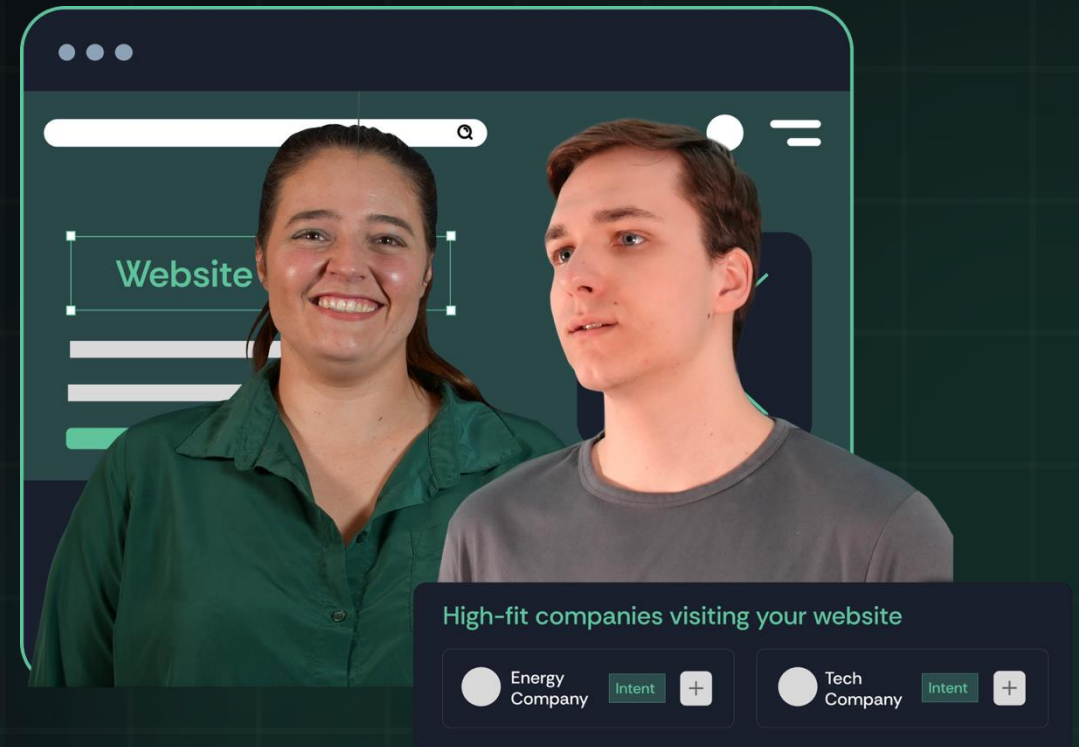


HubSpot AI Deep Dive: Buyer Intent in Practice

How to identify the right
accounts and act on real
buying signals



Housekeeping & Rules of Engagement

Welcome!

Thank you for joining our webinar!

Before we begin, here are some **housekeeping** notes:

- Attendee lines are muted and cameras are turned off.
- Please feel free to use the **"Chat"** feature and the **"Q&A"** to submit questions.
- **Recording Notice:** This webinar is being recorded.
- The webinar content will be available on the **Struto [uniVERSE](#)** after this session.
- Your feedback is valuable to us! Please complete the webinar [survey](#) when you receive it.
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Your Hosts



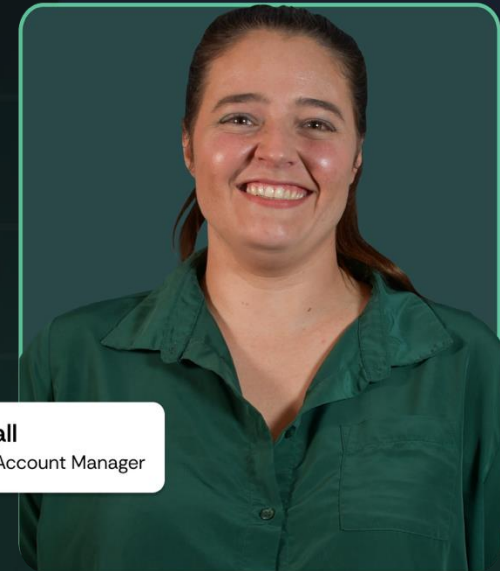
Jared Wiltshire
Product Owner: HubSpot

Jared is Struto's Product Owner for HubSpot. He facilitates the design and implementation of HubSpot solutions that improve automation, data integrity, and operational efficiency.



Nsovo Shimange
Inbound Marketing Manager

Nsovo is the Inbound Marketing Manager at Struto, where he focuses on driving impactful inbound marketing strategies.



Estee Hall
Sales and Account Manager

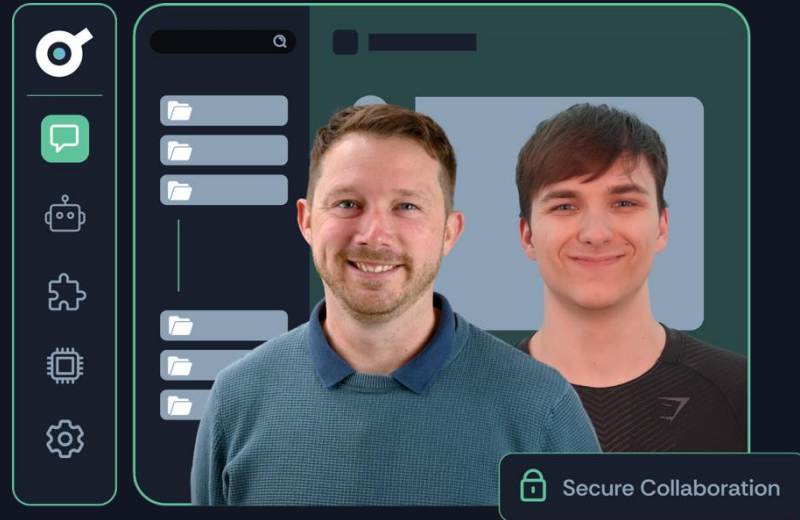
Estee is Struto's Sales and Account Manager. She is a HubSpot Certified Trainer with 12 years of experience supporting customers using HubSpot, and works closely with clients to strengthen relationships.

Agenda

- What the Buyer Intent tool is.
- The problem landscape.
- The workflow story - practical use cases.
- The setup.
- The live walkthrough - demo examples.
- Pitfalls to avoid.
- How Struto helps.
- Getting started & next steps.
- Q&A.

From context to action

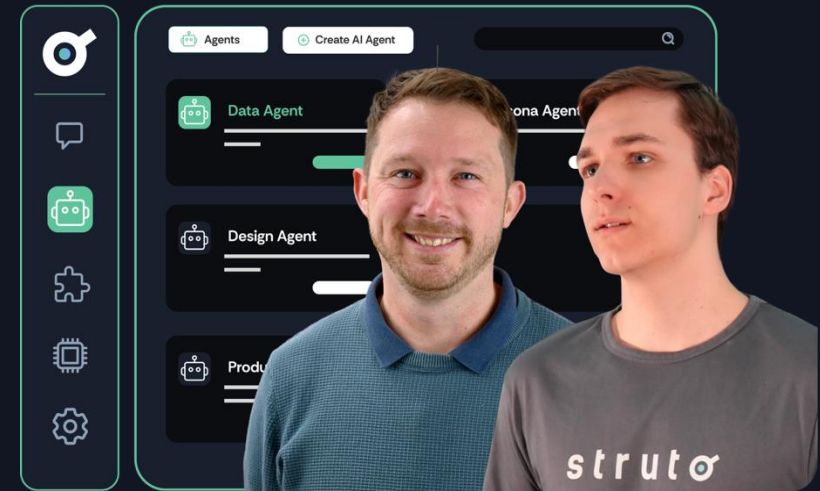
Maximise HubSpot's AI Tools



Maximise HubSpot's AI Tools webinar:

- [Watch the webinar here](#)

A Deep Dive into HubSpot's Data Agent



A Deep Dive into HubSpot's Data Agent webinar:

- [Watch the webinar here](#)

What is Buyer Intent?

- Buyer Intent is HubSpot's way of showing which companies are displaying meaningful interest in what you do, before they've raised their hand.
- It tracks two main signal types: **Visitor Intent** (companies visiting your website with purpose) and **Research Intent** (companies researching your topics/keywords across the wider web).
- Solves the "plenty of traffic, not enough clarity" problem.
- Helps teams move from seeing activity to knowing which companies are actually worth paying attention to.

The Problem Most Teams Have

Plenty of traffic, not enough clarity

- Teams have more activity than clarity: they know people are engaging but not which companies matter most.
- Sales waits for obvious hand-raises; marketing sees activity but lacks a clean process for deciding what gets passed on.
- Good-fit accounts often research quietly and get missed if no one defines what that behaviour means operationally.
- **Goal:** reduce the gap between activity and action.

The practical Buyer Intent workflow

- This is a **workflow story**, not just a tool demo.
- The workflow: identify companies showing signals → review them in context → route them clearly → ensure the right team acts.
- Focus is on the early part of that journey, where Buyer Intent is most useful.

The Setup - Baseline

- **Target markets:** companies you are targeting.
- **Research keywords/topics:** keywords/topics you want to be known for.
- **Activities/Engagements:** meeting notes and transcripts, call notes and transcripts, emails.

The Setup - The signal types that matter

- **Visitor intent:** companies visiting your website matching criteria you define.
- **Research intent:** companies researching topics relevant to what you sell.
- **Intent signals (broader):** company news, job changes, budget cues, deal timing, and other contextual events.
- **Visitor** intent is direct (your site, your criteria); **research** intent spots companies earlier in their journey.
- **Today's focus:** visitor intent and research intent, with signals supporting the wider workflow.

Live walkthrough agenda

- **Demo structure:** markets & criteria setup → visitor intent → research intent → reviewing companies → what happens next.
- The value isn't just spotting a company, it's having **a clear process** for what happens after.

Buyer Intent

- Overview
- Visitors**
- Research
- Signals
- Configuration

Identify companies visiting your website, filter by fit, intent, and engagement.

Filters
Saved views 1

Visitors & Visitor Intent

Time frame

Last 7 days ▾

Showing visitor intent

☐
☒

[Edit visitor intent criteria](#)

Traffic source

18 companies
 + Set up auto-add
 + Set up auto-track
 Add email digest

Search for companies

☐				Page views
☐	Mertis South Africa	-- 1 - 10 employees	9 page views 1 unique visitor	
☐	Nova Iceland	Telecommunications 51 - 250 employees	6 page views 1 unique visitor	Target Market Tracking
☐	South Africa	Marketing and Advertisi... 11 - 50 employees	5 page views 1 unique visitor	
☐	United Kingdom	Construction 11 - 50 employees	4 page views 1 unique visitor	
☐	United Kingdom	Food Production 11 - 50 employees	4 page views 1 uniaue visitor	

< Prev
1
Next >
25 per page ▾

Demo – Research tab

Buyer Intent ⓘ

OverviewVisitorsResearchSignalsConfiguration

Find companies researching topics you care about, filter by fit, and intent level.

FiltersSaved views 1

Research Intent

Research topics ⓘ

Any research topic ▾

Edit topics

Filter by research level ⓘ

All levels ▾

Visitor Intent

Save view and automate

371,120 companies are researching 9 topics

+ Set up auto-add

+ Set up auto-track

Add email digest

Search for companies 🔍

☐			⌵ Research level
☐	United States	Financial Services 251 - 1K employees	customer engagem... in 👁 +
☐	Japan	Hospitality 51 - 250 employees	customer engagem... in 👁 +
☐	United States	Hospitality 251 - 1K employees	customer engagem... in 👁 +
☐	Argentina	Consumer Services 5K - 10K employees	customer engagem... in 👁 +
☐	United Kingdom	Information Technolog... 51 - 250 employees	customer engagem... in 👁 +

< Prev

1

2

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6

7

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9

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11

...

14845

Next >

25 per page ▾

Demos - Review companies and add to CRM

Buyer Intent

OverviewVisitorsResearchSignalsConfiguration

Identify companies visiting your website, filter by fit, intent, and engagement.

FiltersSaved views

Time frame

Last 7 days

Showing visitor intent

☐ ☒

Edit visitor intent criteria

Traffic source

Any source

Save view and automate

18 companies+ Set up auto-add+ Set up auto-

☐		Food Production
☐	United Kingdom	11 - 50 employees
☐	South Africa	Banking 1K - 5K employees
☐	South Africa	Hospitality 11 - 50 employees
☐	Australia	Management Consulting 11 - 50 employees
☐	South Africa	E-Learning 251 - 1K employees
☐	Denmark	Computer Software

Research Intent

Track intent signalsCRM

Top page viewsRecent page viewsResearchSignalsAboutContacts

Search by page path

VisitsTime frame

Last 7 days	Visits	Last visit
struto.io/	1	10 Jul 2026
struto.io/integrate-hubspot-salesforce	1	10 Jul 2026
struto.io/platform/strutoix	1	10 Jul 2026
struto.io/portal-health-check-lp	1	10 Jul 2026

[Overview](#)
[Visitors](#)
[Research](#)
[Signals](#)
[Configuration](#)

18 companies + Set up auto-add Set up auto

Saved views **1**

Last 7 days

Any source

☐			
☐	United Kingdom	Food Production	11 - 50 employees
☐	South Africa	Banking	1K - 5K employees
☐	South Africa	Hospitality	11 - 50 employees
☐	Australia	Management Consulting	11 - 50 employees
☐	South Africa	E-Learning	251 - 1K employees
☐	Denmark	Computer Software	--

⋮ Track intent signals + CRM

Contacts

● Moderate

Demo

Add enriched company records?

×

You have selected to add **1** enriched record to HubSpot.

☐ Track intent signals for these companies

Tracked signals—like funding, research intent, and geo expansion— show up on record activity timelines and as workflow triggers, segment filters, and lead scoring criteria. Tracking uses 10 credits/company per usage period.

Uses HubSpot Credits

Your credits reset on 6 Aug 2026. [Learn more](#)

✦ Add enriched records

Cancel

[Overview](#)
[Visitors](#)
[Research](#)
[Signals](#)
[Configuration](#)

[Usage guide](#) [Automated tracking](#) [My Signals](#) [Beta](#)

78 companies

Filters

Use in ▼

+ Select companies to track

< Prev Next > 25 per page ▾

Buyer Intent across the wider journey

- **Visitor** Intent and **Research** Intent deliver the clearest early-stage value (top of funnel).
- Once a company is in your CRM and being tracked, HubSpot surfaces wider intent **signals**.
- **Wider signals include:** budget cues, deal timing, press releases, and broader company changes.
- Buyer Intent isn't just a top-of-funnel tool: it **supports the entire buyer journey** as you layer in more context over time.

Practical lessons and common mistakes

- Don't try to track everything; more signals $\neq$ better outcomes.
- Make sure criteria reflect your real markets, products, and priorities.
- Agree the handoff and follow-up process before relying on the tool heavily.
- Treat it as part of a workflow, not just a reporting view.
- Review setup regularly as markets and priorities change.

What Buyer Intent helps you do

- **Identify** companies worth paying attention to.
- **Review** them in context.
- **Route** them into a clearer process.
- The value isn't visibility; it's **a clearer path from signal to action.**

How **Struto** helps

From **understanding** to **action**:

- **Complimentary Portal Health Check:** We audit your data, schema, and readiness for AI deployment.
- **AI readiness workshops:** Deep-dive strategic sessions to map AI to your specific customer journey.
- **AI Outcome Packs:** Rapid deployment mini-projects to set up, test, and ground specific agents (e.g., Prospecting Agent or Customer Agent).
- **Guided Ongoing Success Support:** Continuous optimisation and monitoring of your AI setup.

Q&A



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Product Owner: HubSpot

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Estee Hall
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Estee is Struto's Sales and Account Manager. She is a HubSpot Certified Trainer with 12 years of experience supporting customers using HubSpot, and works closely with clients to strengthen relationships.

Useful HubSpot resources

Keep learning after the session*:

- [Understand HubSpot Credits and Billing](#) (Knowledge Base)
- [HubSpot Product and Services Catalogue](#)
- [HubSpot Academy: AI for Marketing Course](#)
- [Breeze Prompt Library](#)
- [Struto Webinar: How to Secure Your Business in the Age of ChatGPT](#)
- [Struto Webinar: Maximise HubSpot's AI Tools](#)
- [Struto Webinar: Deep Dive into HubSpot's Data Agent](#)
- [Book a Portal Health Check](#)

**Links will be provided in the follow-up email*

Got questions? **Let's talk**

Contact us at:

Email success@struto.co.uk

Visit us at:

www.struto.io

