

# Practical ways to test Intent data

## Prioritize best sales prospects and personalize your pitch with Intent data

1. Obtain a Company Surge® report from your Bombora rep with your specific parameters, and ideally using your existing target account list.
2. Take the accounts in the Company Surge® report and have some of your SDR team focus on prospecting those accounts this week. Ensure the messaging and talk track is aligned with the Intent topics each account is interested in.
3. Have another subset of your SDR team work their typical call-down list.
4. Compare results.

## Focus ad targeting with Intent data

1. Obtain a Company Surge® report from your Bombora rep with your specific parameters, and ideally using your existing target account list.
2. Take the accounts listed in the Company Surge® report and create custom audiences for your advertising channels, such as display and LinkedIn. Group accounts based on similar interest in specific Intent topics.
3. Create messaging relevant to each of the Intent topic-oriented groups you built.
4. Launch a campaign using each audience/messaging and run it simultaneously with already existing account-targeted campaigns.
5. Compare results.

## Perform a customer health-check

1. Obtain a Company Surge® report from your Bombora rep with your specific parameters, using a list of your customer accounts. Definitely include competitor Intent topics.
2. Review the topics each customer is researching in the Company Surge® report and look for:
  - a. Upsell or cross sell opportunities - Are they researching additional products you sell?
  - b. Possible churn risk - Are they researching your competitors or alternative providers?
3. Relay this information to your customer success team to get ahead of the conversation.

To speak with an Intent data expert at Bombora, visit [surfing.bombora.com/request-a-demo](https://surfing.bombora.com/request-a-demo).

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