

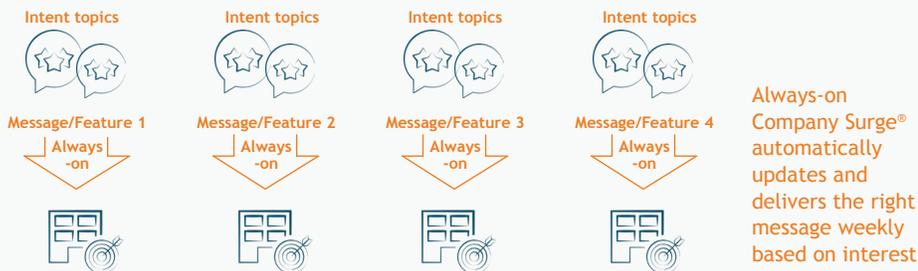
# Cloudera uses Company Surge® data to predict future interest in its products

Cloudera has been a long-time practitioner of Account-Based Marketing (ABM), using Company Surge® data to prioritize target businesses interested in their products. But in the competitive field of enterprise data clouds, Cloudera and their agency, Just Media, are always innovating and advancing their digital marketing strategies to get ahead.

## Delivering the right messages to target businesses

Prioritizing target businesses was only the first step. Next was identifying and delivering the most relevant messages to increase awareness and engagement.

Cloudera segmented its Intent topics into four distinct clusters. Each cluster had a relevant creative and message that highlighted important features of the product or industry topic.



Always-on Company Surge® automatically updates and delivers the right message weekly based on interest

## Predicting future intent

Cloudera piloted a predictive model using two years of historical data and 95 topics. The model predicted when a target business might be interested in Cloudera's product, and also weighted which of the four messages to deliver based on expected outcome. The model performed at 98% accuracy in predicting future interest and the right message to deliver.

The Cloudera team piloted this new model in 2019 across programmatic display advertising programs with the goal of driving awareness and engagement at target businesses. The campaign KPIs included reach against target businesses, lift in website landings and frequency of landings.

## Results to date

Cloudera has seen impressive results thus far and plans to continue improving on the model and use cases.

Results include:

- Cut cost per website landing in half
- Achieved 50% target-industry engagement
- Improved reach of target accounts by 96% compared to prior activities

For further information please contact us at +1 (646) 759 8900 or email [sales@bombora.com](mailto:sales@bombora.com)

# CLOUDERA

“Our team is always innovating how we use Company Surge® data to inform our Account-Based Marketing programs. When we realized we could use historical Intent data to predict future intent with high accuracy, we immediately started testing it with our digital media and are excited with the promising results.”

Heather Sutherland,  
VP of Demand Marketing and  
Operations, Cloudera

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