Use Company Surge® Intent data and Leadspace

What does Leadspace do?

The Leadspace Customer Data Platform enables Business-to-Business (B2B) sales and marketing teams to identify and engage customers through a single source of truth. Leadspace combines real-time data enrichment with advanced AI and predictive models across 1st and 3rd party data sets to identify uniquely new prospect accounts. The resulting insights enable more effective prioritization, segmentation, and sales engagement that drives revenue.

How does Leadspace use Intent data?

Inbound - Bombora Intent data powers routing, segmentation, and prioritization of inbound leads. In real-time, up to 80 data fields are appended to prospects, matched to accounts, and then used for sales engagements or nurture marketing campaigns.

Outbound - Fit and Persona models locate target audiences that fit an 'Ideal Customer Profile'. Company Surge® data displays the level of product interest, enabling users to rank unknown audiences accordingly.

Account-Based Marketing - Using look-alike modeling, Leadspace reveals net-new target accounts and generates account lists for Account-Based Marketing. Intent data is used to prioritize and activate those lists based on Company Surge® Scores.

Benefits include:

- More effective, timely targeting of new audiences that are most likely to convert

- Optimized customer engagement processes, reducing costs and increasing revenue

- Better understanding of customers and prospects to engage them at the right time with the right message

Sample customers:

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

"We get that full picture: enriching our databases so sales can focus on the best accounts in real-time.

It's helped us improve pipeline quality and marketing engagement …For example increasing email open rates by 60% and doubling reply rates."

David Tam, Director of Marketing, OneLogin