

Leveraging Intent data with EverString

What does EverString do?

EverString gives B2B marketing and sales teams control over their pipeline and a complete view of their total addressable market through machine learning and applied data.

EverString's intuitive, self-service platform puts the power of AI directly into the users' hands by quickly expanding and prioritizing pipeline, and finding similar companies based on past marketing and sales successes.

How does EverString use Intent data?

In its Audience Platform, EverString uses Intent data, to help company's discover similar accounts to their ideal customer, who are demonstrating increased content consumption (surging* interest in their products and services).

What are the benefits of this?

- Company's can maximize sales success by combining lists of companies in an AI-assisted platform together with Intent data.
- Sales and marketing teams can speed up the prospecting process by clearly seeing surging companies in a self-service platform.
- Sales and marketing teams can discover more relevant companies in their total addressable market, in less time.

Who's doing this?

SiriusDecisions ABM Program of the Year Winner, VersionOne utilized Intent data within EverString's Audience Platform to refine target accounts and direct urgent activity.



"An account does not have to be engaged to be ready to buy. @everstring & @bomboradata told us when WE needed to engage. @kewendel"

>40%

Target account opportunities than average

"We were inbound, but we were missing out on active cycles. With @everstring & @bomboradata we knew when target accounts were active. @kewendel"

*Company Surge?

Bombora is the leading provider of B2B Intent data, which is data collected about web users' content consumption or 'observed behavior'.

This data provides insight about their interests and from this indicates potential 'intent' to take an action. One actionable stream of Bombora's dataset is 'Company Surge', which indicates when a company starts consuming content on a topic much more than they normally do, according to historical data and benchmarks.

Company Surge identifies which target companies are actively researching products or services and signals buying intent.



For more information please visit bombora.com or everstring.com