Company Surge™

Discover Company Surge™

Powered by the largest source for B2B Intent data, Company Surge™ takes the guesswork out of sales and marketing and infuses a data-driven approach, so marketers can drive more qualified demand into the funnel while sales can prioritize accounts and win more business.

What is Intent data?

Bombora tracks the content consumption of business users at over two million companies across the B2B web and measures spikes in research activities for certain topics, products or services. We call this *Intent data*.

Using Intent data, Bombora identifies which of your target companies are actively researching your products and services, signaling when and what they want to hear from you. These are called *surging companies* and the intensity of the surge is defined by a Topic Surge Score™ across a range from 0 to 100 for your relevant topics. Scores above 60 are considered to be experiencing a surge.

Improve sales and marketing effectiveness using Bombora's intent data to:

- Prioritize key accounts demonstrating intent on relevant topics to focus on the highest percentage prospects.

- Get greater context into the topics of interest for each target account to customize engagement and have higher quality conversations.

- Identify new companies and office locations that can be added to account-based strategies

- Optimize marketing programs to focus on the companies demonstrating the greatest intent with content that resonates with those companies.

For further information please contact us via bombora.com/contact or on +1 (646) 759 8900.

Factors used to identify *surging B2B companies*:

Topic consumption by interactions
The number of interactions from a company on a particular topic compared to two years' of historical data

Topic consumption by unique users
The number of people researching a topic from a particular company compared to two years' of historic data

Weighting of interaction types
The unique weighting of each of the 10 interaction types captured (e.g. article reads, searches, downloads, registrations, etc.)

Mean topic relevancy
The density of the article on the topic of interest (i.e. is the topic the focus of an interaction or mentioned tangentially?)

Engagement metrics
The depth of engagement that a company has per interaction (e.g. scroll velocity, dwell time, etc.)

bombora