

Use Company Surge[®] Intent data with Engagio



What does Engagio do?





Engagio is the leading Account-Based Engagement Platform that delivers data, sales insights, multi-channel orchestration, and full account journey analytics to B2B sales and marketing teams.

Engagio helps B2B businesses measure engagement and ROI, while empowering marketers and salespeople to work as a team, win business and scale account growth.

How does Engagio use Intent data?

- 1. Win faster with early insights:** Intent insights help Engagio recommend the right action in target accounts as early as possible in the customer journey. Add Intent data as a journey stage, or as part of account scoring.
- 2. Easy-to-use reports and automated follow-up actions:** Engagio provides a timely, transparent and privacy-compliant view of intent and engagement activity. The insights generate automated follow-up actions for sales, marketing or both.
- 3. Segmentation and measure Intent data results:** Users can set up alerts to score accounts, create segments, and prioritize actions. Reveal how Intent data is working to expand usage over time.

What are the benefits of this?

-  **Powerful insights and reports** that show the accounts most interested in topics related to your business
-  **Take more action** with the right contacts in target accounts, and save time with easy-to-read alerts and automated plays
-  **Faster wins for the revenue team** with dashboards showing intent signals side-by-side with other relevant deal activity
-  **See what works and how to optimize investment**

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

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