

# Use Company Surge<sup>®</sup> Intent data and MeritDirect

## What does MeritDirect do?

MeritDirect delivers omnichannel solutions through innovative marketing databases and technology platforms.






Their Business-to-Business (B2B) technologies focus specifically on solving data, digital, and analytics challenges for modern marketers. MeritDirect solutions include:

- Data management
- Account-Based Marketing (ABM)
- Demand generation
- Analytics

## How does Meritdirect use Intent data?

1. **OmniEngine** - Uses Company Surge<sup>®</sup> data to identify accounts with the highest potential of purchasing, so marketers can reach out to those prospects early in the buying journey and influence their purchase decisions.
2. **Monitor customer behavior** - MeritDirect uses Intent data to reveal what businesses are researching, so marketers can optimize outbound communications, rather than focusing on only adding new customers to pipeline.

## Benefits include:

-  Higher response rates from customer nurture campaigns
-  More efficient use of budget and time, spending only on low-funnel customers
-  Serve content to prospects containing topics they are currently researching
-  Maintain sales engagement with existing customers based on new and current buying needs
-  Prioritize and re-engage inactive customers with messaging relevant to their research behaviors

For more information please visit [bombora.com](http://bombora.com) or [meritdirect.com](http://meritdirect.com)



Bombora's Intent data drove a 22% increase in display ad click-through rates and a 6% higher close rate for Lenovo.

“By not having to rebuild and update campaigns constantly, we're estimating a 33% decrease in campaign creation.”

Mike Ballard,  
Senior Manager of Digital  
Marketing, Lenovo

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