

Triblio adds Company Surge[®] as a key ingredient

Triblio provides Account-Based Marketing (ABM) software to generate demand and engagement from target accounts. As a long-time Bombora partner, Triblio is well aware of the changing B2B buying landscape that makes Intent data critical to any tech stack.

Engaging prospects prior to registration is critical

Buying behavior has changed drastically over the past decade. **60-80% of the purchase journey is complete** prior to prospects completing a lead form. And **45% of all prospects that do started engaging 90 days or more prior**, according to Triblio's research.

Like most growing businesses, Triblio has aggressive sales goals in a competitive field. It needed to find ways to engage with potential prospects prior to contact registration.

Launching cross-channel intent-based sales activation plays

Triblio already had first-party Intent data from website visits. It combined these with Company Surge[®] Intent data for greater insight into potential prospects and launched three intent-based sales activation plays.

Triblio segmented top accounts into three groups based on interest for relevant Intent topic clusters:



Competitor
(competitive topics)



Use case
(specifically Account-Based
Marketing topics)



Field event
(geographies interested
in relevant topics)

“As a partner and a customer of Bombora, Intent data has been a key ingredient to our ABM program. It's helped us surface actionable insights to drive cross-channel campaigns, engagement with target accounts, and pipeline results.”

Andrew Mahr
Chief Customer Officer, Triblio

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

bombora

© 2020 Bombora [@bomboradata](https://www.bombora.com/data)

Then, its marketing and BDR teams partnered to activate coordinated intent-based plays across multiple channels.



The BDRs reached out with personal phone calls, emails and social touches.



While the marketing team provided air cover with display-advertising to those same contacts as well as Smart Pages -Triblio's tool for creating personalized landing pages.



Marketing selected segment-relevant content so the BDRs could auto-generate personalized landing pages for each contact.

Driving increased engagement and revenue

In 2019, the combination of Triblio's first-party and Company Surge® Intent data and the sales activation plays resulted in:

2X *more engaged leads per account* on the 1:1 landing page compared to the general website

18% *increase* in SDR revenue influence

28% *increase* in Account Executive close rate

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

bombora

© 2020 Bombora www.bombora.com/data @bomboradata