Bombora + Outreach: Intent-driven tasks

Focus Outreach activity on accounts that want to hear from you now

Knowing who to call and when is a constant dilemma for every rep. With a long list of target accounts or leads to prospect, it can be difficult to know where to begin. Company Surge® Intent data is your starting point.

Prioritize outreach to accounts with high buyer intent

Bombora's Company Surge® Intent data identifies which accounts are researching topics related to your business, products and services.

The data integrates with Outreach to create 'high priority' tasks when accounts show buyer intent for those topics. These tasks help account owners take immediate action to engage their high intent accounts.

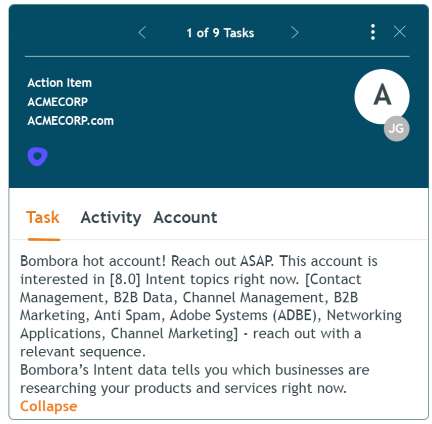
Features

- **Weekly updates**: New Intent-driven tasks populate every Sunday
- **Automated tasks**: Account owners receive a 'high priority' task for accounts showing buyer intent, up to 10 tasks per week
- **Bombora Intent topics**: See the topics your target accounts are engaging with now (e.g. Email Marketing, B2B data, etc.)
- **Topic count**: Know how many Intent topics your target accounts are engaging with - the greater the number, the hotter the account!

Create relevant Outreach sequences

Know which Intent topics your accounts are researching and use that insight to increase response rates to sequences.

Example of an Intent-driven task in Outreach



Drive relevant and timely engagement specific to Intent topics that your target accounts are interested in.

Powering the Bombora + Outreach integration

Company Surge® Intent data identifies which businesses are actively researching products or services signaling buying intent. It indicates when a business is consuming content on an Intent topic significantly more than usual, according to historic data consumption behavior and benchmarks.

Benefits of Company Surge® for sales

- Immediately identify highly interested accounts
- Understand what Intent topics target accounts are researching
- Have context for timely and effective sales conversations
- Identify opportunities for cross sell, upsell or risks of churn

To find out more please contact your Customer Success Manager / Account Representative or request a demo

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