

Intent + Contact Data = Results

Oceanos

Oceanos combined Bombora's intent data and its own high-quality contact data to get a 25% plus lift in email engagement.

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“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

Oceanos asked Bombora to help its client identify companies surging in content consumption on one of 33 unique data center topics. Companies were prioritized based on a topic count and composite score.

The data revealed that some companies were surging on 10+ granular data center topics. Oceanos enriched the clients contact pool with this intelligence.



Contacts aligned to Surging accounts were assigned to the test cell with the balance of contacts serving as the control.

Increase in email open and click rates

+28%

Lift with click activity

+25%

Lift with email opens

For further information please contact *Charles Crnoevich, Sales Director* on +1 (646) 759 8928 or email: ccrnoevich@bombora.com

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