

Use Company Surge[®] Intent data and Terminus

What does Terminus do?

The Terminus Account-Based Marketing (ABM) Platform is an end-to-end marketing and sales solution that enables the following use cases:

- Identifying and prioritizing target accounts
- Engaging prospects with multichannel account-based advertising
- Activating sales prompts for targeted outreach
- Reporting on ABM programs to every level of business

How does Terminus use Intent data?



Account Hub - Terminus pulls Bombora Intent data into its target account command center, the Account Hub. It is combined with other 1st and 3rd party account insights that Terminus aggregates, allowing sales to prioritize outreach to the warmest leads.



Account-based advertising - Bombora Company Surge[®] data powers Terminus' triggers for intent and account-based ad campaigns. When a target account shows increased interest in a particular topic, marketers create tailored ads, personalized collateral, and video to engage them.

Benefits include:

- Understand how target accounts are behaving and researching across the Business-to-Business (B2B) web
- Effectively prioritize accounts that sales reps are pursuing based on current topics of interest and intent signals
- Execute personalized content that is relevant to high-value accounts' current buying behaviors

Sample customer:

ATTIV/O[®]

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

“Of the opportunities created since we’ve implemented the solution, nearly 70% of them have been influenced by Terminus and Bombora... In addition, we’ve seen web engagement triple from our target accounts.”

Allyson Barr, CMO, Attivio

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