Using Company Surge® 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® vs. traditional content syndication

For more information please visit bombora.com or integrate.com.