

Using Company Surge[®] Intent data with RollWorks



What does RollWorks do?

RollWorks, a division of NextRoll, is an Account Based Platform that helps B2B organizations align marketing and sales.

RollWorks empowers businesses large and small – from those with best-in-class Account-Based Marketing (ABM) programs to those just beginning their exploration.

The platform helps teams identify their target accounts and key buyers, reach those accounts across multiple channels, and measure program effectiveness in their system-of-record.

How does RollWorks use Intent data?

RollWorks Account Intent - Users can select up to 25 Bombora Intent topics that are tracked for increased interest and content consumption. See which accounts are researching topics related to your business across the B2B web, even before they've engaged with you directly.

Activate ABM digital advertising - Customers can monitor intent on topics of their choosing, build a target account list of those interested in the highest number of topics, and subsegment ad audiences to target and engage with digital advertising.

What are the benefits:



Identify target accounts early in their buying journey before they directly engage, and act when research increases on specific topics



Prioritize ad spend and use a campaign playbook that focuses ad targeting on accounts with market potential and strong intent signals



Effectively engage high intent accounts with customized digital ad experiences based on their research behavior and content consumption patterns



Measure the impact of intent-based targeting, comparing high intent accounts to others in pipeline

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

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