

COMPANY SURGE® FOR B2B GROWTH

Bombora's Company Surge® Intent data helps sales and marketing teams align on activities: optimizing lead generation, content creation and sales prioritization.

SALES AND MARKETING ALIGNMENT CAN DRIVE:

67%
improvement in closing deals through personalized messaging



209%
more revenue through focused account targeting and qualification

HOW DO THEY WORK TOGETHER?

MARKETING

Intent data is leveraged to build account personas

Intent data is used to automate lead qualification

Intent data-derived insights are uncovered to personalize go-to-market messaging



SALES

Effort is aligned to targeting specific account personas

Follow-up is focused on 'ready-to-purchase' prospects

Sales approach is personalized through the prospect's buyer journey

MAKING SALES AND MARKETING ALIGNMENT A REALITY



OneLogin, the leader in Unified Access Management, used Bombora's solutions to ensure that its sales, marketing, and strategic alliance teams delivered a connected message across all channels.

THE RESULTS:

60% improvement in email open rates, 10% increase in outbound sales pipeline, and much faster sales cycles.

60%
improvement in email open rates



10%
increase in outbound sales pipeline

Looking for results like these for your ABM pipeline?
Invest more time and budget in the accounts that matter.

BOOK A PERSONALIZED DEMO TODAY

bombora