

# Using Company Surge<sup>®</sup> Intent data with Integrate



## What does Integrate do?

Integrate activates clean and intelligent demand generation campaigns for B2B marketers.

- Integrate Demand Cloud is a global demand marketing engine that nurtures the highest quality leads into conversion.
- Integrate Lead Gen Marketplace enables content syndication through 150+ global media partners.
- More than \$1 trillion in pipeline is generated for customers every year via Integrate Demand Cloud.

## How does Integrate use Intent data?

Bombora Intent data is available in Integrate's Lead Generation Marketplace to help:

- Focus demand generation efforts on accounts that are in market and actively looking for a solution.
- Acquire leads from accounts showing increased buyer intent across its B2B lead provider network.
- Optimize messaging, conversions and demand channels based on intent signals and topics of interest.

## What are the benefits:



Quickly launch an Intent-driven, targeted campaign to generate quality pipeline



Increase lead conversion and demand gen ROI with fluid and responsive Account Based Marketing (ABM)



Generate up to 6x increase in lead-to-pipeline conversion\*

\* Integrate Lead Gen Marketplace with Company Surge<sup>®</sup> vs. traditional content syndication

For more information please visit [bombora.com](https://bombora.com) or [integrate.com](https://integrate.com).

The Bombora logo features the word "bombora" in a bold, lowercase, orange sans-serif font.

**bombora**

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