Using Intent data with Just Media

What does Just Media do?

Just Media is an innovative Media and Marketing Services agency that was built from the ground up to ensure cohesive and integrated media perspectives. Our diverse and specialized teams allow us to harness media to transform brands and the world around us by delivering bottom-line results. In a world where buyers self-nurture through the purchase process, we deploy what we call the "Connected Experience" to help clients Own, Validate and Activate their brand. At Just Media, we thrive on being nimble and agile - quickly bringing ideas and innovations to market.

How does Just Media use Intent data?

1. **Identify Active Accounts & Create a List of Target Accounts:** Surge analysis allows us to generate insights into accounts who are active prior to becoming customers. This insight helps us either create new target account lists or segment existing account lists, making the campaign more efficient.

2. **Targeting with In-House Media Platforms**: With Bombora's full taxonomy integrated into our in-house media buying platforms, we are able to use the data to more granularly target companies and individuals (replace companies and individuals with "in market companies" in near real-time across the web.

3. **Targeting Across All Media Channels:** Outside of in-house platforms, we are able to connect the customer experience by using the intent data for outbound lead gen, inbound account targeting, email and sales activity.

4. **To Empower Sales:** By pulling surge data for a target account list, we're able to help sales teams facilitate business conversations by understanding what content companies are consuming at each office location.

What are the benefits of this?

• **More Efficient Targeting:** Intent data allows us to focus our clients' media dollars on relevant users and eliminate waste in our media targeting.

• **Higher Response & Conversion Rates:** By using data to inform targeting, we see higher response rates to client messaging in market.

• **Impact on Sales:** Intent data is making an impact on sales being generated through media channels by accelerating pipeline.

For more information please visit bombora.com or www.justmedia.com.

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