



# AI Brand Leader Report

Buyer Intent Data Platforms

[itbrandpulse.com](http://itbrandpulse.com)



# Executive Summary

The March 2026 AI Buyer Intent Data Brand Leader Survey captures the sentiments of sales and marketing pros across a rapidly expanding market driven by demand for automation, personalization, and productivity gains in sales workflows.

This report includes the results of voting for Market, Intelligence & Innovation, Creativity & Expression, Accuracy & Trust, and Human Empowerment leaders.

The companies voted brand leaders embody the industry's shift from basic automation to agentic, insight-driven sales systems that augment human sellers, improve decision-making, and accelerate revenue generation across modern enterprise sales organizations.



We define Buyer Intent Data Platforms as systems that collect, analyze, and activate behavioral signals indicating a company's or individual's likelihood to purchase a product or service.

These platforms aggregate intent signals from sources such as content consumption, web activity, research behavior, and first-party engagement, and enrich them with firmographic and account-level insights.

Core capabilities include intent scoring, account prioritization, predictive modeling, integration with CRM and marketing automation systems.

The March 2026 IT Brand Pulse survey identifies Bombora as the Market Leader. 6sense leads in Innovation, Demandbase leads in Creativity & Expression, Bombora dominates Accuracy & Trust, and ZoomInfo leads in Human Empowerment. This distribution indicates data originators and aggregators lead in trust and scale, while AI-driven platforms and GTM orchestration vendors are shaping the future through intelligence, usability, and activation.

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# Brand Leadership Defined



## Market Leader

AI buyers want to know the product they invest in today will exist, grow, and be supported tomorrow. Market leaders create this assurance with their ability to define categories, influences standards, and attracts ecosystems. Survey results often suggest that other brand leader values are driving perceptions of who is market leader.



## Intelligence & Innovation Leader

Intelligence & innovation leadership represents a brand's ability to push boundaries, pioneer new capabilities, and deliver meaningful advancements before competitors. It's about consistently releasing smarter models, new techniques, improving performance, and efficiency, and solving previously unsolved problems.



## Creativity & Expressions Leader

This is the value that transformed generative AI into a cultural phenomenon. Creativity & expression leadership reflects a brand's ability to unlock human imagination, artistic output, and new modes of communication. It shows up in multimodal expression, storytelling, design assistance, idea exploration, and playful experimentation.



## Accuracy & Trust Leader

Trust is the currency of AI. When a system suggests medical information, legal recommendations, financial calculations, or mission-critical actions, accuracy becomes existential. A single major failure can erode trust overnight. This value represents the brand's seriousness about quality, reliability, and responsibility.

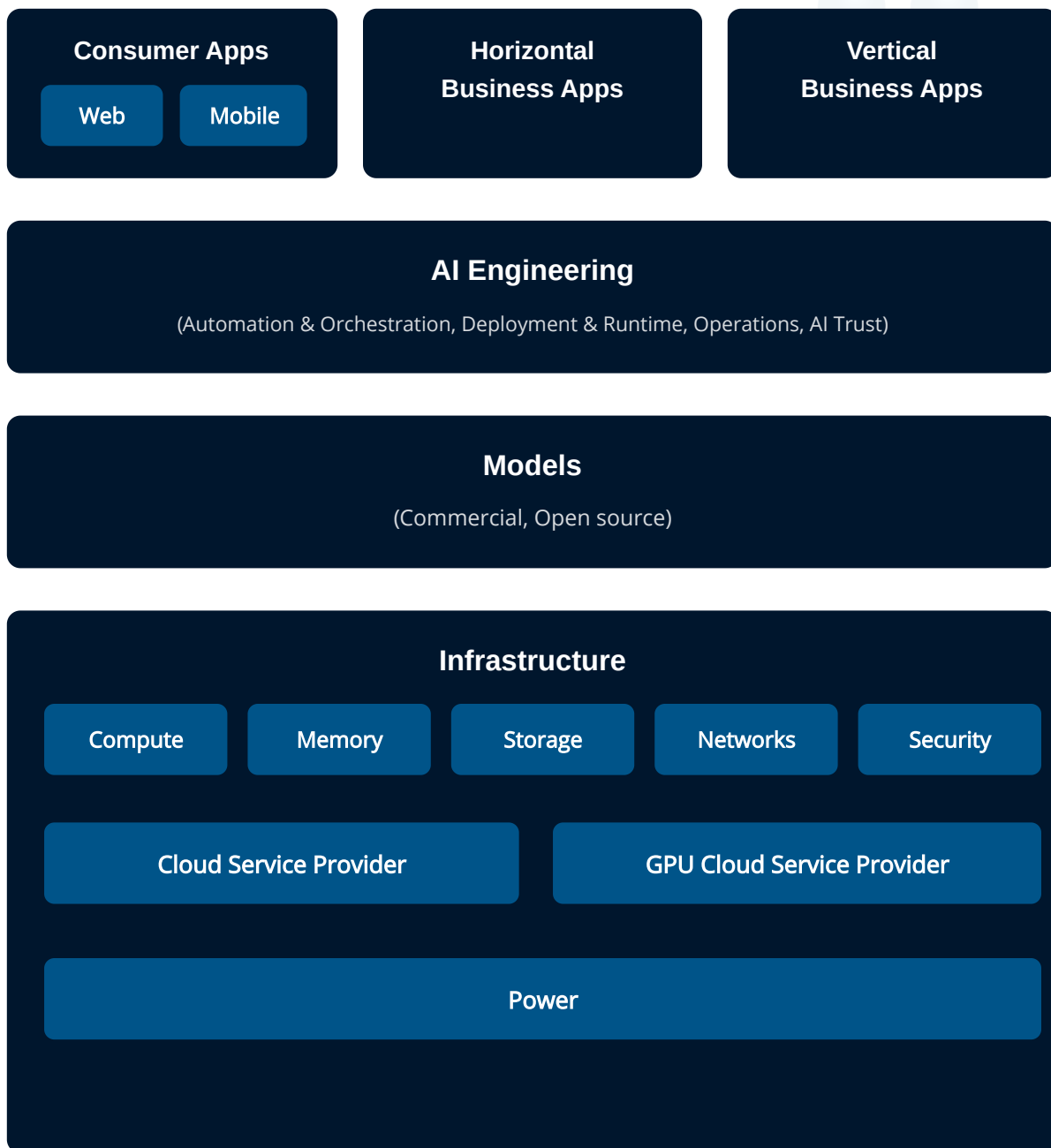


## Human Empowerment Leader

The world is wrestling with fear and uncertainty about AI. Will it take my job? Will it make decisions I can't understand? Will it operate in ways that harm me or my community? These anxieties are real and widespread. Human empowerment leadership defines a brand's a commitment to amplifying human capability, not replacing it.

# AI Product Taxonomy

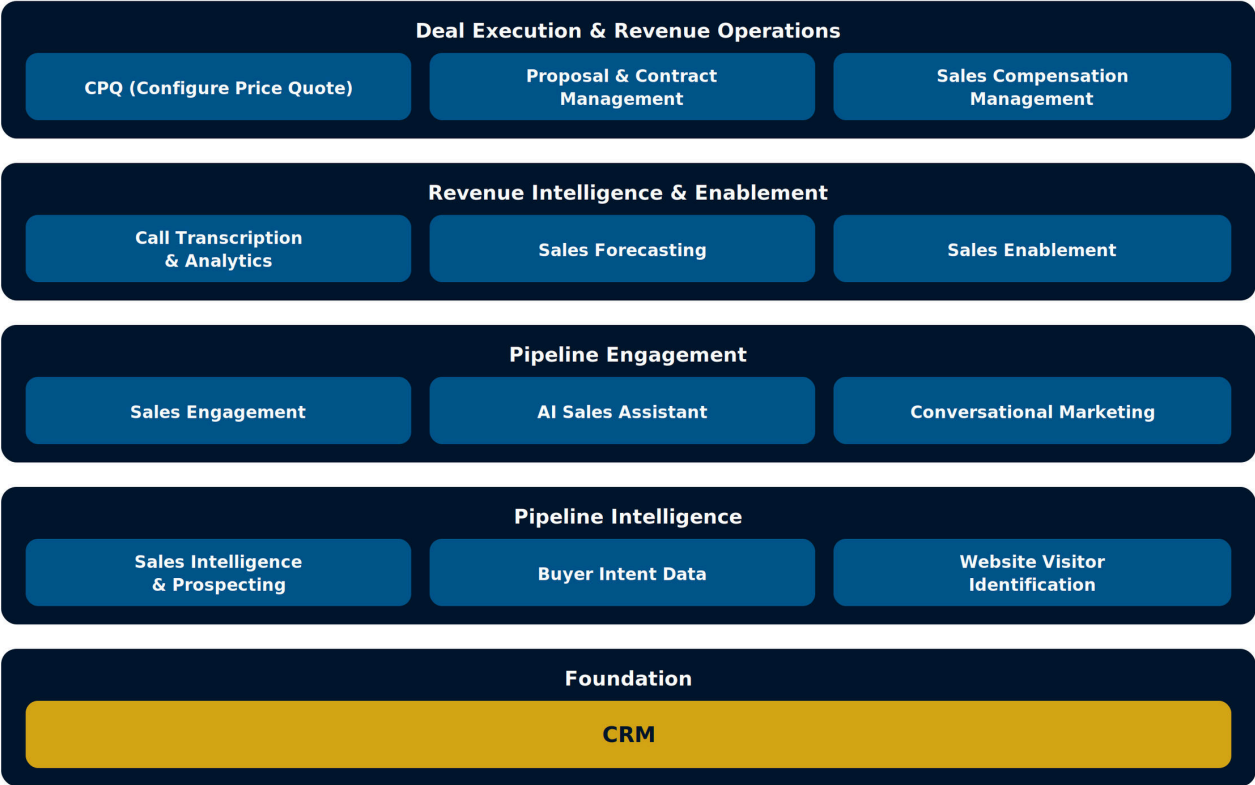
The AI Sales products covered in this survey are part of the Horizontal Business Apps layer in the IT Brand Pulse AI Product Taxonomy. AI Brand Leader surveys are based on the product groupings below with shared characteristics, intended use, target customer, and other criteria.



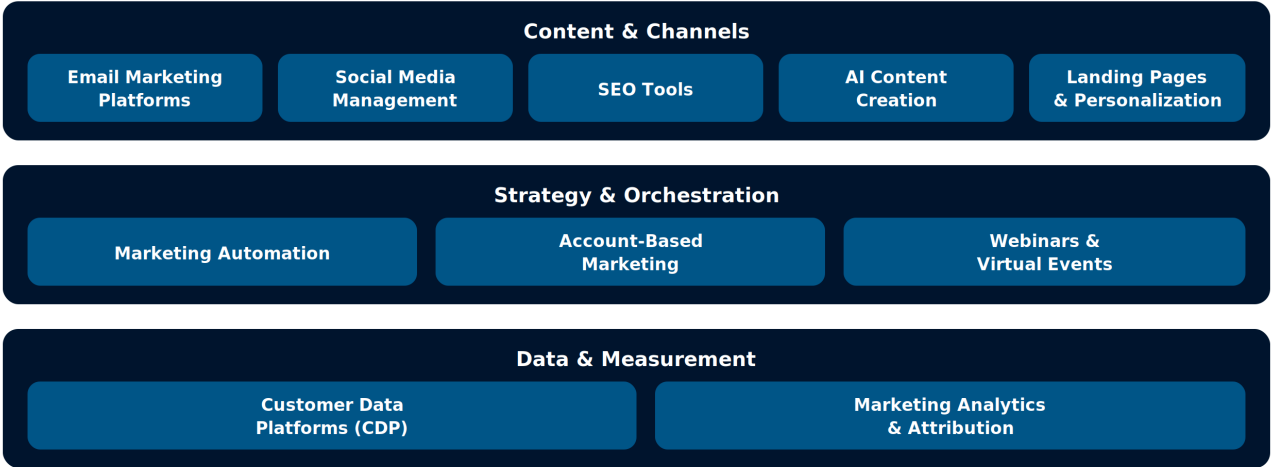
# AI Sales & Marketing Stacks

Below are the the product categories and sub-categories, that makeup the AI Sales and Marketing stacks inside the Horizontal Business App layer in our AI Product Taxonomy.

## AI Sales Products



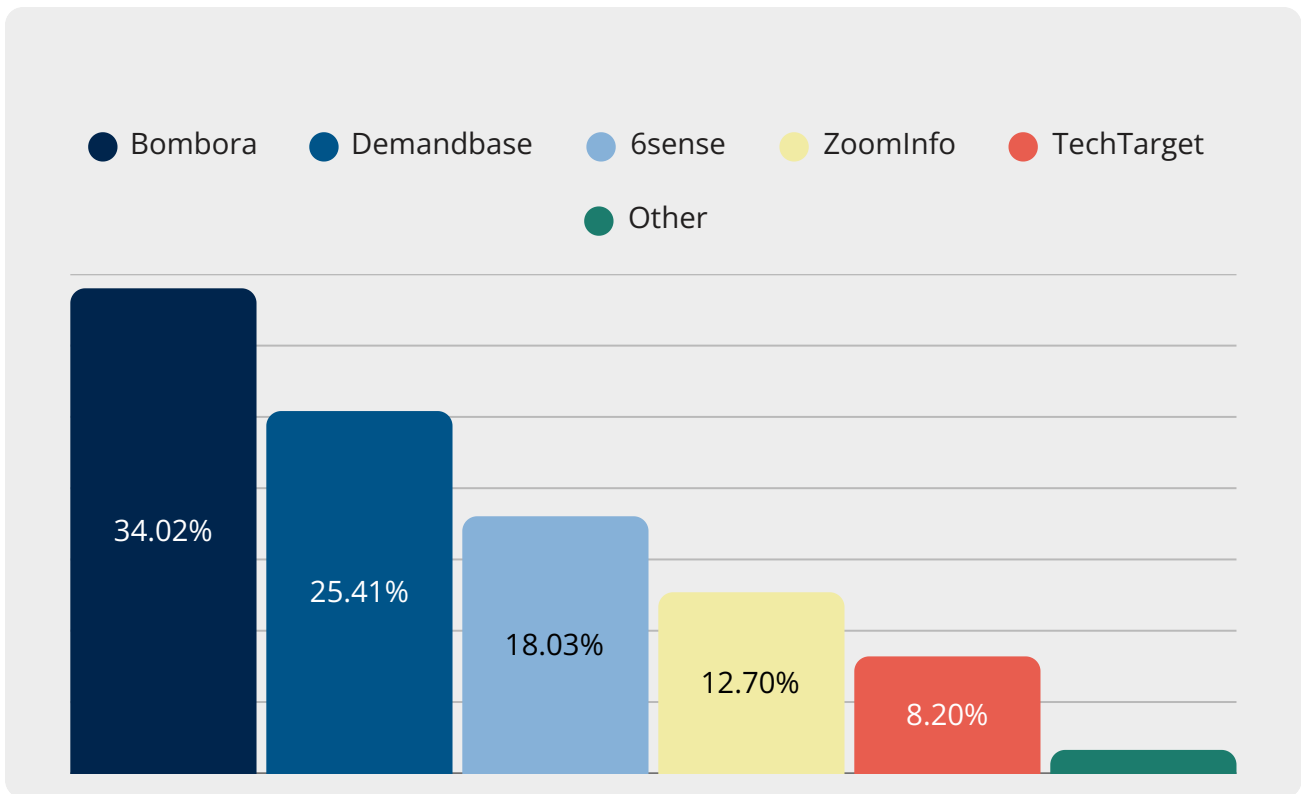
## AI Marketing Products



# Buyer Intent Data Platforms



The sales and marketing community voted Bombora as the Market Leader with 34.0% of votes, compared to 25.4% for Demandbase. The 8.6-point spread indicates a clear leadership position, as well as the presence of strong competitors. The top three vendors collectively account for over 77% of the vote, suggesting a relatively consolidated market with a defined competitive tier.

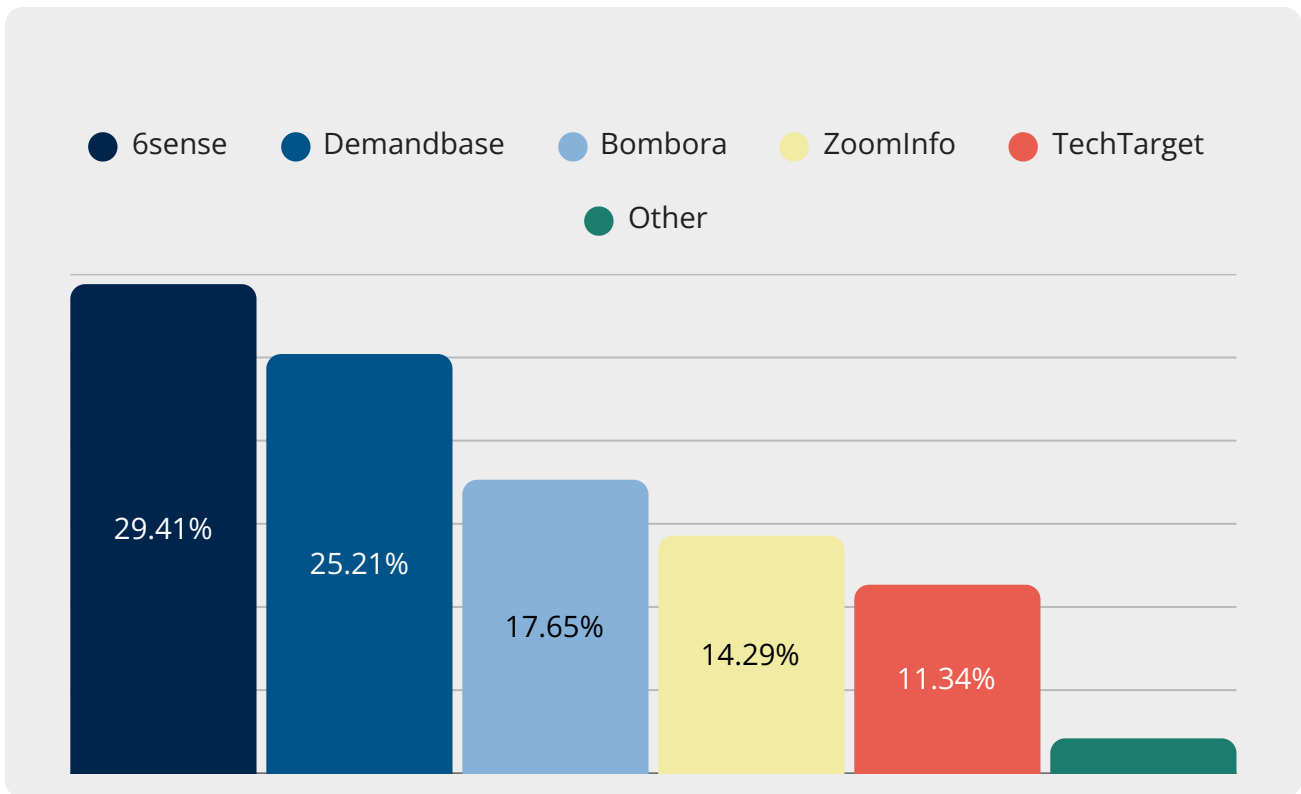


Bombora’s leadership is rooted in its foundational role in the intent data ecosystem, particularly its cooperative data model and broad publisher network. It’s widely perceived as a source-of-truth provider for intent signals, which drives adoption among organizations prioritizing scale and data reliability. Bombora’s strength lies in data quality and coverage, which continues to be the primary driver of market leadership in this category.

# Buyer Intent Data Platforms



6sense leads in Innovation with 29.4% of votes, followed by Demandbase at 25.2% and Bombora at 17.7%. The 4.2-point spread indicates a competitive innovation landscape. Notably, Bombora, despite its market leadership, ranks third in innovation, signaling a divergence between data leadership and AI-driven innovation.



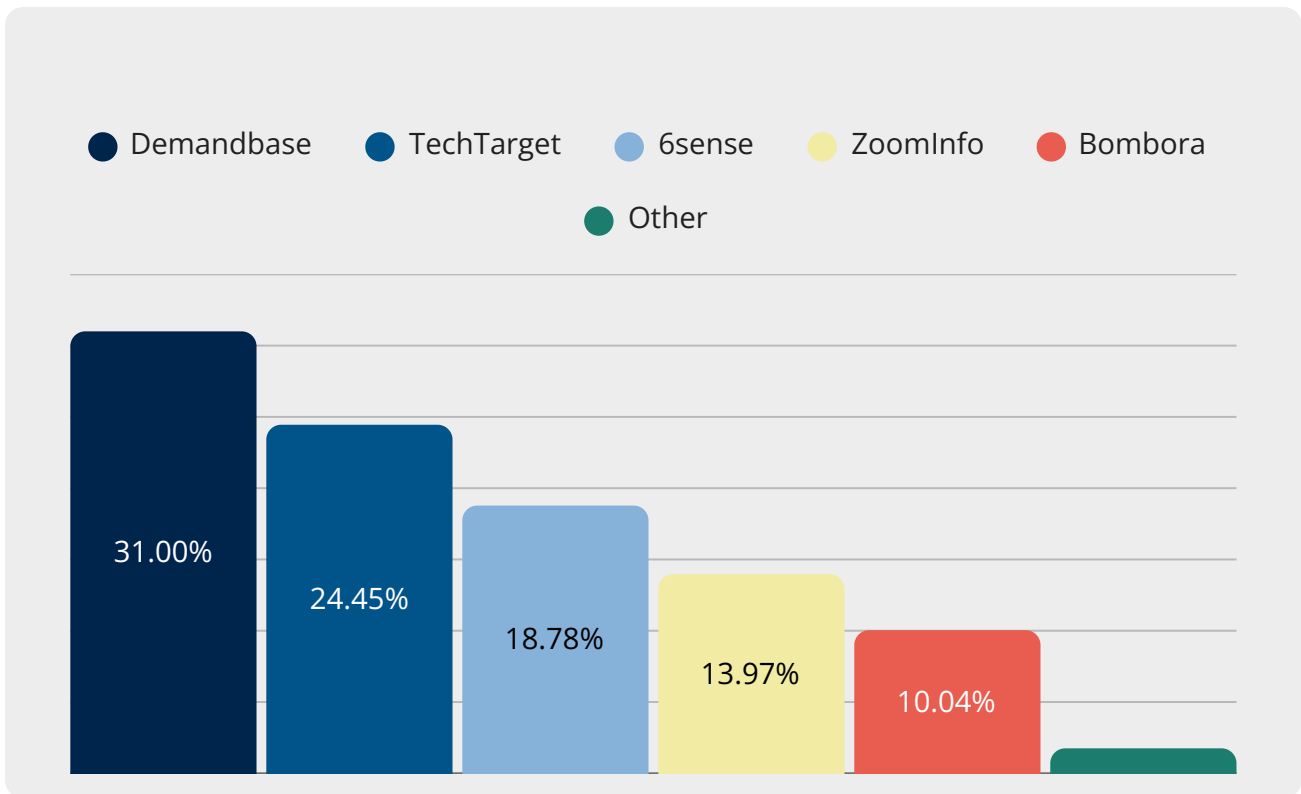
6sense's innovation leadership reflects its focus on predictive analytics, AI-driven account scoring, and end-to-end revenue orchestration, moving beyond static intent signals to deliver forward-looking insights and automated workflows. Demandbase also contributes strong innovation through its account-based marketing (ABM) capabilities and integrated GTM platform.



# Buyer Intent Data Platforms



Demandbase leads in Creativity & Expression with 31.0% of votes, followed by TechTarget at 24.5% and 6sense at 18.8%. The 6.5-point spread between first and second place indicates a clear leader in how vendors communicate value and deliver user experiences. Bombora, despite its market leadership, ranks lower at 10.0%, reinforcing its positioning as a data-centric platform rather than a user experience leader.



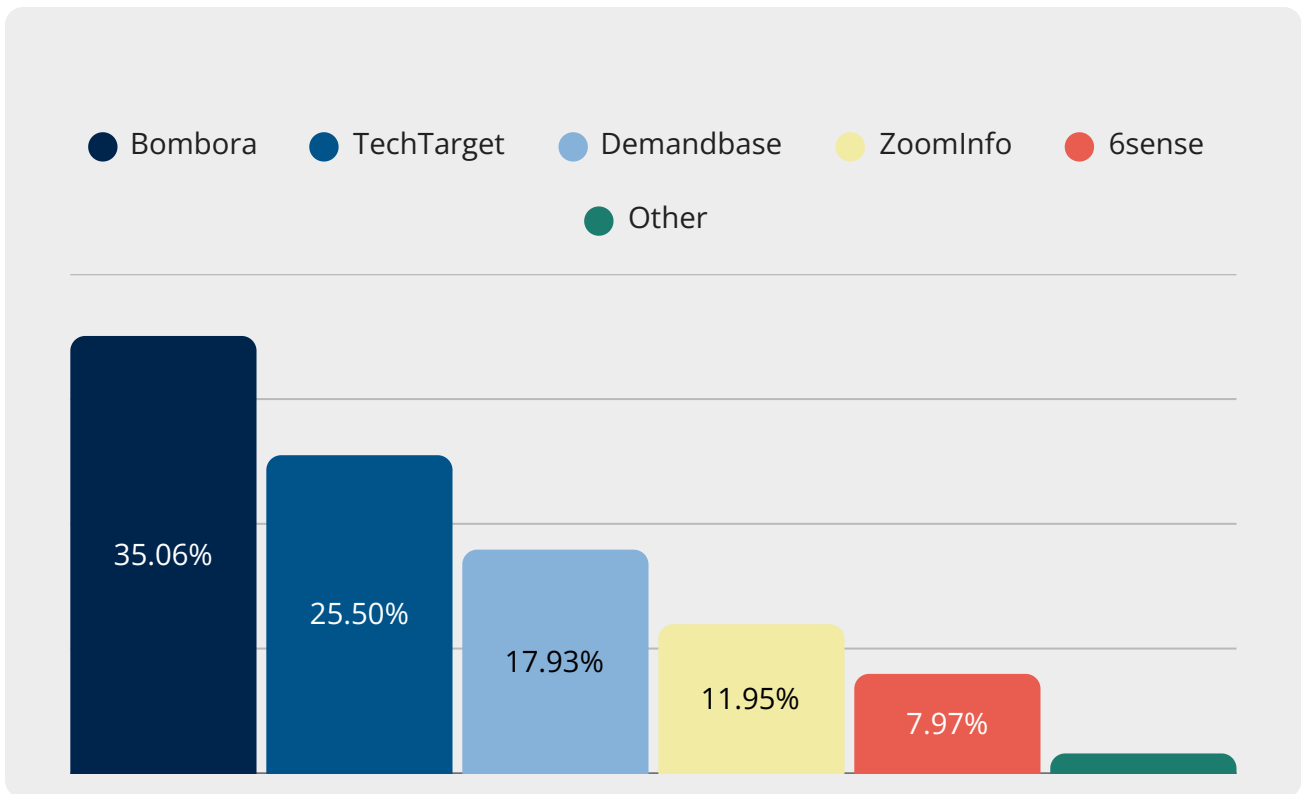
Demandbase's leadership in this category is driven by its strong positioning in ABM, integrated storytelling around revenue teams, and user-centric design of its platform. Demandbase also ranks highly in innovation, but less alignment with market leadership, highlighting that how value is communicated and experienced is becoming a separate axis of competition.



# Buyer Intent Data Platforms



Bombora dominates the Accuracy & Trust category with 35.1% of votes, followed by TechTarget at 25.5% and Demandbase at 17.9%. The 9.6-point spread between first and second place indicates a strong and credible leadership position, reinforcing Bombora’s reputation as the most trusted provider of intent data.



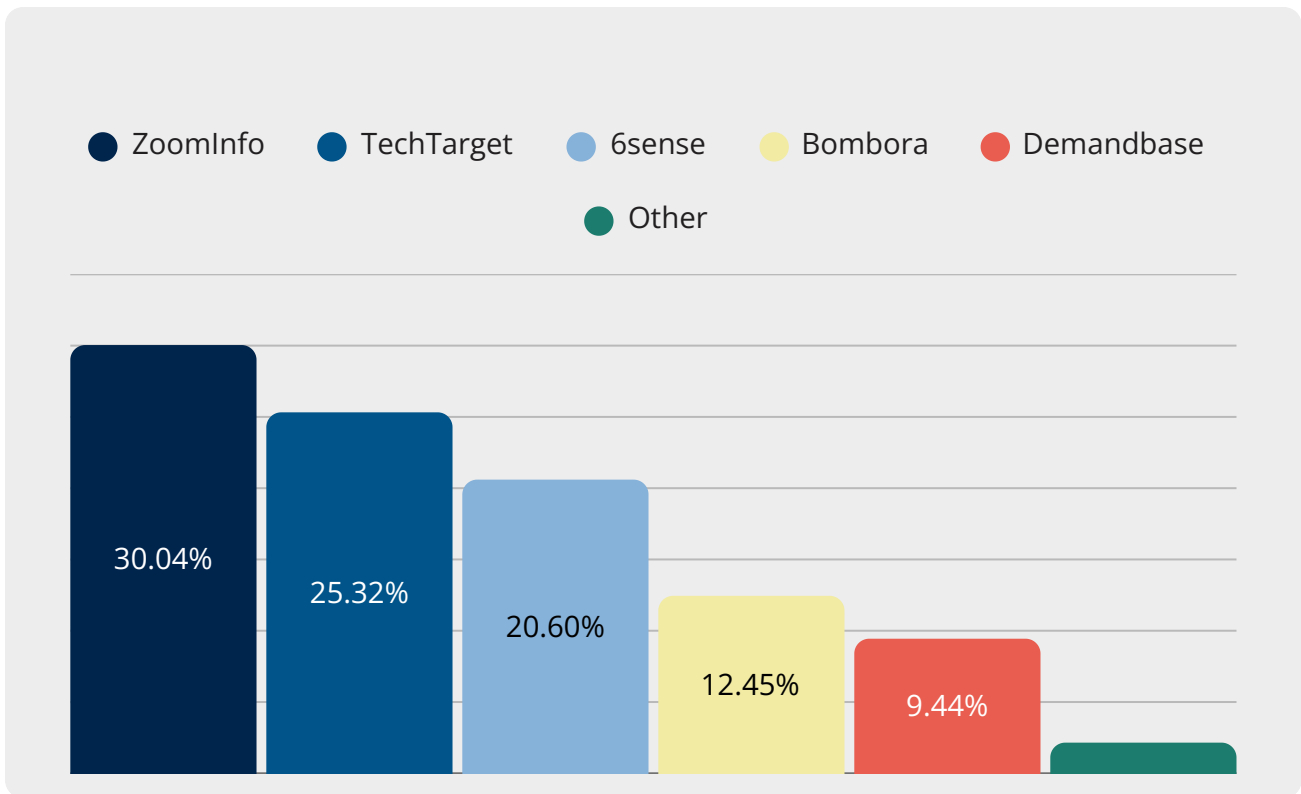
Bombora’s strength in this category is tied to its data sourcing model, scale of publisher integrations, and perceived neutrality as a data provider. There is a strong correlation between market leadership and trust leadership, suggesting that in this category, data credibility remains the primary driver of adoption, even as innovation reshapes the competitive landscape.



# Buyer Intent Data Platforms



ZoomInfo leads in Human Empowerment with 30.0% of votes, followed by TechTarget at 25.3% and 6sense at 20.6%. The 4.7-point spread indicates a competitive category, with multiple vendors recognized for enabling users to act effectively on intent data.



ZoomInfo's leadership reflects its ease of use, integrated workflows, and ability to operationalize intent data within sales processes, empowering users to move quickly from insight to action. There is limited correlation between human empowerment and market leadership, as Bombora ranks lower here, indicating that usability and workflow integration are distinct from data quality and scale in driving user perception.

# Looking Forward



## Predictions

### **1. The category will evolve from “intent data” to “predictive buyer intelligence systems.”**

Static intent signals will give way to AI-driven predictive models that identify not just who is in-market, but when and why they will buy. Taxonomy will shift from Buyer Intent Data Platforms to Predictive Buyer Intelligence Platforms, and brand leader voting will prioritize vendors that deliver forecasting accuracy and timing precision, not just signal volume.

### **2. First-party data and identity resolution will redefine competitive advantage.**

As privacy regulations increase, vendors that can unify first-party data, identity graphs, and behavioral signals will outperform those relying heavily on third-party data. IT Brand Pulse will need to introduce subcategories such as First-Party Intent Platforms and Identity-Driven Intelligence Platforms.

### **3. The category will split into “data providers” vs. “AI-driven GTM orchestration platforms.”**

A structural divide will emerge between data providers (e.g., Bombora, TechTarget) focused on signal collection and accuracy; and AI orchestration platforms (e.g., 6sense, Demandbase, ZoomInfo) focused on activation and revenue impact. Future taxonomy will reflect this split with categories like Intent Data Infrastructure and Revenue Intelligence & Orchestration Platforms.



## AI Brand Leader Program

IT Brand Pulse Brand Leader Awards are voted by thousands of IT professionals, not algorithms or small judging panels. Our surveys measure brand perception across the Five Pillars of AI brand leadership, giving winners credible, third-party validation that resonates with customers, analysts, and investors.

See the latest survey results at:

<https://itbrandpulse.com/brand-leader-program>.



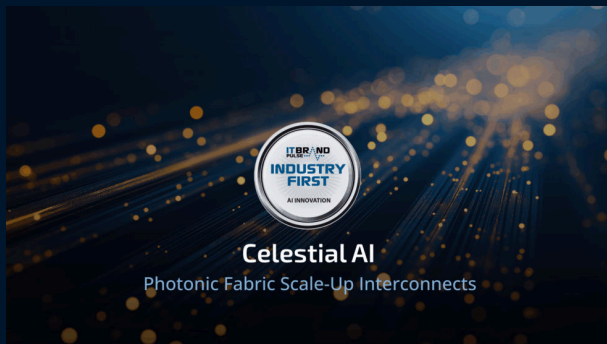


## Industry First Program

IT Brand Pulse's Industry First Program provides independent, third-party validation that you were first to deliver a meaningful AI innovation. Our analysts verify your timeline, technical claims, and market precedence, then publish a comprehensive validation article documenting your achievement.



See the latest industry firsts and nominate your product at: [itbrandpulse.com/industry-first](https://itbrandpulse.com/industry-first).



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