# Using Company Surge® Intent data with 6sense

## What does 6sense do?

The 6sense Account Engagement Platform helps B2B organizations uncover anonymous buyer behavior, prioritize accounts, and engage buying teams with personalized, multi-channel campaigns.

6sense enables revenue teams to achieve predictable revenue by revealing insights that generate more opportunities, increase deal size, and introduce opportunities sooner.

## How does 6sense use Intent data?

1. **Uncover accounts that are in market to buy** – Company Surge® Intent data complements 6sense's proprietary first- and third-party data to deliver a more complete view of B2B buyer behavior.

2. **Prioritize the best accounts and contacts** – 6sense leverages intent, engagement, and historical data to identify the best accounts to pursue, and which personas to target in order to engage an entire buying team.

3. **Deliver consistent, engaging experiences at scale** – Dynamically orchestrate target account engagement at scale, reaching the right buyers with the right message at the right time—and across channels.

## What are the benefits:

Align sales and marketing activities against the best accounts to pursue

Get into more deals earlier, and increase win rate

Increase sales and marketing pipeline and optimize budget spend on campaigns

Expand upsell and cross-sell opportunities while reducing churn

## Some other businesses doing this include:

F:RTINET®

aruba
a Hewlett Packard Enterprise company

snowflake

For more information please visit bombora.com or 6sense.com.