

# e.Republic's Industry Navigator Platform Launches Game-Changing Capabilities for SLED Sales and Marketing

*New Functionality Provides Intent Insights and Maps the Gov Tech Market*

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/EINPresswire.com/ -- [e.Republic](#), the nation's leading data, media, and events company focused on state and

local government and education (SLED), has announced the addition of two new features to [Industry Navigator](#) – its market intelligence tool tailored to keep IT vendors ahead of the curve in the dynamic SLED market.



Intent Insights gives members data on what their prospective buyers are reading to better understand how to influence them. Vendors can see what types of personas are reading information about their solution so they can craft the right messages and get stronger leads.

This new feature is the earliest indicator of interest. The data is pulled from the most influential publications in the SLED market – all of the brands under the e.Republic umbrella, including Government Technology and Governing.

The Public Sector Index is a map of over 200K government and education entities. Users can map their target audience to create effective go-to-market strategies with data that can be easily exported. This new feature allows users to segment their government and education audiences by level, function, population, employees and estimated IT budgets.

“Understanding the mindset of public sector buyers will give your company an edge,” said Mike Driessen, e.Republic Vice President, Subscription Services. “We’re very excited to roll out these new features designed to help our clients accelerate their SLED business.”

To see the new features in action, register for our complimentary webinar on June 7 at 11AM (PT) / 2PM (ET). e.Republic's Deputy Chief Innovation Officer Joe Morris will demonstrate Intent Insights and the Public Sector Index and discuss other ways that Industry Navigator can do your homework for you. [Register here](#) to join us!

Both Intent Insights and the Public Sector Index are included in the Premium level of Industry Navigator. For more information, or to sign up for a free demonstration of Industry Navigator visit <https://marketing.governmentnavigator.com>.

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