

Using Company Surge[®] Intent data with G2

What does G2 do?

G2 is the world's largest tech marketplace, helping teams find and buy the best software for their business. With over one million reviews and five million monthly users, businesses trust G2 to discover, review, and manage the technology they need to reach their potential.

How does G2 use Intent data?

Bombora provides Intent data insights for accounts showing interest across both G2 and the [B2B Data Co-op](#), directly within [my.G2](#).

1. **Monitor buyer research** - G2 and Bombora surface behaviors of prospective accounts that are actively reviewing your product, category, and competitors.
2. **Inform outreach** - Use Intent topics to craft messaging relevant to a business' interests and research activity.
3. **Target new audiences** - Use Intent signals as a driver to target accounts during the peak of their research phase, through G2's many integrations.

What are the benefits:



Increase response rates with faster, more personalized sales outreach that resonates with your prospects



Be more resource efficient by focusing on accounts already interested in your business, products, and services



Deploy timely campaigns as soon as Intent insights reveal an account with high intent, all within the platforms your teams know and trust



Increase customer retention by arming customer success with insights needed to surface, and communicate the right product improvements

This business uses Bombora and G2:



For more information please visit [bombora.com](#) or [G2.com](#)



“Understanding our buyer's intent is critical to creating relevant touchpoints across sales and marketing that convert. The ability to pair Third party research with G2 intent will add yet another piece of the prospect's story happening outside of our domain, making it more accessible for us to become a part of it.”

Hillary Lupo Carpio,
Director of ABM,
Snowflake

bombora

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