

Close Deals Faster Using Automation + Intent



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**How you sell matters.
What your process is matters.
But **how your customers feel** when
they engage with you matters more.**

Tiffani Bova, Global Growth Evangelist, Salesforce

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Introduction

For the better part of a decade, data-driven observations of customer behavior have been limited to insights derived from first-party data — such as what actions do customers take on an organization’s website? This approach has strong pros for increasing account growth or capitalizing on inbound leads, but the buyer’s decision making process often starts long before they land on a website.

How can you meet your prospects at the right time without being reliant on them finding you? Intent data can help.

[In 2020, 51% of B2B marketing leaders indicated that they were using Intent data as a tool to better identify and assess prospects in a buying cycle.](#) They cited this in combination with working with sales leaders to ensure lead follow up (66%) and using SDRs/BDRs to qualify leads (56%) — highlighting that Intent data is fast becoming a critical part of B2B account-based marketing strategies.

Intent data provides a useful window into accounts that are researching what your business sells, but it’s up to sales and marketing teams to take action with the data -- to turn the data into insights, and the insights into meaningful business results.

This eBook outlines how marketing and sales teams can use Intent data across their prospecting, email marketing, advertising, and demand generation efforts. Read on to understand various ways to focus your team on the accounts that are most likely to convert.

+ What is Intent data?

Data generated by business users’ online content-consumption activities, which is aggregated and modeled to provide B2B marketing and sales teams with insight into which organizations are increasingly researching their product or service categories, and to what extent.

Four ways marketing and sales leaders can unlock revenue growth using Intent data

Intent data helps leading sales and marketing teams maximize their contributions to revenue, even when faced with budget constraints or market uncertainty.

IT HELPS THEM:

- 1.** Understand the products and services best suited for a target account
- 2.** Optimize spend to reach the accounts most likely to engage in the near term, based on the products and services they're interested in
- 3.** Reach top prospects before the competition does
- 4.** Recognize which accounts are ready to buy

With Intent data, **marketers can build more effective campaigns** based on proven intelligence, and sales teams can focus their go-to-market plan and messaging with precision. With exposure to this broader behavioral information, it becomes easier to ensure buyer journeys have multiple points of relevant contact to stimulate account acquisition and retention.



Capture and convert the right audiences with buyer Intent data

The real key to understanding the value of Intent data comes in being able to visualize how you could put it to use in your own organization to improve revenue performance. The next few pages will take you through the ways in which organizations leverage Intent data to make their marketing and sales efforts more efficient and more effective.



Account prioritization



Account-based marketing (display, social, and direct mail)



Contact acquisition



Email messaging (marketing and sales outreach)

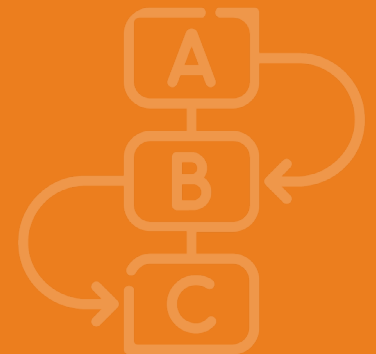


Upsell and renewal



Account prioritization

For as long as the modern concept of sales organizations has existed, account executives and business development professionals have always struggled with prioritization. A prospect's position in the sales cycle was a forever guessing game, which required sales professionals to contact every lead or prospect regardless of how cold their interest might be. Intent data changed the game for sales teams. The investigative actions account executives and business development reps take to dig up the most promising prospects is shortened or outright eliminated by the behind-the-scenes data collection that Intent data solutions conduct, and the corresponding insights they offer. Also, personalization efforts are made easier, thanks to concrete information about what matters to the account.





Account prioritization

INTENT DATA HELPS:

- Identify organizations in active buying cycles to prioritize prospecting efforts and apply data-driven lead scoring
- Identify hot prospect accounts before they visit your organization's website, while they are still in early research stages
- Quickly improve upon existing sales prioritization workflows via direct integrations with CRM and sales engagement tools like [Outreach](#)

HOW TO ACTIVATE INTENT:

- Bring Intent data into your CRM or prospecting platform so your sales team can easily see which accounts they should be focused on each day
- Set up automated tasks for your SDRs to contact accounts showing elevated levels of intent
- Display the specific topics each account is researching, and train your team to tailor their messaging based on those topics





Account-based marketing

According to a [recent report from TOPQ](#), more than 80% of B2B organizations are operating Account-Based Marketing (ABM) programs. It's clear ABM is no longer a buzzword, but central to the success of B2B marketing engines. And a major key to ABM success is knowing which accounts you should pursue ASAP, as well as those to leave be for a while.

Intent data reveals vital information about your target accounts' research behaviors. This allows you to improve your ABM results by answering the question, "Which accounts are more likely to purchase this quarter?"





Account-based marketing

INTENT DATA HELPS:

- Identify organizations in active buying cycles, before they even visit your organization's website, to prioritize ABM campaign targeting for display, social, and email marketing
- Apply data-driven lead scoring to surface leads for sales teams at the right time
- Confidently deploy personalized and 1-1 ABM tactics like direct mail, ads, or website experiences, based on meaningful data

HOW TO ACTIVATE INTENT:

- Ensure both sales and marketing teams have access to the same list of accounts showing elevated levels of Intent, either in a CRM or ABM platform
- Focus on your high-priority accounts and determine which prospects to call, email, or even direct mail first by [activating your Outreach integration](#)
- Marketing teams can use this list to adjust their advertising campaigns through display or social partners, trigger specialized drip email campaigns via marketing automation, or even automate direct mail through sending platforms





Contact acquisition

When you look at the cost of contact acquisition, it's no longer a world of buying lists to "spray and pray." With sales teams depending more and more on marketing to deliver leads against a specific target account list, costs for quality data can quickly add up.

Intent data can help with client acquisition costs by highlighting prospect organizations that are already interested in what you sell. Marketers and sales teams can then use contact acquisition tools or content syndication providers to obtain contact data for just these priority accounts, and avoid spending time or money on accounts that aren't ready to buy.

Since the expiration date of quality contact data is a real problem, [with the majority of B2B businesses realizing up to 40% of their data is inaccurate](#), sales teams should embrace the ability to only acquire the leads they need right now.





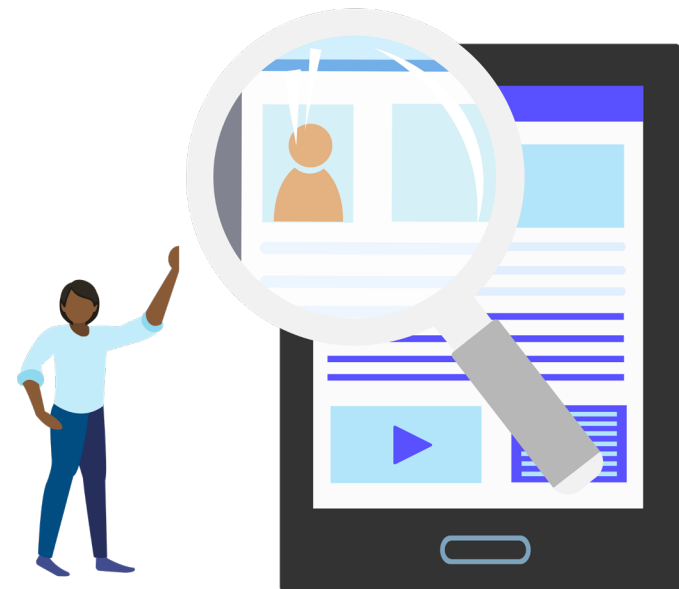
Contact acquisition

INTENT DATA HELPS:

- Understand the quantity of quality contact data already in your database
- Identify the highest quality accounts to enrich with contact data
- Align sales with marketing campaigns to obtain new leads and contacts against the accounts that are most likely to buy
- Deliver leads that sales actually wants to work

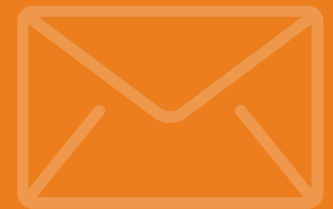
HOW TO ACTIVATE INTENT:

- Many contact providers can bring Intent data into their platform. Activate these integrations so it's easy to know which contacts to acquire
- Most content syndication providers also have the ability to layer Intent data onto target account lists so marketers can spend their budget more precisely on leads more likely to engage



Email messaging

The aim to have the ‘right message, right audience, right time’ rarely plays out when it comes to email marketing, especially if you only have the data available within your marketing automation or CRM platform. Intent data makes it possible for marketers and sales teams to have a clearer signal of the right time, and a better window into the topics that matter to prospects. Think about your own interactions via email: the more the author seems to understand your specific pain points, the more likely you are to trust their solution for you.



Email messaging

INTENT DATA HELPS:

- Show which products the prospect is most interested in hearing about
- Better segment email lists based on areas of topic interest to deliver highly relevant email nurture campaigns
- Craft engaging messages that offer real solutions to the known problems of your target audience
- Improve metrics like click-through rates by only emailing prospects when they're in active research mode, and avoid spamming accounts that aren't currently in a buying cycle
- Find dormant prospects to re-engage with reactivation campaigns when the time is right

HOW TO ACTIVATE INTENT:

- Marketers can integrate Intent data directly into their marketing automation platforms to make email segmentation a breeze
- By segmenting based on different areas of elevated interest, marketers can also tailor email copy to be highly relevant
- Sales and SDR teams should integrate Intent data right into their prospecting tools so they can quickly tailor outreach to the topics most relevant to their potential buyers



Upsell and renewal

Retaining customers and finding whitespace opportunities is critical for sales organizations tasked with growing their books of business. But signs that a customer is about to churn or may be interested in a competitor's products are often missed or simply not available.



Upsell and renewal

INTENT DATA HELPS:

- Detect potential churn by identifying customers actively researching competitive products or services
- Re-engage customers early to reduce potential churn and secure renewals
- Discover whitespace opportunities from customers interested in other products you sell to drive incremental revenue

HOW TO ACTIVATE INTENT DATA:

- Give your sales and customer success teams access to Intent data within the platforms they already work in — typically a CRM, prospecting, or sales engagement platform
- Create automated tasks to alert the teams of potential upsell opportunities or churn warnings. Automating this will help your team catch opportunities outside of a normal business review cycle



Getting started with Intent data

Just like your customers are taking their time to research all of their options between you and your competitors, you will likely do your own due diligence to select a provider in the Intent data space.

[10 Questions to ask Intent data providers](#) Use this resource to make sure you're asking the most important questions to optimize your ROI in this area of emerging data.

[Sign up for free Company Surge® Alerts.](#) There are B2B businesses in active research mode for your products or services--Company Surge® Alerts tells you who they are every week. Sign up for this free email alert, and get a list of which target accounts are researching Intent topics relevant to your business this week.

[Request a free Company Surge® report.](#) We believe in testing Intent data before you buy it, which is why we offer you the chance to build a full-scale, personalized report with someone from the Bombora sales team.

[Activate Bombora's Intent data for free in Outreach.](#) Knowing who to call and when is a constant dilemma for every rep. With a long list of target accounts or leads to follow up on, it can be difficult to know where to begin. Company Surge® integrates with Outreach to create high priority tasks when top accounts show buyer intent for your products and services. These tasks help sales reps take immediate action to effectively engage the accounts that are already researching your business so you can close deals faster.

bombora

Bombora tells businesses which accounts are researching their products and services. With this understanding, sales and marketing teams can be more relevant and consistent and improve performance across all activities. This intent driven approach revolutionizes the way businesses market and sell to other businesses through transparent data built on an ecosystem of quality, collaboration and innovation. With direct integrations with dozens of leading data and media-buying platforms, Bombora is building a world in which business buyers value sales and marketing for its relevance, timeliness and accuracy. To learn more, visit bombora.com.

Outreach

Outreach is the number one sales engagement platform with the largest customer base and industry-leading usage. Outreach helps companies dramatically increase productivity and drive smarter, more insightful engagement with their customers. The company commissioned a recent Forrester study which highlights how Outreach provides an industry-leading ROI of 387 percent over three years and a payback period of fewer than three months since initial investment. More than 4,000 companies such as Adobe, Tableau, DoorDash, Splunk, DocuSign, and SAP depend on Outreach's enterprise-scale, unparalleled customer adoption, and robust AI-powered innovation. Outreach is a privately held company based in Seattle, Washington. To learn more, please visit www.outreach.io.

Get started with Intent data today.
Request a [Bombora](#) or [Outreach](#) Demo