

Marketo uses Intent data to find the right accounts for the right moment of engagement



Background

Built by marketers, for marketers, Marketo is a leader in marketing automation technology.

Marketo's demand generation team partnered with Bombora to integrate Company Surge® Intent data inside its own marketing automation platform. Company Surge® Intent data, which helps sales and marketing teams identify prospects in active buying cycles and who are ready to engage.

This partnership has improved Marketo's own marketing, as well as its core platform.

Challenge

Marketo's marketing team was challenged to drive more revenue and qualified leads with less money and resources.

At the root of this problem was being able *to identify the right accounts, at the right moment to engage.*

While marketing had valuable insights on the research activity of visitors to its own website, they realized that this was only a very small part of their prospect's buying journey.

"Intent data is everything we can't capture with Marketo. We can track our digital assets and paid programs, but intent data gives us the chance to understand what happens outside our reach.

*"It gives us a fuller picture of every lead, contact, and account, and helps us equip sales to pursue deals faster."**

*Mike Madden
Sr. Manager, Demand Generation CoE & Strategy
Marketo*

*Quoted from Everstring blog, "A Q&A with Marketo's Mike Madden"
<https://www.everstring.com/blog/marketo-demand-gen-team-uses-intent-data/>

The Bombora logo, featuring the word "bombora" in a lowercase, bold, sans-serif font. The background of the entire page is a photograph of a beach at sunset or sunrise, with waves crashing on the shore and a person standing in the water. The sky is a mix of orange, pink, and purple.

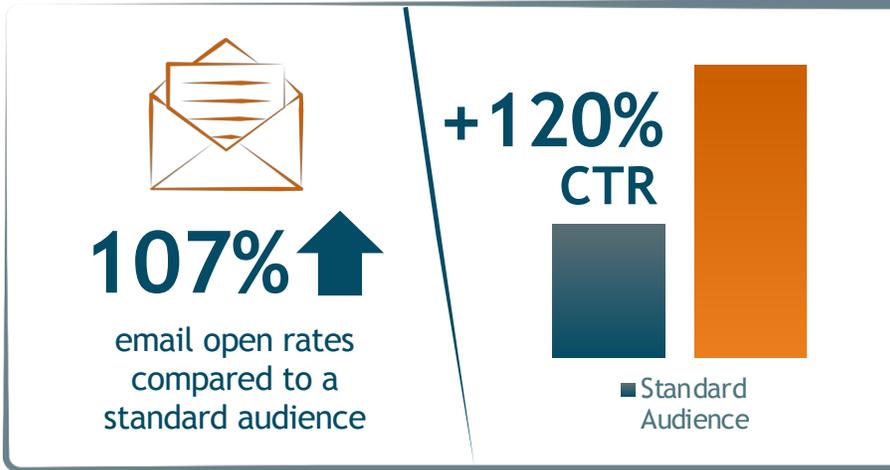
bombora

Results

Marketo used Company Surge® Intent data to find accounts interested in 'marketing automation' and related topics to drive engagement for email and LinkedIn campaigns for its roadshow events in Australia and New Zealand (ANZ).

By using Company Surge® Intent data, Marketo achieved significantly better results:

Email marketing



LinkedIn

46% ↑ CTR

30% ↑ Total engagement

24% ↓ CPC



Ongoing Company Surge® Intent data activities

- 'Wake the dead' campaigns to re-engage dormant prospects
- Clustering intent topics to build a lead scoring model for routing 'Act Now' hot prospects to sales
- Digital advertising on channels like Facebook and LinkedIn

Marketo™

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

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