

Debunking Intent data myths: 6 TRUTHS about Company Surge®

1 Myth

Intent data infringes on consumer privacy.



Truth

Bombora's Intent data comes from our unique Data Co-op.



When it comes to privacy and compliance, Bombora maintains direct relationships with members of our data cooperative to ensure compliance with all industry privacy regulations, including GDPR and CCPA.

2 Myth

Intent data is full of false positives.



Truth

Not all Intent data is created equal.



Many Intent data providers use bidstream data, which just looks at keywords on a page by scraping website data and URLs. This technique allows for “false positives” because a keyword being on a webpage doesn't mean that is what the page is about or that the viewer is interested in it.

3 Myth

Intent data needs a big team to be successful.



Truth

Team size doesn't matter for Intent data.



You can start small and expand over time as your business is ready. There's a lot you can do with Intent, but the big thing to remember is that you don't need to do it all at once. The most important part is to just get started.

4 Myth

Intent data needs a defined ideal customer profile (ICP) to work.



Truth

Intent data works with or without an ICP.



Building an ICP can be time-consuming and challenging to determine the common attributes of your top accounts, however, 100% of that ICP list is not in-market. Having both an ICP and Intent data is ideal but if you don't have your ICP fully built out, Intent data can be a useful shortcut because it shows you accounts that are actively researching your product or service at a higher rate than normal, which gives off an in-market buying signal.

5 Myth

Intent data doesn't work when everyone's working from home.



Truth

People working from home is the “new normal.”



That's why Bombora uses a three-prong approach to resolve devices to business domains. The first is via an IP to business domain match using proprietary technology. The second is Co-op members providing the registration data from its users. And finally, offline databases and registration sources also provide devices to business domain matches.

6 Myth

I have to buy another piece of software to get Intent data.



Truth

Intent data integrates directly into the platforms you already use.



Whether you want to use it for sales or marketing, Intent data makes your existing platforms and workflows more effective—from your CRM to MAP to ABM, and you won't need to worry about logging into anything new or training your sales team on a new platform.