

Leveraging Intent data with Lattice Engines

What does Lattice Engines do?

Lattice Engines provides software applications to help B2B marketers accelerate revenue using Artificial Intelligence.

These applications are built upon a broad dataset and designed to provide a complete and precise view of the customer across the revenue funnel and demonstrate value of marketing and sales campaigns.

How does Lattice Engines use Intent data?

1. **Identify early buyer interest** - Intent data helps to identify which target accounts are actively in 'research mode'.
2. **Run marketing campaigns that interested account in real-time** - Execute hyper-personalized and effectively targeted marketing campaigns across the funnel to deliver higher quality results.
3. **Run real-time sales campaigns** - Better contextualize sales conversations through the use of Intent data to easily identify whether target prospects are actively in market.

What are the benefits of this?

- Expand reach by **targeting audiences that are right fit and more receptive to your marketing** because they are showing active interest in products and services relevant to your business.
- **Personalize your messaging across all channels** to drive increased conversions.
- No more 'spraying and praying' by using a **targeted data-driven approach and focusing spend on traditionally expensive channels on high fit, in-market prospects.**

Who's doing this?



For more information please visit bombora.com or lattice-engines.com

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