

Bombora and Oceanos: Combining Predictive Analytics with High-Quality Contact Data



Thread buyer intent data with contact data to serve the right message to the right person at the right time.

Oceanos worked with Bombora to help a mutual client identify companies surging on one of 33 unique data center topics. Companies were prioritized based on a topic count and composite score. The Bombora data revealed that some companies were surging on 10+ granular data center topics. Oceanos took this account intelligence and pasted it on top of the client's contact pool. Contacts aligned to surging accounts were assigned to the test cell with the balance of contacts serving as the control.

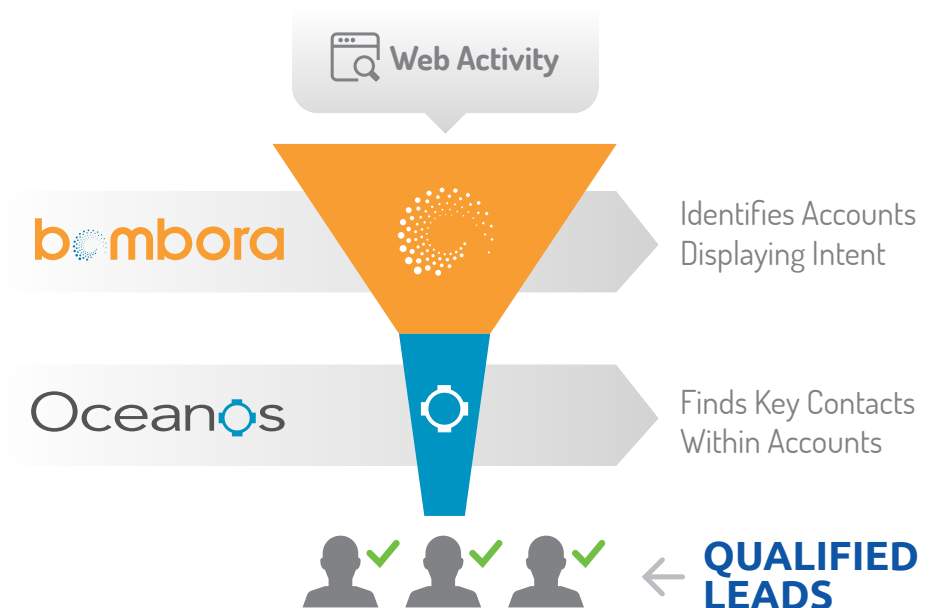
The end result was that companies surging within the data center topics far outperformed the control with both email opens and clicks, including a **25.2% lift with email opens** with a 90% statistical significance, and a **lift in click activity of 27.9%** at 95% confidence.

"Improving outbound email engagement by 25% will make a real impact on a client's top of funnel performance. More importantly, lead velocity through the funnel will increase; a critical metric for all demand-focused marketers."

—Brian Hession, President & Founder, Oceanos

By combining buyer intent data with the highest quality contact data, Bombora and Oceanos in tandem help clients become laser-focused and target the right company at the right time, which ultimately generates better top-of-funnel performance and increased velocity.

Find Qualified Prospects By Identifying Content Consumption Patterns



“B2B Marketers face unique challenges in mapping their customers’ path to purchase. As Account Based Marketing (ABM) becomes a best practice, matching named target accounts to company-, individual- and location-level intent data will be a must-have. By using Oceanos and Bombora to enrich their CRM files with data about which individuals at what companies are consuming content related to specific products, marketers can focus only on those who are showing surging purchase intent.”

—Erik Matlick, CEO and Founder, Bombora

The ultimate goal of buyer intent data is to give marketers and salespeople a direct view into what content is being consumed with an organization. The assumption being that if there’s enough of an internal consumption trend on a topic, that company is presumably in the market for a new product or service. Armed with that knowledge, a salesperson can then start a relevant conversation while a prospect is still in the scoping phase. And if sales can make inroads at the ideal time, there’s higher probability of getting on the short list—which means the chances of winning is a lot higher than just cold-calling on companies without any of that insight.

But while intent data gives guidance in what tack the sales team should take with prospects, and which messaging would resonate the loudest, it doesn’t address the issue of who the sales team should be reaching within the account. By tapping into its 100+ million high-quality contacts and using multiple data assets—including professional social data—Oceanos takes the insights provided by Bombora and pinpoints the right contacts within that organization, which results in a much higher ROI on the buyer intent data. In the realm of buyer-intent predictive analytic programs, the quality of the contact data is paramount. Bad or incomplete data means you’re not accessing the right people within the account, which ultimately means lost key opportunities to convert. Good, high-quality data means more wins.

About Oceanos

Oceanos is an expert in contact data management helping organizations cleanse, complete and grow their sales and marketing data. Serving as a data “hub,” Oceanos combines a variety of third-party sources with social profile data. The firm’s List Optimizer™ queries the database, identifies contacts based on the client’s audience definition and then cleanses, enriches and selects the best ones.

Oceanos organizes its solutions within a framework called the Data Optimization Cycle™, which focuses on cleansing, completing and growing your contact database. The cycle is powered by the highest quality data and algorithms, leveraging multiple data sources, innovation, and strategic expertise. The result is better data to improve demand generation performance and drive more revenue. www.oceanosinc.com

About Bombora

Bombora is a leading provider of intent data for B2B marketers. Bombora’s data aligns marketing and sales teams by empowering them with knowledge of what companies are in market for which products. The source of this is the first ever Data Co-op consisting of over 2500 premium B2B publishers, media and research websites, from which Bombora collects content consumption and behavioral data. Bombora monitors over 5 billion interactions on a monthly basis, spanning across 1.2 million companies, over 370 B2B targeting segments and 2,500 topics. More than 90% of Bombora’s data is sourced online and it is refreshed every 24 hours. Bombora’s intent data goes hand-in-hand with Account-Based Marketing (ABM) approaches and can be used to understand the intent of and target companies that are surging on topics relevant to a range of B2B brands.

Bombora is a global company based in New York City. www.bombora.com