Use Company Surge®
Intent data and DealSignal

What does DealSignal do?

The DealSignal Dynamic Data Platform helps Business-to-Business (B2B) marketing teams power their demand generation programs using a combination of AI and human researchers. DealSignal discovers, enriches, and verifies contact and account data to drive conversion and build pipeline.

How does DealSignal use Intent data?

1. **Intent-based leads, on-demand** – Using Intent data plus target personas, DealSignal delivers complete and verified contact data for target buyers at accounts that are in-market for specific products and services.

2. **Identify hidden buying teams** – Using a combination of geographic Intent data and account location data, DealSignal uses Bombora to uncover where interested buyers are located and pinpoint the source of intent.

Benefits include:

Fresh leads with Company Surge® Scores show the purchase intent of in-market accounts, so sales can prioritize the highest quality leads

Reach interested buyers faster by complementing your programmatic Account-Based Marketing (ABM) campaigns with direct email, phone, and social selling

Increase your total audience size, and add new accounts showing purchase intent on relevant topics to your ABM programs

Drive more conversions with personalized outreach to buyers that have high purchase propensity and interest in topics related to your business

For more information please visit bombora.com or dealsignal.com

DealSignal

"The Bombora and DealSignal integration makes Intent data immediately actionable for our sales team.

It helps us continually feed valuable new contacts to sales so they can build pipeline — potential buyers that we may have otherwise been missing."

Jeremy Middleton,
Senior Director of Revenue Operations and Digital Marketing, Pramata

bombora