Using Company Surge® Intent data with SalesIntel

SalesIntel

What does SalesIntel do?

SalesIntel provides accurate and affordable sales and marketing contact data that is tested and re-verified every 90 days.

With 95% accurate human-verified data, technographic, firmographic, and intent filters, SalesIntel is a buyer data resource that helps fuel sales and marketing.

How does SalesIntel use Intent data?

1. **Identify accounts with buyer intent** - Company Surge® Intent data is available directly in SalesIntel to identify and prioritize accounts that are actively looking for and evaluating solutions.

2. **Find decision makers -** Intent data combined with SalesIntel's 95% accurate contact data identifies decision makers to target at the accounts which are ready to buy.

3. **Build an ICP -** Firmographic and technographic data points on converted accounts can be utilized to build a highly focused ICP of new target accounts.

What are the benefits:

Stack your sales and marketing funnel with quality targets that include both high propensity accounts and 95% accurate contact data

Say 'goodbye to spray and pray' campaigns, and empower account based activities with the account and decision maker data that closes deals

Leverage firmographic and technographic data points to align your sales and marketing messaging with your target accounts' interests

Some other businesses doing this include:

8x8   **TriNet**

For more information please visit bombora.com or Salesintel.io

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