How is SentientIQ™ different from platforms that leverage intent data?

Traditional intent-data tools typically track behaviors like website visits, content downloads, or event registrations. They tell you *what* your audience did—but not necessarily *why* they did it. This data can be helpful, but it's inherently backward-looking and limited to surface-level actions.

SentientIQ™ goes beyond surface intent. It's built on real-time **emotional intelligence**, not just behavioral intent. Instead of just telling you that someone visited your page or downloaded a whitepaper, SentientIQ reveals *why* your audience behaves the way they do by continuously reading emotional signals across channels—such as sentiment shifts, emotional volatility, and subtle indicators of readiness.

In other words, where intent-data tools see clicks, we see emotional journeys. SentientIQ's powerful AI-driven agents don't merely predict behavior; they sense changes in motivation, readiness, and mood. This enables SentientIQ to proactively guide your marketing strategy—telling you exactly *when* to act and precisely *what* messaging will resonate most deeply at that emotional moment.

If typical intent-data marketing is about reacting to yesterday's actions, SentientIQ™ is about anticipating tomorrow's emotional state. It empowers marketers to deliver experiences that don't just engage—but deeply resonate, fostering lasting emotional connections rather than superficial interactions.

Simply put, SentientIQ helps you understand the human being behind the data, giving you insights that aren't just timely—they're timeless.