Using Company Surge®
Intent data with 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