

# Use Company Surge<sup>®</sup> Intent data and 7EDGE

7EDGE

## What does 7EDGE do?

7EDGE is a strategic consulting firm focused on the digital transformation of brands. People7 is their all-inclusive marketing solution that takes an Account-Based Marketing (ABM) approach to help marketers identify and target accounts across all channels and devices.

7EDGE helps marketers expand their target audience using a variety of data types, including intent.

## How does 7EDGE use Intent data?

- 1. Identify in-market accounts** - Company Surge<sup>®</sup> data shows accounts from both on and off ABM lists, with a high propensity to purchase.
- 2. Audience Segments** - Intent data is combined with predictive signals and firmographic data to build target audiences from an ABM list.
- 3. Marketing automation** - Intent data is used in platforms for re-engaging dormant accounts, timely and targeted emails, lead scoring, and executing ad campaigns.
- 4. Programmatic and Social Ads** - 7EDGE uses Intent insights within your ad network of choice to target Business-to-Business (B2B) decision makers from the accounts showing purchase intent.

## Benefits include:



Empower sales with Intent-based predictive account lists



Smarter marketing that enables you to reach ideal buyers that are primed for purchase



Improve content with relevant messaging on topics that are showing a spike in consumption compared to a historical baseline

For more information please visit [bombora.com](http://bombora.com) or [7Edge.com](http://7Edge.com)

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