

Buyer Discovery for 6sense integration Guide

Install process

Authentication

Initial Data Sync

Daily Data Sync

Deactivation



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Select the Exports List

Authentication

Initial Data
Sync

Daily Data Sync

Deactivation



Gartner Digital Markets

▼ Captures ● Get App Software Advice™

Buyer Discovery

Reviews Insights

Content Discovery



AL

DI

Data
insights

Buyer Discovery > Buyer Intent

Buyer Intent

Exports List

Product:

Test

Filters

Choose Selections
Country
State
City
Industry Tags
Employees
Revenue
Categories Viewed
Competitors Viewed
Engagement
Awareness
Intent
Last Session

Company Records

Company	Domain	Column 3	Country	State	City
Google	google.com	data	United States	California	Mountain
Google	google.com	data	United States	California	Mountain
Google	google.com	data	United States	California	Mountain
Google	google.com	data	United States	California	Mountain
Google	google.com	data	United States	California	Mountain
Google	google.com	data	United States	California	Mountain
Google	google.com	data	United States	California	Mountain
Google	google.com	data	United States	California	Mountain
Google	google.com	data	United States	California	Mountain
Google	google.com	data	United States	California	Mountain
Google	google.com	data	United States	California	Mountain
Google	google.com	data	United States	California	Mountain
Google	google.com	data	United States	California	Mountain
Google	google.com	data	United States	California	Mountain
Google	google.com	data	United States	California	Mountain



1

2

3

4

5

...

42



1 - 10 of 3,293 Companies

Gartner

Click Add

Authentication

Initial Data
Sync

Daily Data Sync

Deactivation



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DI Data
Insights

Buyer Discovery

Reviews Insights

Content Discovery



Hi, Guillermo



Buyer Discovery > Exports List

Buyer Intent

Exports List

Product:

honeybeeBase

Exports To
Display:

☐ All

☒ Mine
Only

Add

NO RESULTS TO DISPLAY



CLICK ON ADD BUTTON TO CREATE YOUR FIRST EXPORT PROFILE.

Help

Select 6sense

Authentication

Initial Data
Sync

Daily Data Sync

Deactivation



Where do you want to share Buyer Discovery intent data?

- ☐ **API** Receive intent-based company prospects in JSON format via API call.
- ☐ **Custom** Receive intent-based company prospects in a CSV file, after saving Custom filters.
- ☐ **HubSpot** Match company prospects with HubSpot Company accounts, create net new accounts, and build reports and workflows based on intent.
- ☐ **LinkedIn** Build and sync intent informed audience to LinkedIn Matched Audiences for use in campaigns.
- ☐ **Marketo** Enhance your leads with in-market company intent for your products.
- ☐ **6sense** Receive Gartner Intent Data into your 6sense Account
- ☐ **Salesforce** Enhance your leads and accounts with company intent, create net-new accounts, and build intent-based reports and flows.

Enter the your API token and product key from your 6sense settings



6sense Configuration ✕

Please refer to your 6sense account configuration [page](#) to find the corresponding values of the Customer Data API Token and Product ID for the Product honeybeeBase

Customer Data API Token *

Product ID *

[Cancel](#) **Configure**

In 6sense, navigate to Settings>Integrations> All Integrations and select *Intent*

Authentication

Initial Data
Sync

Daily Data Sync

Deactivation



The screenshot shows the 6sense user interface. At the top, a dark blue header bar contains the 6sense logo, the word "SETTINGS", a search bar with the email "naveen.titare@6sense.com", and a "LOG OUT" link. On the left is a vertical sidebar with icons for different settings categories. The main content area is titled "Integrations" and is divided into two sections: "Intent" and "Email Server".

Intent Section:




- TrustRadius:** Includes the TrustRadius logo and the description "Use aggregated TrustRadius intent data for segmentation and actionable insights".
- G2:** Includes the G2 logo and the description "Use aggregated G2 intent data for segmentation and actionable insights". A red "Error" label is visible in the top right corner of this integration card.
- Bombora:** Includes the Bombora logo and the description "Use Bombora Company Surge intent data for segmentation and actionable insights". A green "Active" label is visible in the top right corner of this integration card.
- PeerSpot:** Includes the PeerSpot logo and the description "Use PeerSpot intent data for segmentation and actionable insights".
- Buyer Discovery by Gartner Digital Markets:** This integration is highlighted with a red rectangular border. It includes the Gartner logo and the description "Build segments with intent signals from 9M business leaders researching B2B software on Gartner Digital Markets—Capterra, GetApp & Software Advice."

Email Server Section:

- Microsoft:** Includes the Microsoft logo and the description "Use Microsoft Exchange intent data for segmentation and actionable insights". A red "Error" label is visible in the top right corner of this integration card.
- Google:** Includes the Google logo and the description "Use Google Workspace intent data for segmentation and actionable insights".

Select Buyer Discovery and Connect


[Authentication](#)[Initial Data Sync](#)[Daily Data Sync](#)[Deactivation](#)



SETTINGS

🔍 naveen.titare@6sense.com [Log out](#)

[Settings](#) > [Integrations](#) > Buyer Discovery



Buyer Discovery

by Gartner Digital Markets

Intent Data

[Connect](#)

[About](#)

[Help & FAQs](#)

About this Integration

Find new opportunities and close more deals by uncovering intent signals from 9M business leaders researching B2B software every month on Gartner Digital Markets' global reviews network- Capterra, GetApp, & Software Advice.

Category	Feature Support
Intent	Segments, Orchestrations

Key Features

Create segments

Align Gartner Digital Markets' predictive intent signals to your segments for data exploration, personalizing experiences, and triggering campaigns and outreach.



Orchestrate campaigns

Reach companies showing intent to purchase your software (or your competitors') across Gartner Digital Markets with cross-channel programs launched from 6sense.

Track segment performance

Copy the API token and Product ID into the Buyer Discovery platform


[Authentication](#)[Initial Data Sync](#)[Daily Data Sync](#)[Deactivation](#)



SETTINGS

Search: naveen.titare@6sense.com Logout

Settings > Integrations > Buyer Discovery

**Buyer Discovery**
by Gartner Digital Markets

Intent Data

Enabled

[Manage](#) [About](#) [Help & FAQs](#)

Account Information (Please copy this API Token and complete the integration at [Gartner Digital Markets](#). [Read More](#))

Customer Data API Token

a56ec7da66b9XXXXXXXXXXXXXXXXXXXXbadb892311d [Copy](#)

Product Mapping (Please copy your preferred product ids and complete the integration at [Gartner Digital Markets](#). [Read More](#))

Your Products in 6sense	Product ID
6sense	6904d550-307b-4953-b376-0f25e94924a0 Copy

Paste the credentials in the modal that appears



6sense Configuration ✕

Please refer to your 6sense account configuration [page](#) to find the corresponding values of the Customer Data API Token and Product ID for the Product honeybeeBase

Customer Data API Token ★

Product ID ★

[Cancel](#) **Configure**

Your initial data sync will begin over the next 2-3 hours

Authentication

Initial Data Sync

Daily Data Sync

Deactivation

Gartner Digital Markets

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DI Data Insights

Buyer Discovery

Reviews Insights

Content Discovery

Hi, Guillermo

Buyer Discovery > Exports List > 6sense Integration

< Go Back

⚠ Your data for honeybeeBase is being synced to 6sense. This process may take 2-3 hours to complete.

6sense Integration - honeybeeBase

Export Name [Edit](#)

● Sync In Progress

honeybeeBase

Product

Filters ⓘ

Company Prospects ⓘ ↓

Set import filters		Reset
Country	▼	
State	▼	
City	▼	

Company	Domain	Country	State	City	Industry
SAAVI Mobile Ordering	saavi.com.au	Australia	Victoria	-	Internet
b10	b10.vc	Germany	-	Berlin	Capital Ma
You Move Me	youtoveme.com	Canada	British Columbia	Vancouver	Consumer

Help

Your data will be ready for use in 6sense Segments in 48hrs

Authentication

Initial Data Sync

Daily Data Sync

Deactivation



Gartner Digital Markets

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Buyer Discovery | Reviews Insights | Content Discovery

Hj_Guillermo

Buyer Discovery > Exports List > 6sense Integration

< Go Back

6sense Integration Test
Export Name Edit

Configured
honeybeeBase
Product

Filters

Set import filters	Reset
Country	
State	
City	
Industry	

Company Prospects

Company	Domain	Country	State	City	Industry
SAAVI Mobile Ordering	saavi.com.au	Australia	Victoria	-	Internet
b10	b10.vc	Germany	-	Berlin	Capital Ma
You Move Me	youmoveme.com	Canada	British Columbia	Vancouver	Consumer
ENKI	enki.mx	Mexico	-	Mexico City	Internet

Help

Fresh intent signals will automatically sync to 6sense daily

Authentication

Initial Data
Sync

Daily Data Sync

Deactivation



Sync Information ×

2d3ce337-d8ba-40d9-be87-da747474d4dd

Export ID

2/3/2023, 10:42:59 AM IST

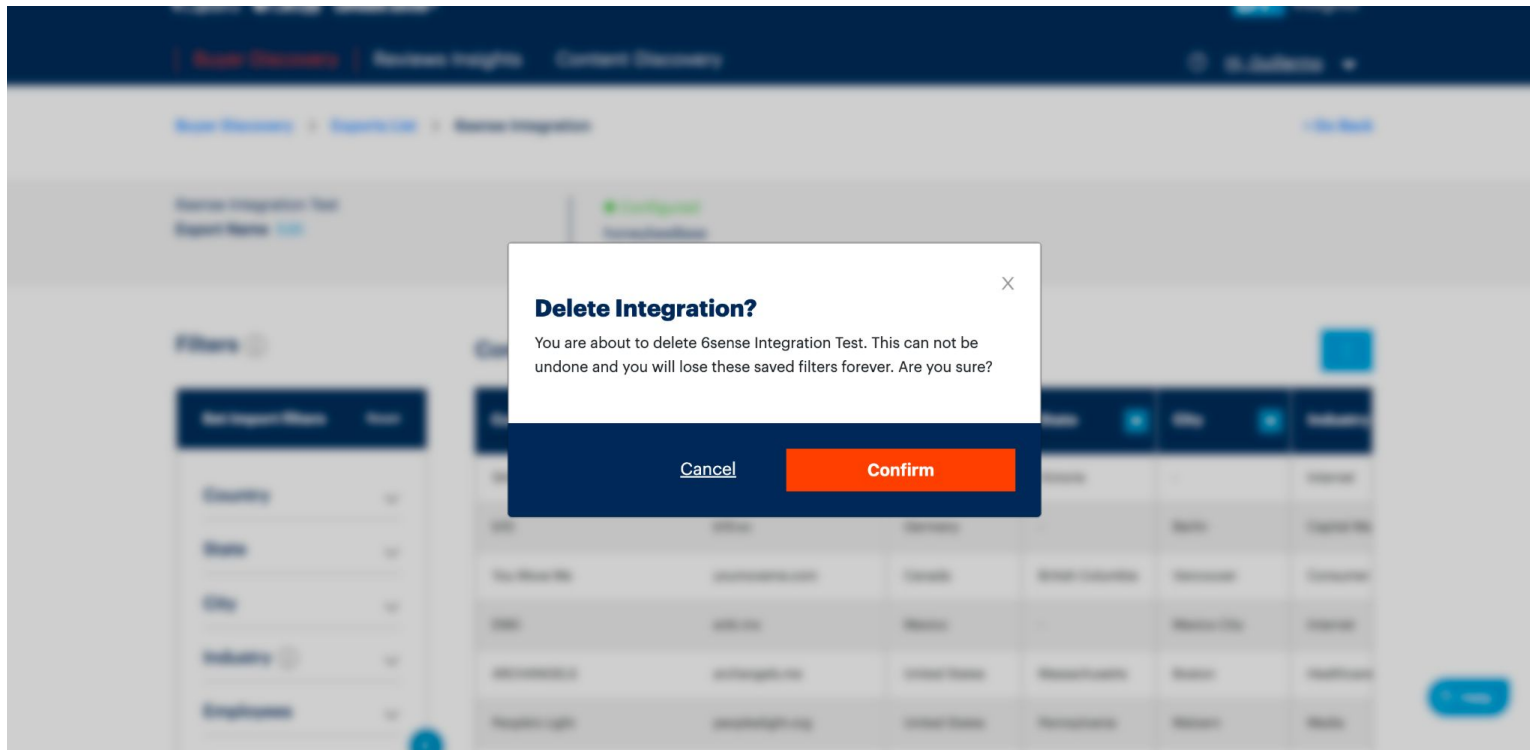
Last Sync

3/20/2023, 2:00:00 PM IST

Upcoming Batch Sync

Close

Deactivate the integration from the settings in the Buyer Discovery platform



The logo for 'sense Segments' is centered. It features a stylized 's' icon in blue and green, followed by the word 'sense' in a bold, dark blue sans-serif font, and the word 'Segments' in a larger, bold, dark blue sans-serif font.

sense Segments

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Gartner

Create segments with five intent signals from your Gartner Digital Markets profile

The screenshot displays the 6sense SEGMENTS interface. The top navigation bar includes the 6sense logo, the word "SEGMENTS", a search bar with "eva@6sense.com", and a "Log out" link. Below the navigation bar, the main header shows "Using Filters" and "Untitled Segment", with "Exit" and "Save as Segment" buttons. The left sidebar contains a "Create" button and tabs for "Accounts (...)", "Predictive Analytics", "Behavioral Analytics", and "Profile Analytics". The "Add Filters" section on the left has a search bar and a list of filters under the "INTENT" category. The "Filter Criteria" section on the right shows three criteria being added to a segment.

SEGMENTS eva@6sense.com Log out

Using Filters
Untitled Segment Exit Save as Segment

Create Accounts (...) Predictive Analytics Behavioral Analytics Profile Analytics

Add Filters Expand All

Search

INTENT

- # Total Research Activities
- 6sense Intent Keyword Groups
- 6sense Intent Keyword: # Branded Research
- 6sense Intent Keyword: # Generic Research
- 6sense Intent Keyword: # Total Researched
- 6sense Intent Keyword: Keywords Researched
- Bombora: Company Surge Topics
- G2: Category Pageviews
- G2: Comparison, Alternatives, and Ad Pageviews
- G2: Product Profile Pageviews**
- Gartner Digital Markets Categories Viewed
- Gartner Digital Markets Competitors Viewed
- Gartner Digital Markets Engagement
- Gartner Digital Markets Product Awareness
- Gartner Digital Markets Purchase Intent
- TrustRadius: Category Intent
- TrustRadius: Product Comparison Intent
- TrustRadius: Product Intent

ADVERTISING

Filter Criteria — Enter filter criteria after adding filters from the left pane Clear All Filters

1. **Gartner Digital Markets Engagement**

for Product Category 6sense

is Equal to All Any of medium High

2. **Gartner Digital Markets Categories Viewed**

for Product Category 6sense

is Equal to All Any of Workflow Management

3. **Industry**

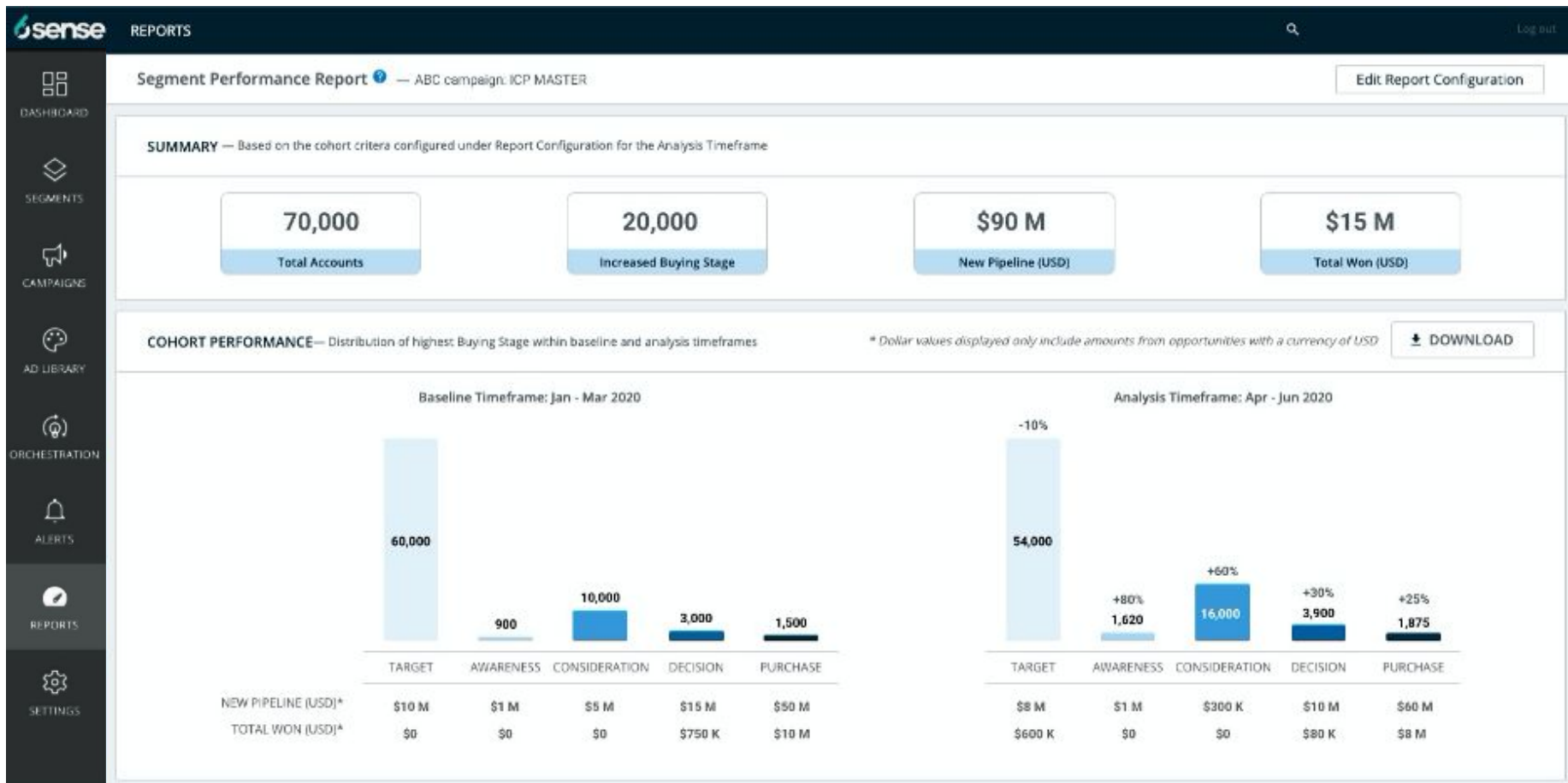
is Equal to any of the following Software

Filter Logic: {1 AND 2} AND 3

Show Accounts

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Measure segment performance over time



Recommended Segments

All intent levels	This segment is recommended to follow all the accounts detected on Gartner Digital Markets through your funnel in Segment Performance.
All intent levels + ICP filters	This segment is recommended to follow all the accounts matching your ICP through your funnel in Segment Performance.
TOFU	Category views with medium-to-high engagement, low-to-medium intent
MOFU	Competitor views and/or profile views with product awareness, medium intent
LOFU	High-to-very high intent with profile views or competitor Views