

# SUPERCHARGE YOUR ABX PIPELINE WITH INTENT DATA

Account-Based Everything (ABX) drives the alignment of sales & marketing departments, who collaboratively target the same prospects.

## ABX + INTENT DATA HELPS TEAMS:

-  Increase account growth
-  Decrease marketing waste
-  Gain insight into prospects interest
-  Identify in-market accounts

## STANDARD

### Focus on ideal

Sales and marketing work together to focus efforts on ideal accounts, based on subjective criteria.

VS

## SUPERCHARGED

### Focus on interest

Sales and marketing can focus on accounts with active interest in your products and services.

## DEFINITION

### Qualitative

The process of identifying accounts can be unduly influenced by individual bias and preferences.



## ACCOUNT SELECTION

### Quantitative

Make data-driven decisions and enhance account selection with Intent data insights.

### Manual

Lists are manually updated at set intervals.



## ACCOUNT LIST MAINTENANCE

### Automatic

Lists are updated in real-time, assisted by Company Surge® data, which refreshes weekly with in-market accounts.

### Firmographic

Content and outreach is personalized by industry and persona.



## PERSONALIZATION

### Intent-based

Company Surge® Intent data enables personalization based on specific topics interest.

### Expensive but precise

ABX can be costly by nature, but it's often considered less wasteful than other types of 'spray and pray' marketing.



## COST

### Long-term ROI boost

Adding Intent data to your ABX strategy adds up-front costs, but reduces wasted effort and budget resulting in impressive long-term ROI.

### Optimized ROI

- Focus on the accounts with most revenue potential
- Increase ROI
- Reduce waste



## BENEFITS

### Optimized engagement

- Focus on accounts that are ready to engage
- Shorten deal cycles
- Increase customer lifetime value

### Growing pains

- Requires cross-organizational alignment - which can be challenging
- Pipeline can dry up without a reliable plan to keep account lists updated



## CHALLENGES

### Investment

- Those unfamiliar with Intent data may be initially skeptical about the reliability of insights.
- Incorporating Intent data adds upfront costs



## WHAT YOU SHOULD KNOW

- ABX allows you to focus on high-value accounts. Intent data allows you to narrow those accounts and find those 'ready-to-engage'.
- Many platforms implement ABX at scale. And Company Surge® Intent data can be integrated directly into many of these platforms.
- The success of ABX and supercharged ABX with Intent data relies on high-touch and personalized actions.
- By nature these approaches drive sales and marketing alignment, which is critical to the modern-day customer experience.

LEARN MORE ABOUT HOW YOU CAN SUPERCHARGE YOUR ABX STRATEGY WITH BOMBORA'S INTENT DATA

Dive in today

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