

# 8x8 increases target account engagement on LinkedIn

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Company Surge® integration for LinkedIn guides 8x8 to a holistic Account-Based Marketing (ABM) strategy

## Aligning intent-strategy using Company Surge® data

As Company Surge® Intent data users, 8x8 already realized the value of using it for marketing activity and sales conversations.

To drive a cohesive approach with existing activity, 8x8 used the Company Surge® integration to align its LinkedIn campaigns.

## Focusing LinkedIn campaigns with Company Surge® data

8x8 relies on LinkedIn as a channel to drive brand awareness and demand amongst its target accounts. With increasing competition, a larger target audience and limited budget, 8x8 needed to find a way to more effectively reach its in-market audience on LinkedIn.

The integration sent a weekly updated audience of high-fit accounts directly to 8x8's LinkedIn Campaign Manager.

The audience included organizations and decision makers with high Company Surge® scores, signifying active intent related to 8x8's products.

## Growing engagement and integrated intent-driven marketing

By focusing only on high-fit, high-intent accounts, 8x8 served fewer ads that drove greater engagement.

**67%** increase in Sponsored Newsfeed ad click rates using Company Surge® Intent data

“We’re strong believers in using Intent data to be more targeted with our advertising and relevant with our messages. Using Company Surge® integration for LinkedIn, we’re already seeing improved results in engagement and click-through rates and we’re excited to expand our usage of Company Surge® across more programs.”

Ken Suzuki,  
Director of Digital Marketing, 8x8

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