

# 5 WAYS TO USE BOMBORA'S COMPANY SURGE® ALERTS

## 1. KNOW WHICH ACCOUNTS TO CALL... NOW!



Use Intent data to get valuable information about which target accounts are ready to buy now. Your weekly Company Surge® Alerts will tell you who to call first!

## 2. PERSONALIZE YOUR PITCH

Use Company Surge® data insights to focus messaging on topics that matter most to your prospects *today*.



A Veristor sales representative was on his way to a meeting to pitch its 'networking' product when he received an Intent alert that his prospect was researching 'storage solutions'.



In real-time, he quickly pivoted his pitch accordingly, and ultimately closed the deal!



## 3. EXPAND YOUR TARGET ACCOUNT LIST

Uncover new accounts each week that are interested in your products and services using Bombora's database. Here's how:

1

Select 'Bombora's list of companies'

2

Select 'industry parameters' and 'company sizes' meaningful to your business

3

Upload a 'Domain Suppression List' of your existing target accounts (to make sure you find *new* accounts)

## 4. GET MORE BANG FROM YOUR ACCOUNT-BASED MARKETING BUCKS



Add the accounts from your Company Surge® Alerts report in your highly personalized ABM programs, knowing they're in buying-mode.

For a bigger bang, use the Intent topic/s they are researching in your messaging.

## 5. MONITOR THE PULSE OF YOUR CUSTOMERS

Know which customers need attention before they ask for it. By inputting a list of existing customers into the Company Surge® Alerts interface, you can identify:



Customers who are prime targets for cross-sell and expansion



Those that are at risk of potential churn and researching your competitors

**Schedule a demo to find out how you can get more value from Company Surge® data.**

**bombora**

bombora.com | @bomboradata