

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 <u>Veristor</u> 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'.

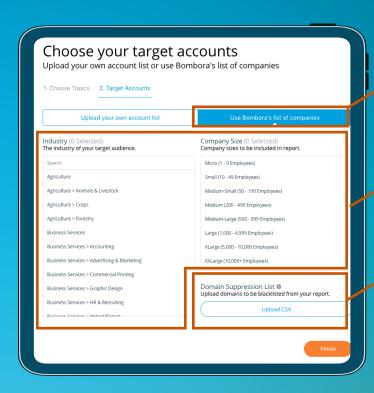




In real-time, he quickly pivoted his pitch accordingly, and ultimately closed the deal!

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:



- Select 'Bombora's list of companies'
- Select 'industry parameters' and 'company sizes' meaningful to your business
- 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.