

Using Company Surge[®] Intent data with Enlyft



What does Enlyft do?

Enlyft is a B2B account intelligence platform that provides real-time account insights, including firmographic information, technology usage, purchase Intent, and more.

Using AI and machine learning, Enlyft helps businesses take a more targeted approach to prospecting by enabling sales and marketing teams to more effectively identify target accounts, prioritize outreach based on buyer Intent signals, and engage prospects.

How does Enlyft use Intent data?

- 1. Discover who is in a buyer cycle** - Determine which accounts are most likely to make a purchase, with Bombora's Company Surge[®] data layered onto your target account lists.
- 2. Prioritize account outreach** - Focus sales and marketing efforts on the accounts indicating an active interest in specific products or solutions like yours.
- 3. Connect with relevant messages** - Combine Enlyft's account insights with Intent topics to better communicate your value to prospects.

What are the benefits:



Align sales and marketing efforts to capture the attention of your target audience



Improve sales team efficiency, leading to accelerated sales cycles and an increased win rate



Better understand your target audience and engage them with relatable and timely messages

For more information, please visit bombora.com or enlyft.com

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