

Leveraging Intent data with Merkle B2B

What does Merkle B2B do?

Merkle B2B is a global media and marketing agency for top technology businesses. With its feet in media and its head in data and analytics, Merkle B2B has a fascination with the art and science of engaging people. Operating at the intersection of media, technology, and strategic marketing, Merkle B2B offers a range of services including programmatic media, marketing automation, Account-Based Marketing (ABM), and content marketing consulting.

How does Merkle B2B use Intent data?

1. **Capture 'in-market' buyers** - Using Bombora's automatically refreshing data platform, Merkle B2B gathers timely insight into purchase intention and interest.
2. **Customize content** - Intent data allows Merkle B2B to tailor content strategies around topics and subjects that are actively being researched and will resonate most with potential customers.
3. **Engage early** - With these insights and the ability to deliver personalized content, Merkle B2B is able to engage with potential customers prior to the buying process.

“Our goal with every data provider is to deliver the most relevant ads. Bombora's intent data is already valuable for helping us identify which parts of our clients' target audiences are likely to engage.

Now, with their automatically refreshed audiences, we always know which companies to pursue with targeted advertising.”

Brian Jones, SVP Global Head of Performance Advertising & Biddable Media at Merkle B2B

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“Bombora's Intent data has helped us better understand the organic and potential demand for our clients' products and services. It enables us to engage a brand's potential customers before the buying process even begins.”

Bob Ray,
Head of Agency Service
at Merkle B2B

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