

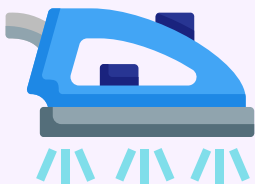


Web Intent Data

You've targeted your campaigns using the best data available to you.

Would you like to make them even better?

AWI's Web Intent Data delivers recent seekers that are researching for their next big purchase.



Strike while the iron is hot!

Daily, Weekly, or Monthly Feeds

Whatever recency best suits you!

**Gain insights into consumers
searching in YOUR product category!**

So what is a “recent seeker”?

There are two forms of Web Intent Data that AWI currently offers



Website Visits

For example, a consumer went to the Volvo website - they will be logged as part of the **Automotive category**. The consumer then looked at Volvo SUV's - now they are also logged as part of the **Volvo SUV's category**.

Search Identification

For example, if the consumer searches for “Volvo CX60 SUV” or “top rated SUV's” in their search platform, this would identify them as searching for a **SUV type vehicle**.



59% of car buyers spend time doing online research * Don't you want to catch them in the act?

*Freckle IoT Path to Purchase Report 2019

AWI's Web Intent Data hosts 100s of categories, here's the top 10:



Automotive



Food/Drink



Health



Home & Garden



Pets



News & Politics



Games



Style/Fashion



Personal Finance/
Insurance



Healthy
Living

For a full list of categories, ask your AWI sales representative for the full taxonomy!

Here's what solution options we offer

List Rental



AWI has loaded the most popular Web Intent categories into our List Rental database with the ability to query within the 30 day history within each category. For products or services that fall outside of our most popular categories, counts and lists can be created with a slightly longer time-window.

Data Enhancement

AWI can append Web Intent category activity insight to your customer/prospect files.



Data Licensing



Looking to integrate Web Intent insight into your database? AWI can provide a licensed install for single or multiple categories within an initial 30-day look-back then monthly or weekly updates.

Database Monitoring

Receive daily, weekly, or monthly feeds to identify which customer/prospects are actively searching for alternatives to retain them. To start, provide a MD5 HEMS as the match key and monitoring can begin!



Acquire new customers



Capturing a new consumer *right* as they are researching for your product or service gets your foot in the door!

or retain straying ones

Thwart competitive conquest and increase customer loyalty efforts with Web Intent insights.

No matter your product category, one of our experts can help match a category that fits for your audience.



Contact us for counts, the full list of categories, and how to get started.



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