

Using Company Surge[®] Intent data with InsideView



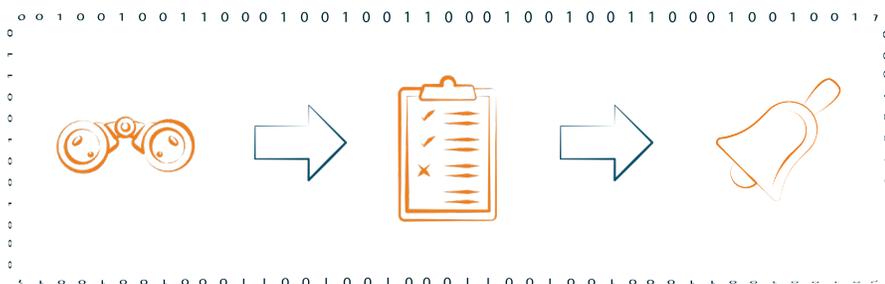
What does InsideView do?

InsideView, a Demandbase business, helps B2B organizations go-to-market with AI-based B2B data and a sales intelligence platform that understands and engages the right buyers. High performance businesses trust InsideView's data quality management, data expertise, and best-in-class customer support.

As a Bombora-Powered partner, InsideView offers a limited portion of Company Surge[®] Intent data directly in its contact data platform for Elite package holders, or as an add-on for customers.

How does InsideView use Intent data?

1. See Intent data insights directly in business records - See what Intent topics are trending amongst your top accounts, and their weekly trend behaviors.
2. Easily build lists of in-market accounts - Prioritize accounts that are primed for your outreach and align your messaging with the Intent topics they are most interested in.
3. Receive alerts when top accounts increase their research activity - Follow your best-fit accounts and alerts will help you get a jumpstart on your competition.



What are the benefits:

- Launch timely and relevant outbound campaigns
- Shorten sales cycles and drive more revenue, faster
- Head off churn by identifying customers who are researching competitors

“Intent data has helped our marketing campaigns tremendously, putting our messages in front of targets right when they are the most open to hearing about our products. We also love how InsideView has helped our sellers find and engage the right decision makers with the right message to drive more pipeline.” ”

Michael Strand,
SVP Global Sales
and Marketing,
Hitachi Solutions

For more information please visit bombora.com or <https://www.insideview.com/>

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