

# Triblio adds Company Surge<sup>®</sup> 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<sup>®</sup> 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](https://bombora.com) or [triblio.com](https://triblio.com)

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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

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