

Using Company Surge® Intent data with Cognism

cognism

What does Cognism do?

Cognism is a global sales intelligence platform that provides sales, marketing and revenue operations teams a suite of tools to find, qualify and reach their ideal customers faster. The platform includes a globally-compliant B2B database, firmographics, technographics, Intent data, outbound automation features and a team of go-to-market advisors.

As a Bombora-Powered partner, Cognism offers a limited portion of Company Surge® Intent data directly in its contact data platform, for *Advanced or Elite* package holders.

How can Intent data be used in Cognism?

1. **Surface in-market, ICP-fit accounts** - Bombora's Company Surge® is embedded in the Cognism platform to **find ideal-fit accounts** that are the right size, in the right industry, are using a specific technology, *and* are researching solutions like yours today.
2. **Find decision makers** - Combine Intent signals with Cognism's firmographic and contact data to identify buying teams and easily find **direct dials and emails of key-decision makers** to drive faster, better sales conversations. All in a 100% compliant way.
3. **Integrate with existing workflows** - Easily sync Cognism's data with your favorite tools, so you can spend less time on admin and more time building relationships with your ideal future customers.

What are the benefits:



Operationalize Intent data across marketing and sales and stop wasting reps' time and your marketing dollars on accounts that aren't ready to buy from you



Connect with decision-makers earlier in their buying journey, **before your competitors do**



Convert more leads and **shorten** your sales cycle by delivering the right message, to the right people, at the right accounts, at the right time

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

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