



WAYS TO IMPROVE EMAIL MARKETING ENGAGEMENT WITH INTENT DATA

Email continues to be a powerful channel in your marketing arsenal, driving **49%** of early-stage buyer engagement ([Demand Gen](#)). Furthermore, **51%** of marketers have adopted Intent data to ensure their email marketing efforts are more effective ([Demand Gen](#)).

Here are 5 tactics to elevate your email marketing with Intent data.

1. ENGAGE THE IDLE

Leverage Intent data to identify the topics that can re-engage cold contacts based on what they are currently researching and develop a hyper personalized email campaign to strike their interest.



2. SURPRISE AND AWE

Utilize [Company Surge](#)® Intent data to segment prospects by their topics of interest and ‘dangle’ new content assets (e.g. blogs, events, eBooks) in targeted drip workflows to capture their attention.

3. REDUCE FLIGHT RISKS

Leverage Intent data to build lists of customer accounts that are actively researching your competitors. Use these insights to build personalized campaigns that highlight your competitive advantage in market and reinforce the value you bring to the customer.



4. UPSELL THROUGH RELEVANCY

Cross-match a list of customers with [Company Surge](#)® Intent data to identify other products they are searching, and create use-case based email nurture campaigns to promote your products that meet specific prospect needs.

5. REDUCE MARKETING ACTIVITY WASTE

Gain Intent-led intel to build a suppression list of prospects that are not likely to respond to your email marketing in order to develop a more sustainable marketing program with less waste and stronger open rates.



Bombora's [Company Surge](#)® Intent data can sharpen your email marketing initiatives to drive greater prospect and account engagement. Through native integrations with platforms such as [Hubspot](#), [Marketo](#) and [Salesforce](#), Intent-led nurture campaigns can be catalytic in exceeding your marketing goals.

[Book a personalized demo today](#)

“Intent data is everything we can’t capture with Marketo. 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



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