

Using Company Surge® Intent data with BlueWhale Research



What does BlueWhale Research do?

BlueWhale Research provides innovative demand generation solutions that get you closer to the close.

By combining technology, industry expertise, and market intelligence, ENGAGE powered by Bombora connects B2B sellers with B2B buyers at the right time with the right message, generating engagement-ready leads that convert at scale.

How does BlueWhale Research use Intent data?

1. **Identify the right accounts to target** – With Intent data, accounts showing interest appear earlier in the funnel to drive demand campaigns.
2. **Prioritize existing target accounts** – Bombora’s Company Surge® data highlights the businesses, on an existing list of strategic accounts, that are most likely to buy and allows you to more effectively target the entire selection committee.
3. **Deliver market intelligence** – BlueWhale analyzes Bombora’s Intent topics, firmographics, and intelligence acquired during lead engagement to deliver unique market research.

What are the benefits of this?



Produce ROI faster, by allocating demand generation dollars to the accounts that will move through the pipeline more quickly



Maximize sales team efforts, by giving them leads more likely to buy, and account intelligence to create opportunities for conversations



Inform go-to-market strategies for product marketing and media placements with BlueWhale’s analysis of Bombora Intent signals

For more information please visit bombora.com or bluewhaleresearch.com

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