion rates



"Before, our SDRs dreaded making calls because of constant rejection. Now they're excited because they're talking to people who actually want our solution."

— Sales Manager, Enterprise Software Company

Getting started with intent-based prospecting

Moving to intent-based prospecting doesn't require a complete overhaul of your sales and marketing. Here's a simple approach to get started



1 Identify your ideal customer profile for the US market



2 Train your team on new messaging for intent-identified prospects



3 Set up intent tracking for your specific solution category



4 Launch your first targeted campaign

Your first 30 days

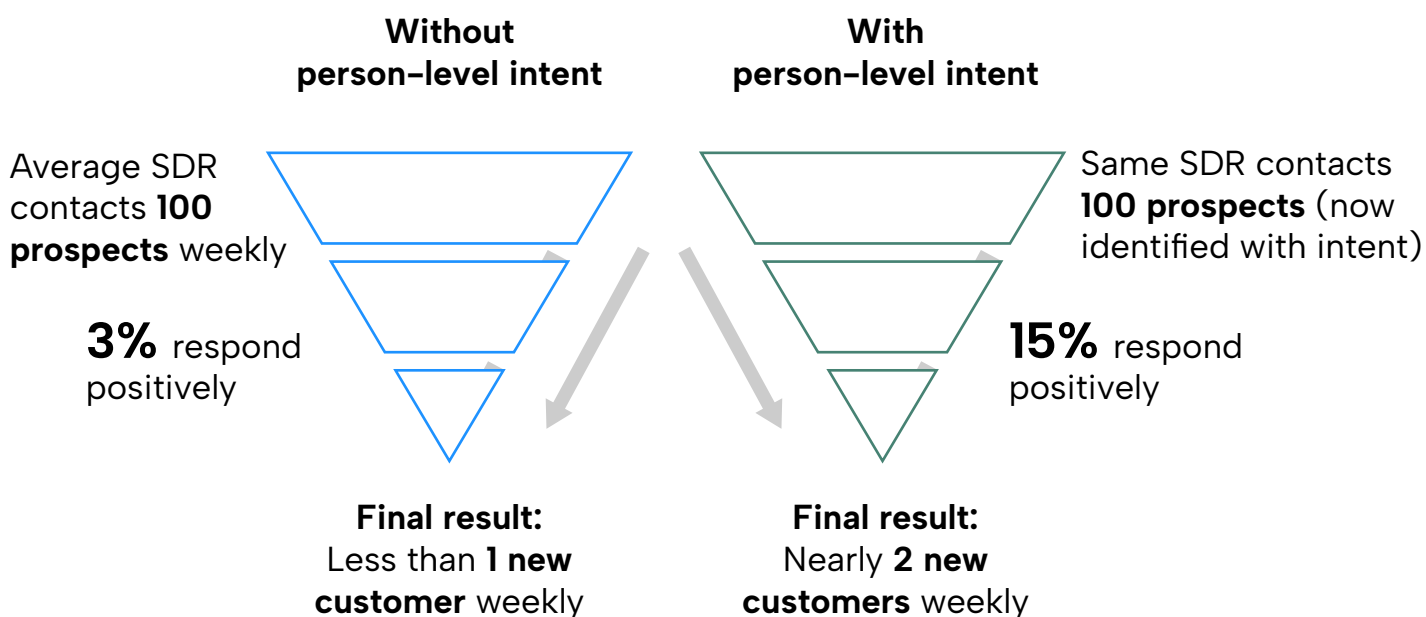
Key metrics to track

- **Response rates to outreach**
- **Meeting conversion rates**
- **Sales cycle length**
- **Customer acquisition cost**

Person-level intent data from 3.5B mobile devices allows you to identify not just which companies are interested, but exactly which people within those companies are showing buying signals.

The impact on your bottom line

Let's look at what this means in real business terms



The bottom-line impact

4.8X more customers from same effort

40% shorter sales cycles

50% lower acquisition costs

\$750,000+ additional annual revenue potential with no headcount increase



"The ROI was immediate and significant. We're closing deals in weeks that previously took months, and our cost per acquisition has dropped by more than half."

– CFO, Outsourcing Services Provider

Next steps: Your path to US market success

Ready to stop guessing which US prospects might be interested and start knowing exactly who's ready to buy?

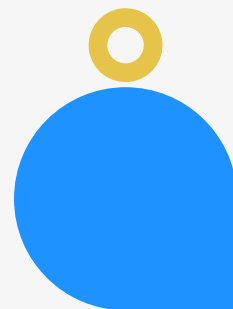
Audienz.ai helps businesses like yours skip the guesswork and connect with real decision-makers in the US using person-level intent data.

Getting started with Audienz.ai is simple

1. Schedule a no-obligation strategy call
2. Get a custom assessment of your US market opportunity
3. See a demonstration of person-level intent in your specific industry
4. Receive a clear implementation plan tailored to your business

Resources available for Indian businesses

- US market targeting guide
- Intent-based sales outreach templates
- Technical integration support
- Regular strategy sessions with our customer success team



Identify your next buyer in seconds—see Audienz.ai in action!

[Book a demo now!](#)