

# Using Company Surge<sup>®</sup> Intent data with Fortella

## What does Fortella do?

Fortella is an AI-based revenue intelligence platform that empowers CMOs, CROs, and revenue teams to predictively achieve their pipeline goals for every go-to-market segment.

Working in concert with sales and marketing applications, Fortella combines pipeline planning and forecasting with accurate targeting across all GTM segments and sales territories for maximizing revenue results.

Together, Fortella and Bombora allow revenue teams to:

- Score accounts for their ‘propensity to buy.’
- Create intent models for specific GTM segments and territories.
- Weight Intent topics based on their relative importance to the buying process for each segment.

## How does Fortella use Intent data?

1. Identifies accounts in the buyer funnel that are showing active purchase intent.
2. Scores accounts according to their ‘propensity to buy’ using its proprietary algorithms. Prioritizes high scoring accounts (MQAs) for immediate sales action.
3. Creates targeted lists for personalized sales plays, account-based advertising, and marketing campaigns.

## What are the benefits of this?



**Accelerate time-to-close** by prioritizing prospects currently searching for products & services that you provide.



**Improve ROI** by executing personalized campaigns by GTM segment, territory, stage, buyer persona, and intent.



**Powerful insights** to build a predictable pipeline generation playbook.



“Our joint solution enables customers to connect Bombora’s Intent data with Fortella’s advanced revenue intelligence platform resulting in faster time-to-close, improved marketing ROI, and powerful insights for predictable pipeline generation.”

Nimish Mehta,  
Co-founder & VP of  
Business Development  
at Fortella