

ShareThis Data Feed For Business-To-Business

The ShareThis Data Feed is a collection of behavioral data that provides B2B signals and insights to help companies **map and target B2B prospects**.

Identify and engage with prospects more likely to convert and at early stages of the purchase journey. Personalize their experience, optimize your sales funnel, and accelerate time-to-revenue.



Global Monthly Traffic



83M B2B-related events



53M unique users engaged with B2B content



60K domains with B2B content



Interest scores for **50** B2B categories

Privacy Compliant



Accelerate Revenue in B2B with The ShareThis Data Feed

Use ShareThis data to learn more about B2B prospects across a wide spectrum of categories of interest, and ultimately **tailor it to your business goals**.



Targeting & Activation

Identify behavioral signals associated with B2B buyers. Target prospects more likely to engage. Test, automate, and optimize marketing campaigns. Advance your ABM & personalization strategy.



Customer Acquisition

Map your prospects' decision-making process and purchase journey. Optimize and enhance the sales funnel. Identify online signals that most accurately predict and boost B2B sales.



Insights & Analytics

Capture real-time trends within an industry, product, and among competitors. Enhance B2B prospecting and sales processes. Use data to improve your offer and expand research and development.

Sample Insights for B2B

Gather insights ranging from broad business topics to specific products for a **deeper understanding of B2B prospects.**

Companies

In 2020, the pandemic increased **B2B engagement with video conferencing software by 400%**, tightening the competition between three main companies: **Zoom, Google, and Microsoft.** By the end of 2021, Zoom still has over **70% of share of engagement.**

Topics

In the US, B2B users showing interest in Marketing are **2.2x more likely to engage with Business Finance content** under a Business Category. While in Australia, they are **6.48x more likely to engage with Web Services** under the Internet & Telecom category.

Keywords

B2B users in Australia with a demonstrated **high-interest level in Marketing**, have also helped **identify trends earlier**, pointing to **Search Engine Optimization as a trending keyword** gaining share of engagement by the end of 2021.

*Online engagement by ShareThis Audiences globally, measured by searches, clicks, and shares.

Get Started With The ShareThis Data Feed



Request a Data Sample

Timeframe: 1 or 7 Days
Global or US Sample
File Format: JSON or CSV
Access through Amazon S3
Samples include the full schema



Download Documents

[SDF Schema](#)

[SDF Integration Document](#)