Company Surge™ for content discovery

Marketing challenge

Most B2B buyers use the internet to conduct research during the buying process. To reach B2B buyers during this critical research period, content discovery platforms such as Outbrain or Taboola have become powerful tools for aligning your content with others that are relevant to your products or services.

However, most marketers lack the knowledge of which topics their target accounts are actively researching and consuming to ensure their content discovery programs reach the right audience.

Company Surge™ for content discovery

Company Surge™ provides you with the topics relevant to your products or services that your target accounts are interested in compared to their historical baselines.

By using this data to inform your content discovery programs, you can more accurately align your content with topics that are relevant and timely to reach your target B2B businesses.

A walk-thru of the solution:

Log into the Bombora Interface at surge.bombora.com or create a query from your Bombora Salesforce integration.

Run a Company Surge™ report by selecting relevant topics and 'comprehensive report' as the output.

After downloading the report, see which topics are the most popular among your target accounts.

Use the popular topics to guide the type of content that you target for your content discovery programs.

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

bombora