

Using Company Surge[®] Intent data with Flow by LeadGenius



What does Flow by LeadGenius do?

Flow by LeadGenius automates the repetitive sales, marketing, and customer success tasks that stifle productivity. It sources, enriches, and submits contact data to your CRM through a Chrome extension.

LeadGenius is an Intelligent Data Service vendor that sources B2B vertical or international contact data at scale, using a proprietary blend of technology automation and human experts.

How does Flow by LeadGenius use Intent data?

- 1. Find data in real-time** - As soon as an account shows intent, a single click on the browser extension will prompt Flow to source active contact data – no static database that's potentially out of date.
- 2. Integrate with the tools you already use** - Install Flow to your browser and instantly automate go-to-market workflows within your engagement platform.
- 3. Tailor Flow to your team's needs** - Use a simple drag-and-drop interface to build a custom integration with the browser-based automation engine.

What are the benefits:



Improve pipeline creation for go-to-market reps by eliminating manual work



Fill marketing pipeline gaps by arming teams with real-time account qualification and contact data sourcing



Build automated customer success scripts based on triggers that signal churn or up-sell opportunities



Eliminate tedious day-to-day tasks and spend more time on driving revenue and sales

For more information, please visit bombora.com or leadgenius.com/flow/

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