



5 Reasons You Should Be **Using Signals To Target Your Best Consumers**

Intent signals in consumer targeting refer to the indicators and behaviors of potential customers who reveal their interest or readiness to engage in specific activities or make purchasing decisions. These signals are crucial for targeted advertising, which aims to reach the right audience with tailored messages to drive conversion and encourage customer retention. Signal use and analysis offers more precise targeting by providing deeper insights into consumer behavior and intent.

Understanding how to leverage signals can significantly enhance marketing strategies by enabling companies to connect with their ideal consumers more effectively. Here are five reasons incorporating intent signals into your targeting approach is beneficial:

1 Enhanced Consumer Experience And Personalization

Signals provide insights into consumer behavior and preferences by analyzing online activity, search queries, social media interactions and more to better understand what prospects are interested in and how they interact with products or services.

This allows for creating personalized messaging that resonates more effectively with individual consumers, improving their overall experience and fostering stronger brand loyalty. Personalized communication not only boosts engagement rates by making interactions more relevant but also enhances consumer satisfaction and retention rates over time, as consumers feel valued by the brand.



2 More Efficient Audiences: Optimizing Media Spend

Regulating media spend is essential for maximizing ROI and ensuring advertising dollars deliver optimal returns. Leveraging Direct Intent solutions provides signals that capture intent activity at the time of consumer interest, allowing companies to precisely allocate their budgets by targeting consumers with greater accuracy, enhancing the effectiveness of their advertising campaigns.



By leveraging these hashed email addresses, advertisers can create highly focused audience segments that reflect true consumer intent and behavior. This optimization of media spend improves campaign relevance, increases engagement rates and drives higher conversion rates by reaching individuals more likely to be interested in the products or services offered.

3 Identity Graphs: Ensuring Accurate Targeting

Identity graphs are data tools that link different types of information, such as email addresses, device IDs, social media profiles and other identifiers, to create a complete picture of individual consumers. In marketing, these graphs are essential because they help companies:



Ensure Accurate And Relevant Targeting: Enhances targeting precision by consolidating various identifiers into a single profile, leading to more relevant and personalized interactions.



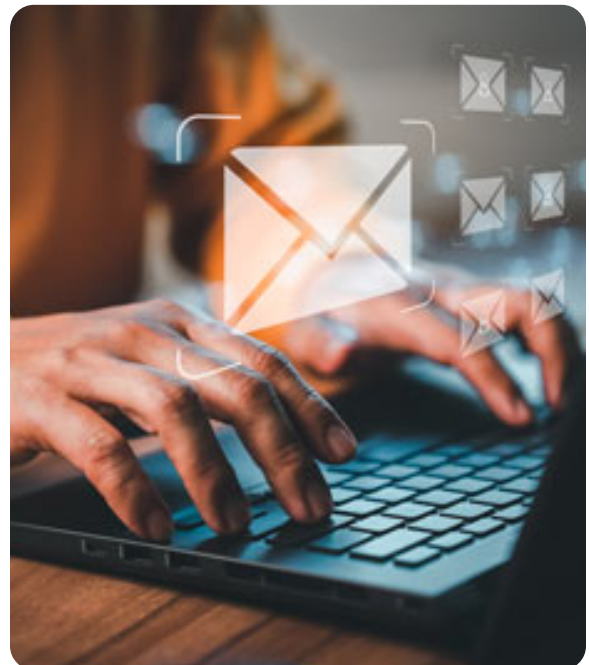
Deliver Messages On The Best Channels: Makes sure marketing messages are sent through the most effective platforms based on consumer preferences and behavior.

By using identity graphs, companies can achieve a more precise and effective marketing strategy, ensuring they reach their audience with the right message at the right time through the most suitable channels. DMS Direct offers multiple solutions for identity graphing, including Direct Identity Resolution, and Direct Linkage which you can use to enhance your own identity graph.

4 Maintain Sender Reputation And Deliverability

By leveraging these signals with our Direct Activity solution, marketers can pinpoint signs of potential interest and tailor their re-engagement strategies accordingly. This targeted approach, using our Direct Contactability products, enhances email open & click rates while ensuring high deliverability rates, so future emails are more likely to land in inboxes rather than being filtered as spam by potential consumers.

By leveraging these signals with our Direct Activity solution, marketers can pinpoint signs of potential interest and tailor their re-engagement strategies accordingly. This targeted approach, using our Direct Contactability products, enhances email open and click rates while ensuring high deliverability rates, so future emails are more likely to land in inboxes rather than being filtered as spam by potential consumers.



5 Reactivate: Re-Engage Dormant Audiences

Reactivating is a strategy to re-engage dormant audiences by targeting individuals who have previously interacted with a brand but have since become inactive. Signals play a vital role in identifying dormant audiences across devices and engagement channels by tracking past interactions and behavioral patterns.



By leveraging these insights, marketers can tailor their remarketing efforts to reach these users with personalized messages, enhancing the chances of regaining their interest. Reactivation solutions like Direct Intent and Direct Activity provide signals to assist companies improve long-term conversion rates, helping brands maintain visibility and encouraging returning customers to complete their purchase journey.

Discover How Our Solutions Within DMS Direct Drive Customer Understanding

Leveraging intent signals is crucial for crafting effective marketing strategies that are both targeted and personalized. The suite of solutions provided by DMS Direct is essential in this process, enhancing the ability to identify high-intent accounts, deliver content and execute real-time marketing automation.



We process 6.3 trillion signals monthly through our DMS Direct solutions, providing invaluable insights that drive growth. As marketing evolves with advancements in AI and emerging technologies, utilizing these sophisticated tools will be increasingly important for staying ahead in a competitive landscape and achieving more precise and impactful marketing outcomes. Contact DMS today to learn how we drive better business results for our clients using DMS Direct.