

# Company Surge™ for Account-Based Marketing

## Marketing challenge

B2B marketers have traditionally cast a wide net using basic demographic and firmographic attributes to define their audience and appeal to as many businesses as possible.

Account-Based Marketing (ABM) has emerged as an alternative strategy that aligns sales and marketing resources on a defined set of businesses. While ABM can be very effective, there are still opportunities to be more efficient.

Only a fraction of your target accounts are signaling buying intent by actively researching topics related to your products or services. However, your ABM campaigns are spreading resources evenly across all your target accounts rather than honing in on the businesses currently signaling buying intent.

## Company Surge™ for Account-Based Marketing

Company Surge™ highlights the accounts within your target lists that are exhibiting spikes in research activity for topics relevant to your products or services compared to their historical baselines.

By using this data to focus your ABM strategies across programmatic display, video, email, and social, you can more efficiently utilize your resources where buying intent exists.

## A walk-thru of the solution:



Log into the Bombora Interface at [surge.bombora.com](https://surge.bombora.com) or create a query from your Bombora Salesforce integration.



Run a Company Surge™ report by selecting 'provide my own list' and 'summary report' as the output.



After downloading the report, find the business demonstrating active intent on the most topics in the 'topic count' column. These are businesses signaling the greatest purchase intent for your product or service.



Focus your programmatic advertising, email, LinkedIn, and Facebook campaigns on those businesses with the greatest buying intent.

For further information, please visit [bombora.com/contact](https://bombora.com/contact) or email [info@bombora.com](mailto:info@bombora.com).

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