

# Company Surge<sup>®</sup> integration for LinkedIn

LinkedIn is a powerful channel for engaging business professionals and driving personalized Account-Based Marketing (ABM) strategies. Through an integration between Bombora and LinkedIn Campaign Manager, marketers and their agencies can now reach organizations interested in their products or services, and refine LinkedIn Sponsored Content based on topics of interest.

## Company Surge<sup>®</sup> audiences on LinkedIn

Bombora monitors the content consumption activity of 2.8 million businesses. By applying data science, Bombora produces Company Surge<sup>®</sup>. Company Surge<sup>®</sup> helps businesses understand the buying intent of their target organizations.

Buying intent changes rapidly. One week you're in and the next week, you're out. And that's why Company Surge<sup>®</sup> automatically refreshes your audience weekly to add new interested organizations and remove outdated ones.

## How it works:



Partner with your Account Manager to select relevant topics, input a LinkedIn Account ID and create a Company Surge<sup>®</sup> report



The associated audience will appear in your LinkedIn Campaign Manager account



Create campaigns using your Company Surge<sup>®</sup> audience to amplify your ABM programs

## Account-Based Marketing that's personal

- Segment ABM lists into those with intent and those without, and send relevant content that drives engagement
- Create multiple Company Surge<sup>®</sup> audiences corresponding to product offerings and reach interested businesses with relevant, personalized content

## Experience benefits including:

- Increase campaign efficiency by honing in on business interested in your products or services
- Generate better response rates and sales opportunities by customizing sponsored messages based on a business' topics of interest
- Always-on marketing that automatically refreshes your audience weekly without manual effort

For further information please email: [Sales@bombora.com](mailto:Sales@bombora.com)

Activate the Company Surge<sup>®</sup> integration for LinkedIn across multiple impactful ad formats:



Lead-generating text advertising



Targeted dynamic advertising



High-impact video advertising



Sponsored content and InMail

**bombora**

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