

# Using Company Surge® Intent data with Loominance



## What does Loominance do?

Loominance is a Universal Data Orchestration Platform, designed to continuously deliver actionable account intelligence to a business' teams and systems.

Sales, marketing, and channel teams utilize Loominance and Intent data to easily transform disconnected data from anywhere across the business into prioritized opportunities and accelerated revenue.

## How does Loominance use Intent data?

- 1. Sales priority reports:** Loominance uses Company Surge® Intent data to produce weekly 'Territory Priority Summary Reports' for sales, which provide an up-to-date ranking of unique account opportunities.
- 2. Account intelligence:** Account insights are attached to lead and contact data to better inform lead lifecycles. Company Surge® and Visitor Insights data is easily operationalized across an entire tech stack.
- 3. Partner list enrichment:** Loominance enriches channel partner account lists with Company Surge® and Visitor Insights data so partners can focus on the right accounts in unison, avoiding channel conflicts.

## What are the benefits:



Improve conversion rates by 2-3x and reduce the number of days to close deals by 40%



Align sales and marketing account prioritization processes and deliver sustainable and attributable revenue, including through channel partners



See value in days by building account-based workflows on a scaled, automated, data orchestration platform

For more information please visit [bombora.com](https://bombora.com) or email [intent@loominance.com](mailto:intent@loominance.com).

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