

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



## What does SIGNAL HQ do?

SIGNAL HQ is an account prioritization SaaS platform focused on helping each individual sales and marketing person clearly identify which organization in his or her territory to focus efforts on first.

SIGNAL HQ helps to drive results by getting the right teams to meetings, opportunities, and revenue more efficiently and before the competition.

## How does SIGNAL HQ use Intent data?

- 1. Account Prioritization Engine** - Bombora Company Surge<sup>®</sup> is integrated to display which accounts of an entire target market are showing the strongest recent interest in topics related to your solution by:
  - **Clusters**- interest in many topics at once
  - **Rising interest**- Company Surge<sup>®</sup> Score increased from last week
  - **New interest**- new account showing intent
- 2. Account insights** - Receive details of an account's recent Intent signals including:
  - Company Surge<sup>®</sup> Score from the last 6 weeks
  - Intent trends over time
- 3. Native integrations** - SIGNAL HQ provides direct integrations with Salesforce, HubSpot, SalesLoft, and more, so Intent data can live where your teams work the most.

## Benefits include:



Marketers can orchestrate self-serve Account-Based Marketing (ABM) campaigns in cooperation with their sales counterparts



Outbound sellers can book meetings more efficiently, reaching out to the right business, at the right time, with the right message



Renewal and Account Managers can detect interest in competitors or new product categories to resell or expand opportunities

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

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