

Leveraging Intent data with DWA

What does DWA do?

DWA is a global media and marketing agency for top technology businesses. With its feet in media and its head in data and analytics, DWA has a fascination with the art and science of engaging people. Operating at the intersection of media, technology, and strategic marketing, DWA offers a range of services including programmatic media, marketing automation, Account-Based Marketing (ABM), and content marketing consulting.

How does DWA use Intent data?

- 1. Capture 'in-market' buyers** - Using Bombora's automatically refreshing data platform, DWA gathers timely insight into purchase intention and interest.
- 2. Customize content** - Intent data allows DWA to tailor content strategies around topics and subjects that are actively being researched and will resonate most with potential customers.
- 3. Engage early** - With these insights and the ability to deliver personalized content, DWA is able to engage with potential customers *prior* to the buying process.

Bombora Certified Agency

As a Bombora Certified Agency, DWA has demonstrated expertise across B2B strategy, execution, and reporting. DWA delivers exceptional service by orchestrating Bombora's Intent data across multiple disciplines and ABM efforts. Spearheading the use of our automatically refreshing data platform, it has successfully maximized clients' ongoing B2B campaigns, eliminating the hassle of manual updates.

“Our goal with every data provider is to deliver the most relevant ads. Bombora's intent data is already valuable for helping us identify which parts of our clients' target audiences are likely to engage.

Now, with their automatically refreshed audiences, we always know which companies to pursue with targeted advertising.”

Brian Jones, SVP Global Head of Performance Advertising & Biddable Media, DWA

“Bombora's Intent data has helped us better understand the organic and potential demand for our clients' products and services. It enables us to engage a brand's potential customers before the buying process even begins.”

Bob Ray, Global CEO,
DWA

For further information, please visit bombora.com/contact or email sales@bombora.com.

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