

# Bombora Company Surge<sup>®</sup> Intent data in Demandbase One

## Partner Solution

Embedded Bombora Intent data

## Bombora ABM Partner Package\*

- Bombora-driven Engagement points assigned to all accounts showing Company Surge<sup>®</sup> Intent in Demandbase
- Access to all Bombora Intent topics in Demandbase
- Net new in-market accounts showing high levels of Intent
- Bombora Intent data updated each week

## Use Cases\*

- Account prioritization for sales and marketing
- Digital advertising/ABM
- Website personalization

*\*Use cases included with ABM Partner Package. A full Bombora license will activate additional use cases and native integrations.*

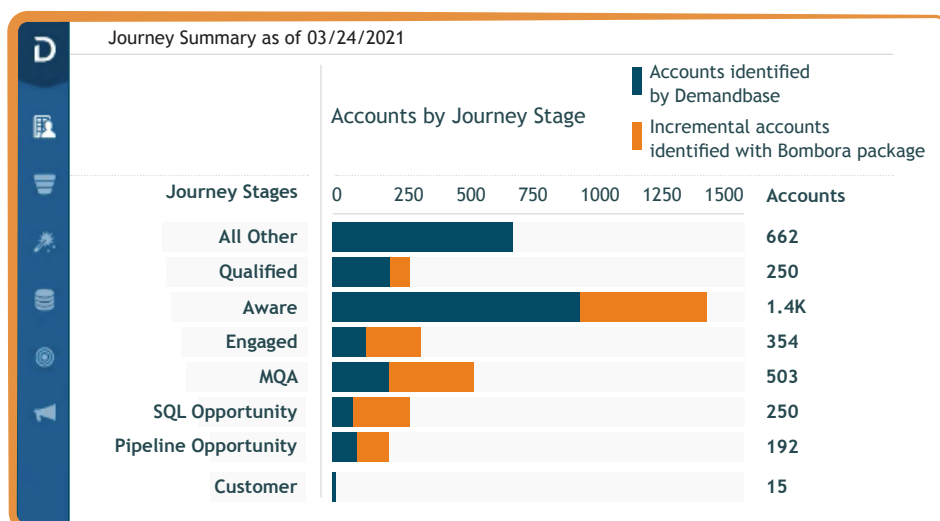
## Plan and execute your account-based strategy with Intent data orchestration

The Account-Based Experience platform, Demandbase One, provides solutions for finding, engaging, and closing your target accounts. Bring in the world's leading Intent data from Bombora and enhance the platform's scoring capabilities, get deeper insights, and engage the accounts that are researching your products and most likely to buy what you sell.

Expand on your success with Demandbase One and adopt a Bombora intent-based approach across your entire strategy. A subscription to Company Surge<sup>®</sup> will unlock more Intent data in Demandbase One and integrate it with your CRM, sales outreach, and more.

Each Demandbase One customer who adds a Bombora license will have access to uncapped Company Surge<sup>®</sup> Intent data. Additional intent insights will more intelligently map accounts to appropriate Journey Stages, enabling you to:

- Fast-track 'sales-ready' accounts
- Better allocate digital ad spend on the accounts that matter
- Increase conversion metrics per Journey Stage segment
- Identify whitespace opportunity with net new in-market accounts



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