

An aerial photograph of a group of surfers in clear, turquoise ocean water. The surfers are scattered across the frame, some standing on their boards, others paddling. A large, white, foamy wave is breaking on the right side of the image. The water's color transitions from a deep blue to a lighter turquoise near the shore. The overall scene is dynamic and captures a moment of anticipation in a surfing session.

How to use Company Surge[®] Intent data across B2B sales and marketing

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Make Intent data work for your pipeline

In a sea of accounts, Intent data is a beacon, identifying accounts interested in what you sell.

It helps sales and marketing prioritize qualified accounts and pursue these at the right time, with data-backed insight.

Intent data is best used across a range of B2B sales and marketing activities to enhance existing, coordinated workflows. Applying it to sales enablement, digital advertising, customer success, and more, gets your entire organization aligned to the accounts with the greatest potential to drive revenue.

*“By the end of 2022, more than 70% of B2B marketers will use third-party *Intent data* to target prospects and engage with groups of buyers in selected accounts.”*

Gartner Inc.

Company Surge[®] for Marketing

Increase engagement using Company Surge[®] for digital advertising

Using Company Surge[®] to focus your digital marketing and Account-Based Marketing strategies is a quick way to get value from the data. Customers often see increases in engagement and performance because they can focus budgets on accounts that are most likely to convert, with relevant content based on topics of interest.

Bombora has direct integrations with [LinkedIn](#), [Facebook](#), [Terminus](#) and [Rollworks](#). If you have an agency, we also have partnerships and integrations with most programmatic platforms like [The Trade Desk](#).

Key benefits:

- **Greater advertising results** — Increase engagement while decreasing costs by ensuring impressions get in front of businesses most likely to buy.
- **Ad creatives that resonate** — Identify and tailor creative messaging around the topics most important to your target audience.
- **Quick, easy activation** — Leverage numerous integrations with leading programmatic and social platforms to get more done with fewer resources.

Targeting 'in market' businesses with the right messages



Digital advertising customer testimonial and key results

"We needed to understand who was looking for products related to us. Bombora helps us find these audiences, which minimizes costs and optimizes our spend. We get a much higher return on ad investments because we know these companies are actively looking for topics related to us."

Ben Howell, Head of Demand Generation and Paid Digital, Salesforce

salesforce

271%

Improvement on ROI from digital ads and paid social

DATASTAX[®]
Active Everywhere—Every Cloud

40%

Increase in paid social engagement

FORTINET[®]

2.8X

Increase in click-throughs for display ads

Hushly

498%

Jump in click-through rates

Prioritize prospect engagement using Company Surge® for marketing automation

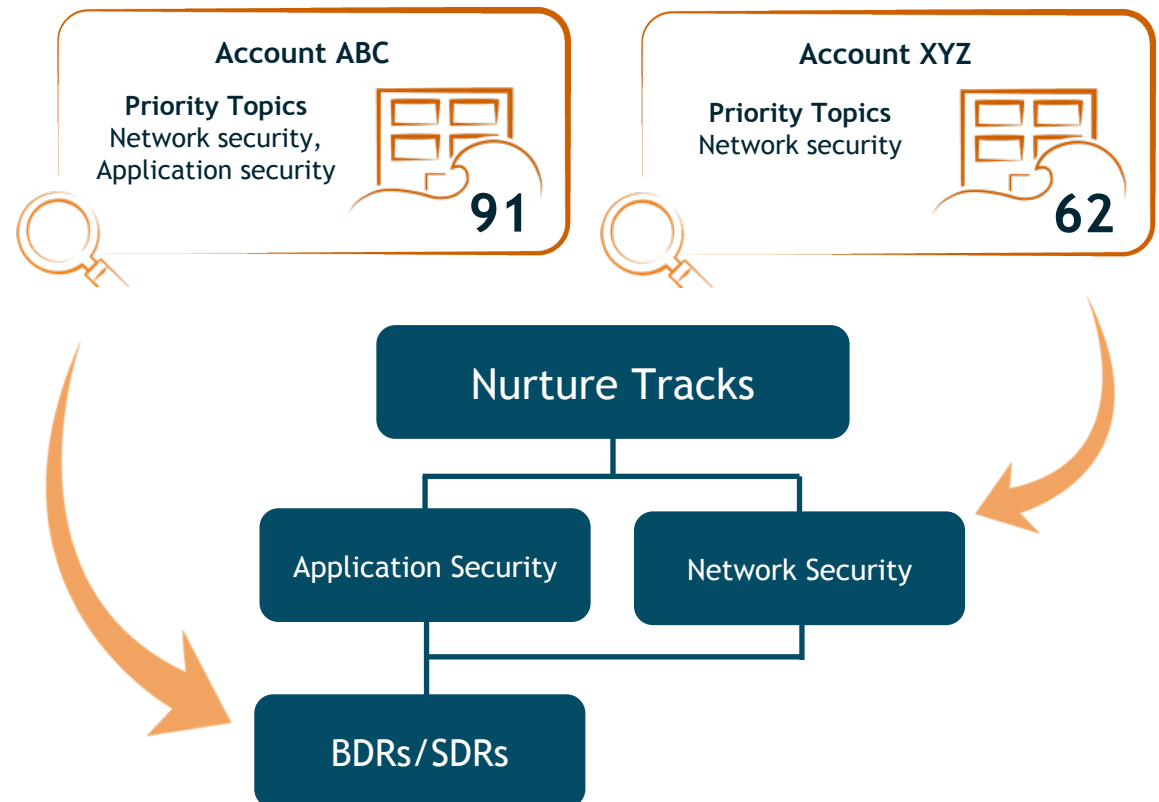
Company Surge® Intent data amplifies the value of marketing automation platforms, increasing your ability to convert prospects into opportunities via intelligent routing decisions, precise segmenting, and more timely, relevant messaging.

Bombora has integrations with both [Marketo](#) and [HubSpot](#) so the data can be used immediately in your workflows. If your marketing automation is integrated with your CRM, you can also create tasks for your sales team based on intent and other factors.

Key benefits:

- **Proactive prioritization** — Align sales and marketing by accurately routing top prospects early in the buying cycle, based on their content consumption behaviors.
- **Intelligent segmentation** — Boost conversion rates by ensuring prospects go to the right email nurture tracks.
- **Quick, easy activation** — Leverage Company Surge® Intent data directly through your marketing automation platform.

Early, informed routing decisions within your MAP



Marketing automation customer testimonial and key results

“The feedback we got from sales is that the prospects who have gone through this whole journey — from seeing ads to getting the nurture emails to getting a phone call from sales — they’re much more engaged and they know who we are, so sales doesn’t have to waste a lot of time discussing our brand.”

Vivian Chu, Director,
Marketing Operations, 8x8

8x8

20%

Average email
open rate

15%

Average email
click-through rate

onelogin

60%

Increase in email
open rate

2X

Increase in email
reply rates

Drive quality leads using Company Surge[®] for efficient lead generation

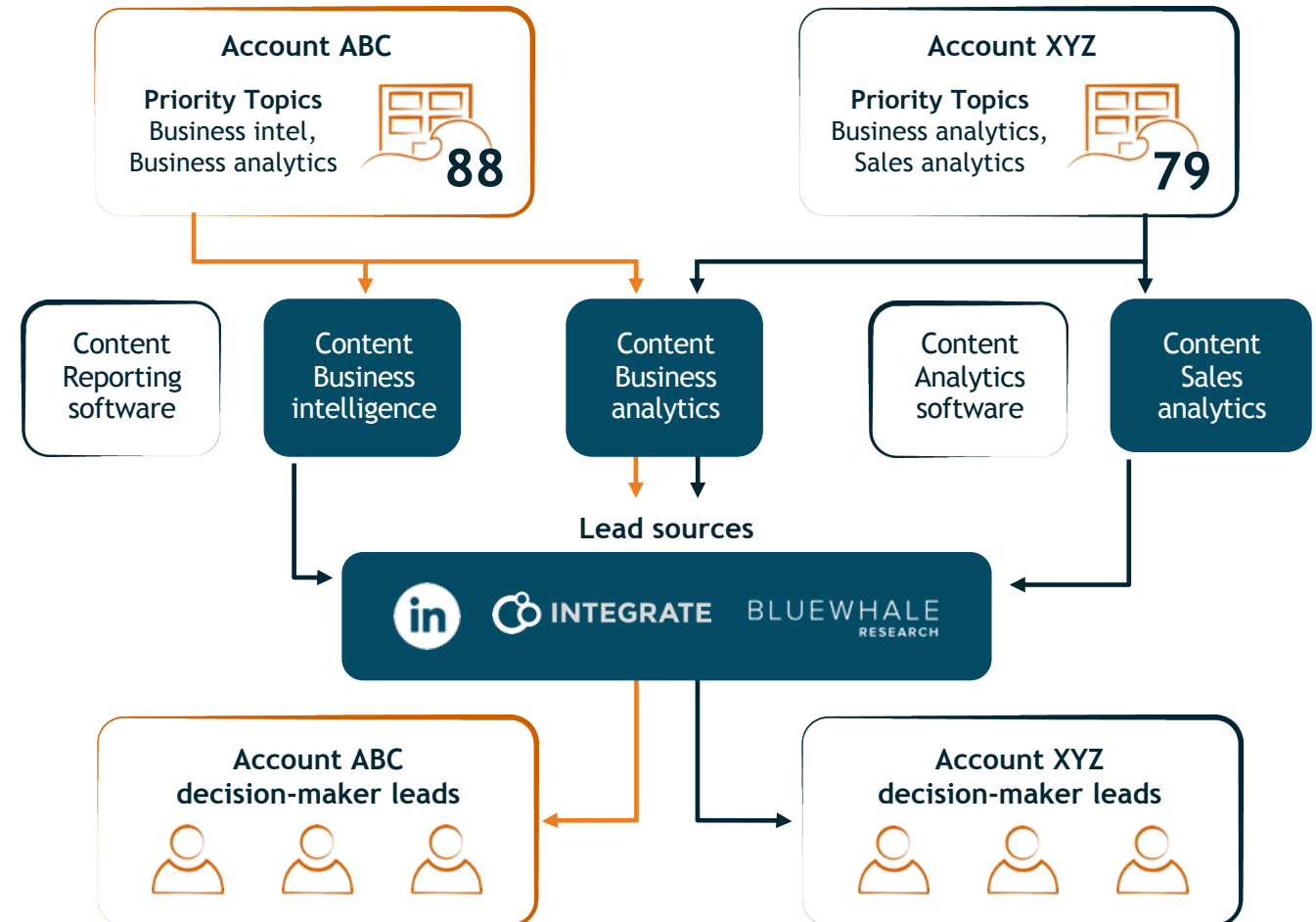
Knowing who is interested in your products or services can help you focus your lead generation budgets and get a more efficient return on investment. Bombora is directly integrated with many lead gen providers like Integrate and LinkedIn.

With the same spend, you can often realize much greater savings. Reach the right people who are already interested in your product, and customize your messages based on their topics of interest.

Key benefits:

- **Market intelligence** — Develop campaigns knowing which accounts are ‘in market’ and the products and services they’re most interested in.
- **More impact, same spend** — Ensure resources are allocated to the right targets, at the right time, with the right messages.
- **Quick, easy activation** — Increase campaign efficiency and performance via integrations with the top lead gen providers.

Precisely targeted lead gen campaigns



Lead generation customer testimonial and key results

“Bombora's Company Surge® data coupled with LinkedIn sponsored content has increased our ability to reach and convert a highly engaged audience who's in-market now for solutions we're selling.”

James Kessinger, CMO, Hushly

Hushly

414%

Increase in lead
conversion rate

IBM

47%

Decrease in
cost per lead

FORTINET®

\$3M

In pipeline contribution
within 7 months

FORTINET®

200%

Jump in sales
opportunities

Customize messaging using Company Surge® for content marketing

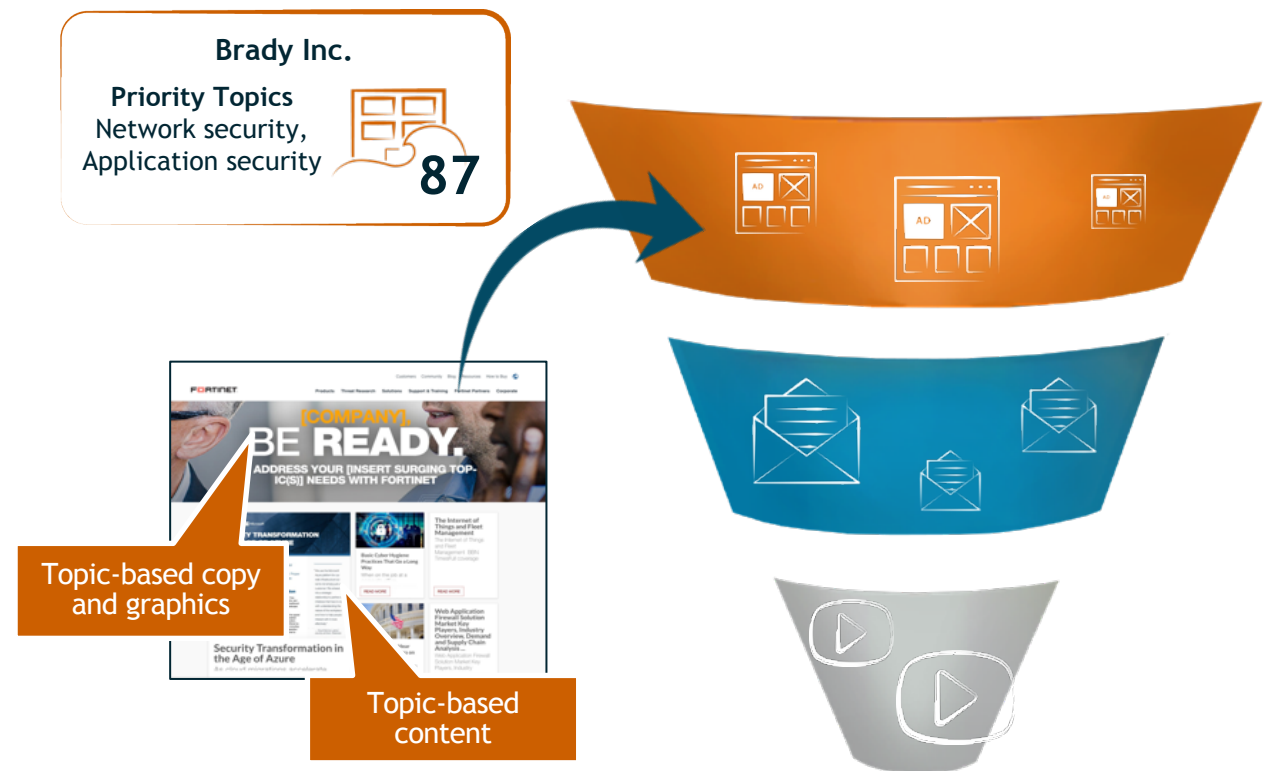
Company Surge® identifies the Intent topics most important to your target accounts, enabling you to select and customize content at any stage of the buyer journey.

From top-of-funnel content syndication assets, to mid-funnel nurture emails and bottom-of-funnel sales enablement material, Company Surge® Intent data can help with sequencing and routing of your content paths.

Key benefits:

- **Know what content is of interest** – Uncover the content topics your target accounts are actively researching.
- **Drive engagement with relevant content** – Increase open rates and engagement by creating email marketing content based on intent.
- **Deliver journey-appropriate content** – Sequence content during relevant stages of the buyer journey to move prospects down the funnel.

Tailor content to target accounts' research activity



Content marketing customer testimonial and key results

"We worked with Bombora and Just Media to get laser focused on the right content, right message, at the right time... And we had a full-funnel approach. So instead of just buying leads, now we had advertising, retargeting, and demand gen all integrated into one campaign. And that not only lowered our cost per lead by 70%, but it also increased our ROI by 10X, and it shortened our sales cycle from ten months to six months."

Michelle Scardino, Former Sr.
Director, Global Marketing
Campaigns & Operations, Veritas

VERITAS

10X

Improvement in ROI

8x8

20%

Average email
open rate

FORTINET

2.8X

Increase in click-throughs
for display ads

Gigamon®

4X

Jump in marketing-
sourced pipeline

Drive greater prospect attendance using Company Surge® for event planning

One of the highest impact - but resource and investment heavy tactics - events, are the backbone of many marketing demand programs.

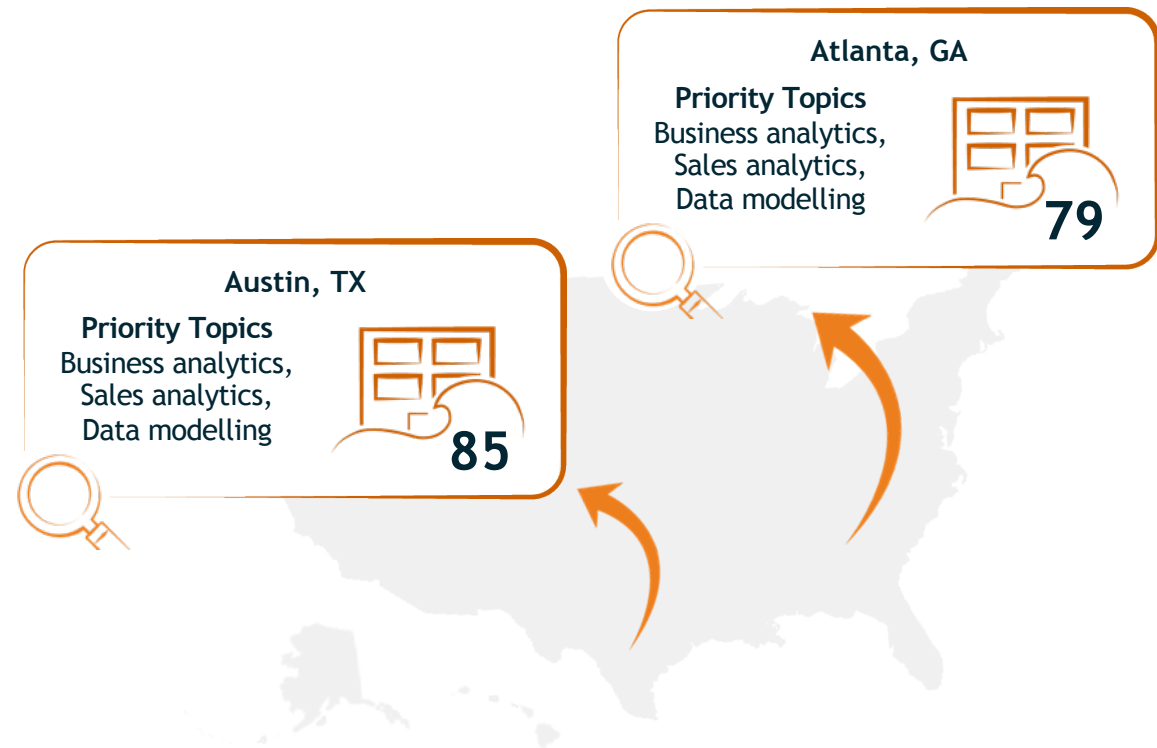
Company Surge® Intent data helps sales and marketing professionals produce events that will result in a high turnout of priority prospects.

It can be used to identify content themes, develop prospect invite lists and select geographic regions for accounts showing the greatest interest in your products.

Key benefits:

- **Know where to hold events** – Identify the geographic regions comprising large groupings of prospective customers interested in your products or services.
- **Customize events to interest** – Attract event interest and drive turnout by customizing emails, ads and conference materials based on prospects' topics of interest.

Regional research activity & insights



Event planning customer testimonial and key results

“Our event teams use Bombora Intent data to produce much better conference material that people want to attend.”

Paul Miller, CEO, Questex



18%

Increase in event attendees

Invest in high-impact events using Company Surge® for sponsored-event management

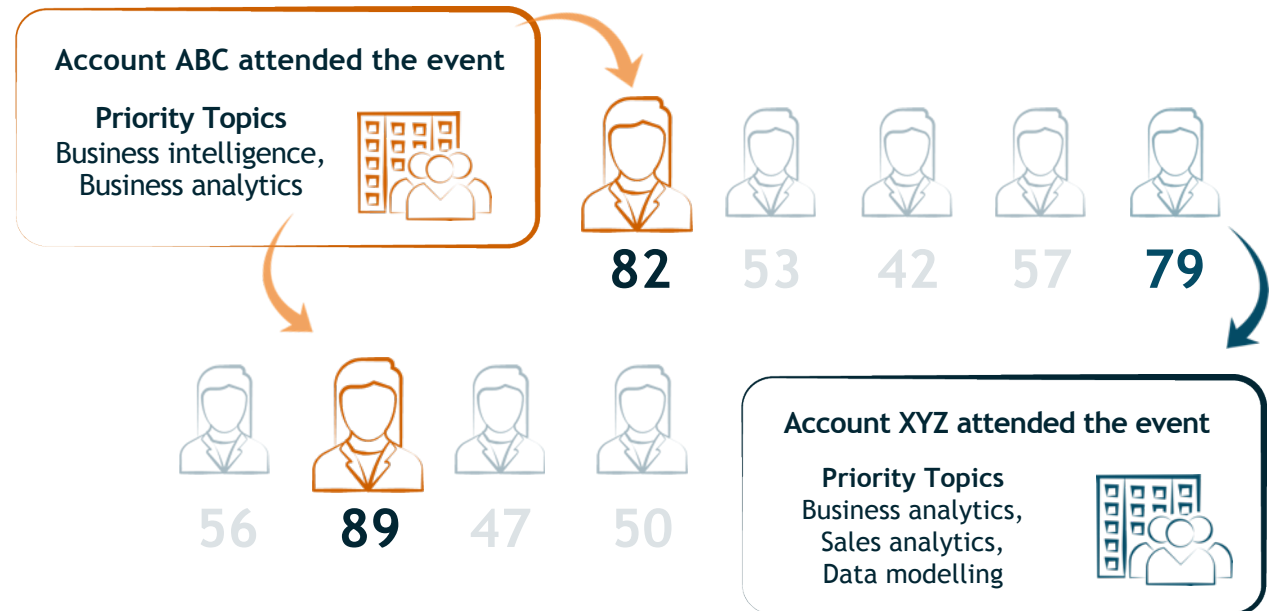
Events sponsorships are incredibly expensive. One way to get more value from your sponsored events is to arm your team on the ground with Company Surge® Intent data insights.

With these Company Surge® insights, they can more easily prioritize event attendees and booth visitors, engaging them in conversation relevant to topics they might be interested in hearing about.

Key benefits:

- **More impact, same resources** — Enable your booth team to focus time on attendees who are already actively researching your products or services.
- **Conversations that drive opportunities** — Know which Intent topics prioritized attendees are likely most interested in.
- **Post-event momentum** — Identify which new contacts generated at the event your sales team should immediately follow up on.

Attendee research activity and insights



Sponsored-event management customer testimonial and key results

“Our event teams use Bombora Intent data to produce much better conference material that people want to attend.”

Paul Miller, CEO, Questex



18%

Increase in event attendees

Company Surge® for Sales

Boost sales pipeline using Company Surge® for sales enablement

Sales enablement/prioritization is one of the quickest ways to get value from Company Surge® Intent data.

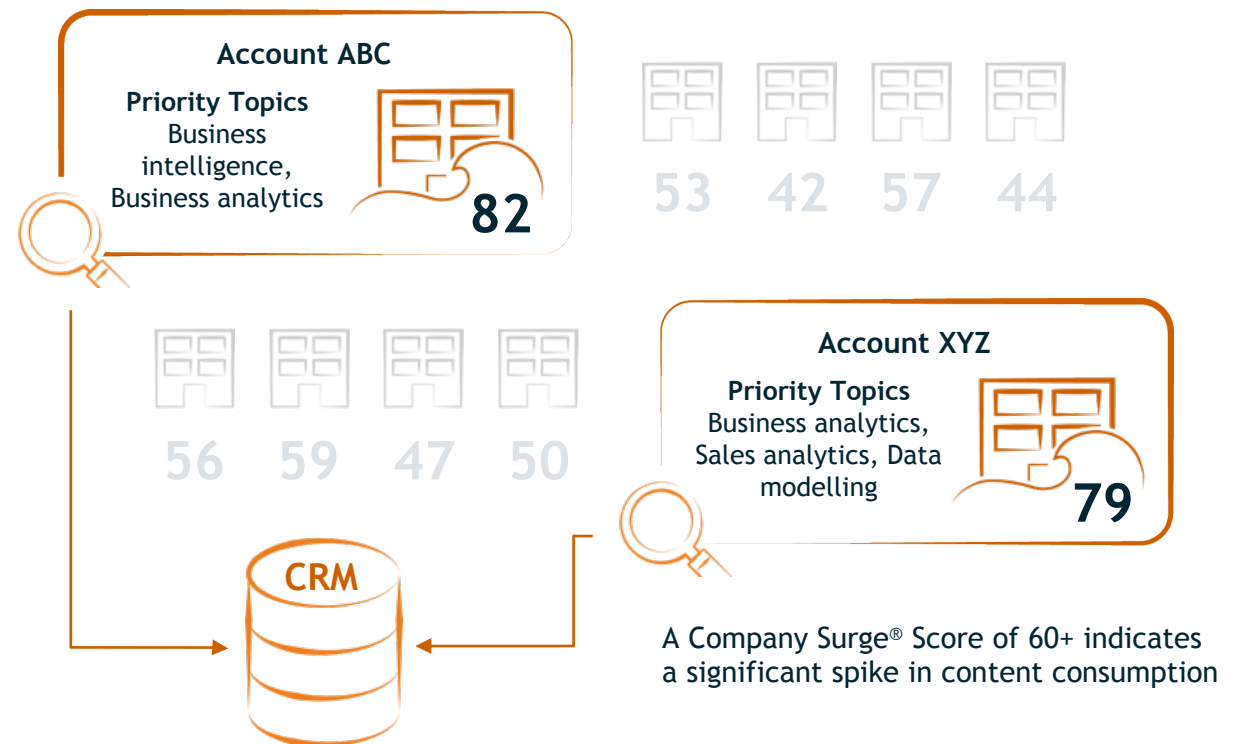
It helps sales professionals close more business by identifying the accounts to prioritize and the Intent topics to discuss.

Company Surge® is integrated directly into Salesforce, Outreach and other sales intelligence platforms to help use it in sales workflows immediately.

Key benefits:

- **More impact, same effort** — Focus your time on businesses actively researching your products, services, or competitors.
- **Conversations that drive opportunities** — Know which topics each account is most interested in.
- **Easy access to insights** — Use direct integrations with your CRM and sales intelligence platforms to optimize existing workflows quickly.

Account research activity and insights



Sales enablement customer testimonial and key results

“Without Bombora, the BDR organization wouldn't be able to operate at scale and still be wildly relevant to our prospects. Bombora tells us where to spend our time and on which topics. I don't get that insight from any other data source. And that's the real needle mover.”

Alan Tarkowski, Senior Director,
Global Sales Development, Fortinet

FORTINET®

\$30M

Pipeline generated
in 7 months

FORTINET®

15X

Jump in meeting conversions

CLOUDERA

30+

Significant deals attributed
to Company Surge®

salesforce

33%

Reduction in sales-cycle

Empower customer success and reduce churn using Company Surge®

Company Surge® Intent data puts the power of foresight into the hands of sales and customer success professionals.

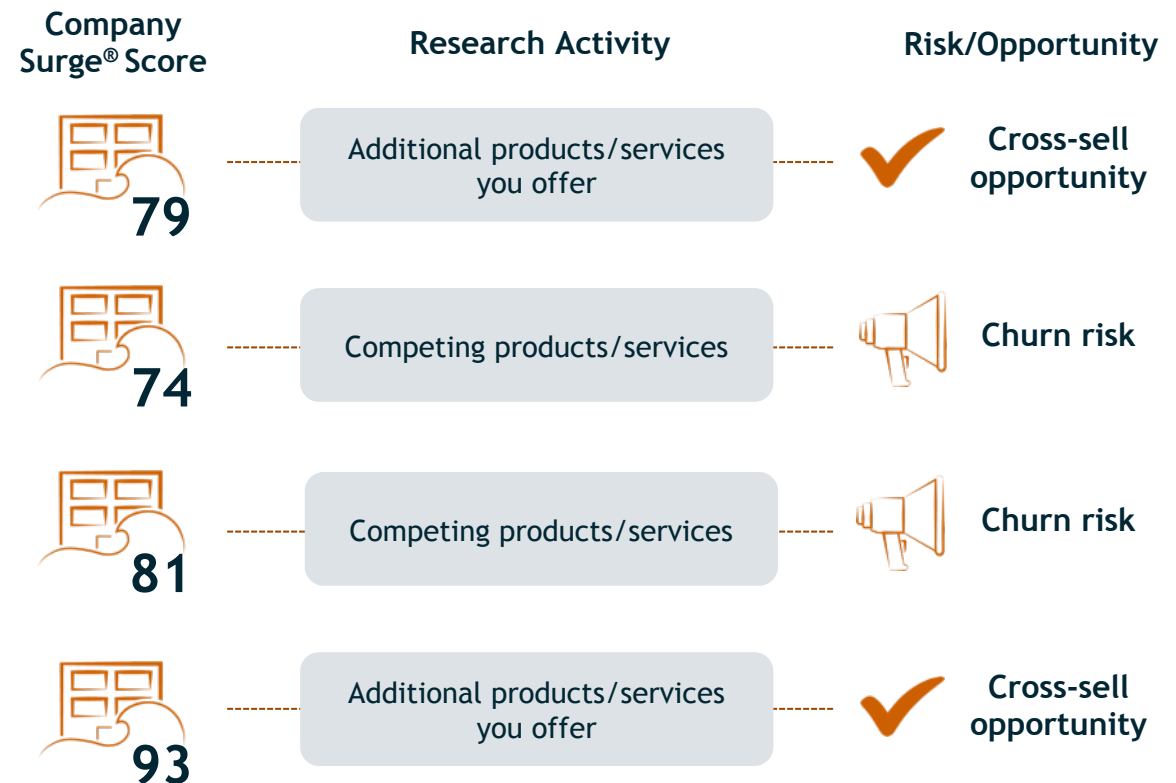
Understanding customers' active interests can help with delivery of an enhanced service that is predictive of customers needs.

Company Surge® Intent data helps easily identify cross-sell and upsell opportunities, as well as those customers at risk of churn.

Key benefits:

- **Customer churn prevention** — Identify customers actively researching competitors, aiding early problem resolution and renewal.
- **Grow account value** — Know when customers are researching additional products/services you offer and quickly engage to cross-sell accounts and increase lifetime value.

Customer research activity & insights



Customer success testimonial

“With Bombora, I can pull together everyone that's churned and their last transaction date and look at the 12 months before they churned. And from there we can improve our churn modeling.

“We can also make necessary changes to our product and experience to prevent a lot of that churn.”

Kerry McDonough
Account-Based Marketing Team Lead, Braintree

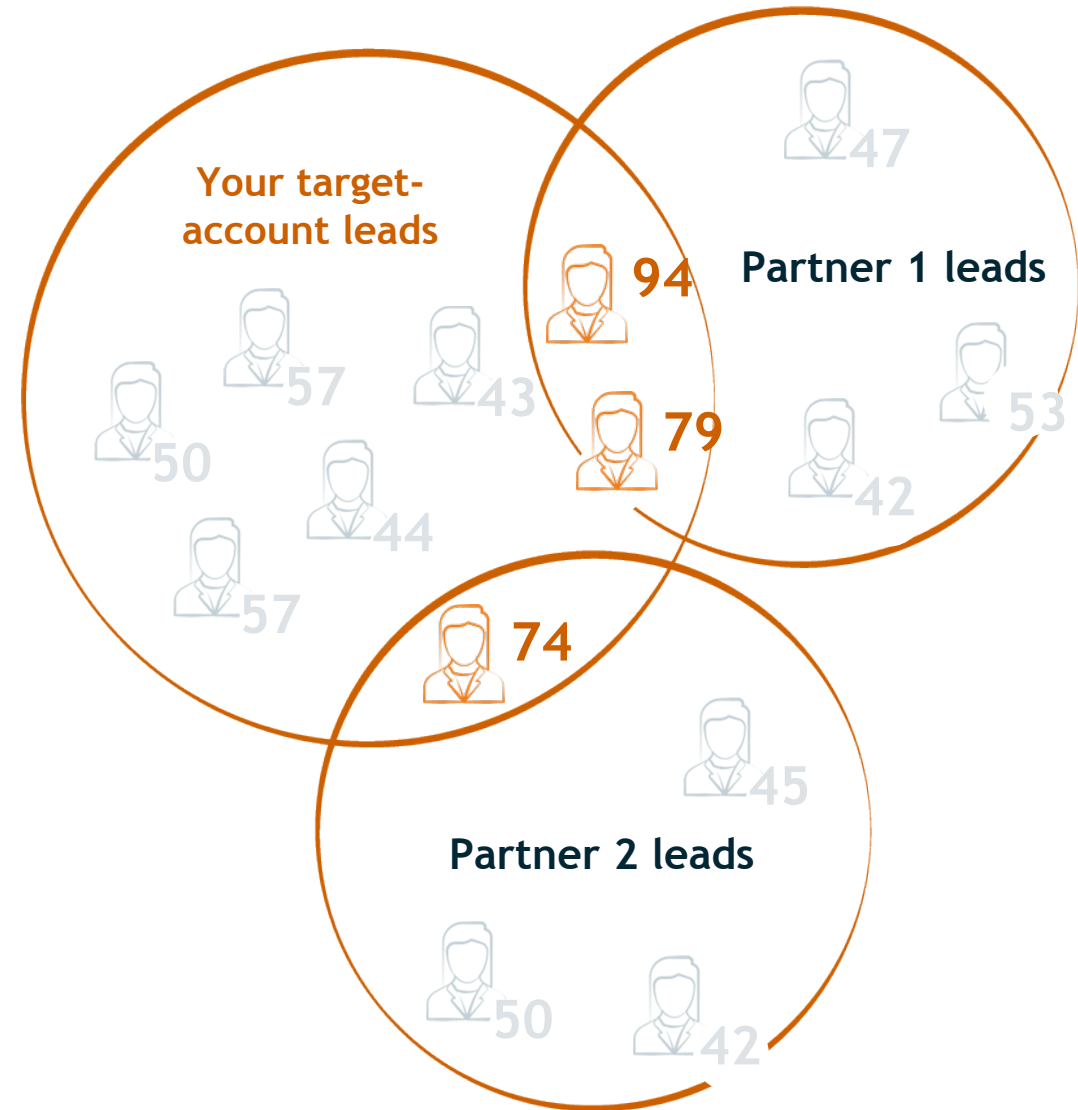
Grow opportunities using Company Surge[®] for channel enablement

Extend your existing demand programs through your channel partners by identifying accounts with mutual interest in your brand.

Use Company Surge[®] Intent data to prioritize channel partner leads based on interest in their products and services. This can help route leads to the right partner and provide insights around messaging based on interest.

Key benefits:

- **Mutual interest, for more business** — Identify mutually interested leads using Intent data to work strategically with channel partners to drive sales.
- **Align your engagement playbook** — Focus on higher likelihood prospects and engage them with relevant talk tracks to increase sales productivity.
- **Align co-marketing activity** — Segment and prioritize leads based on interest, then develop targeted co-marketing campaigns.



Channel enablement customer testimonial and key results

"Now we're going outside the walls and we're having partner sales teams clamoring for the data. It was at this point that management knew that we had struck gold. It's the first time I heard, "Hey, this stuff is kind of like gold dust."

Paul Green, Director Marketing Technologies, Extreme Networks



\$1M+

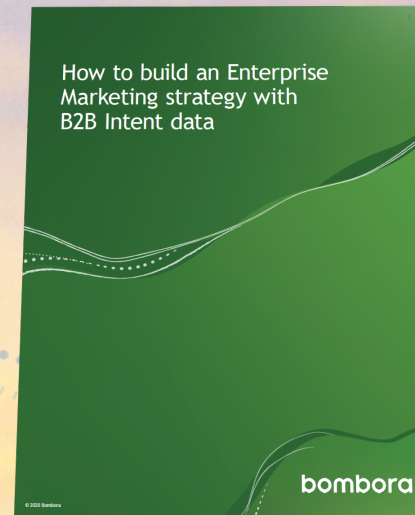
In new opportunities

2.5X

Lift in conversions for
EX Games, a channel partner

Surf's up. Let's take off.

Check out these other resources to learn more about Company Surge® Intent data or [request a demo](#).



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.

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