

Company Surge™ in Salesforce

Data that transforms the way you work.

Artificial Intelligence is transforming the way we work. Built directly into the Salesforce Platform, Salesforce Einstein delivers advanced AI capabilities that help sales reps and marketers be smarter and more productive.

Behind every AI-powered recommendation is data. As the leading provider of B2B Intent data, Bombora has partnered with Salesforce to intelligently surface this information directly into your workflow.

Bombora's data aligns your sales and marketing teams, enabling them to base their actions on the knowledge of which target companies are researching what topics, and the intensity of that consumption. Using this information, marketers can drive more qualified demand into the funnel while sales can prioritize accounts and win more business.

What is Intent data?

Bombora tracks the content consumption of business users at nearly three million companies across the B2B web and measures spikes in research activities for certain topics, products or services. We call this *Intent data*.

Using Intent data, Bombora identifies which of your target companies are actively researching your products and services, signaling when and what they want to hear from you. These are called *surging companies* and the intensity of the surge is scored across a range from 0 to 100 for your relevant topics.

Improve sales and marketing effectiveness using Intent data in Salesforce to:

- Prioritize key accounts demonstrating intent on relevant topics to focus on the highest percentage prospects.
- Get greater context into the topics of interest for each target account to customize engagement and have better quality conversations.

For further information please contact us via bombora.com/contact or on +1 (646) 759 8900.



available on
AppExchange

Factors used to identify surging B2B companies:



Topic consumption by interactions
The number of interactions from a company on a particular topic compared to two years of historical data



Topic consumption by unique users
The number of people researching a topic from a particular company compared to two years of historic data



Weighting of interaction types
A unique weighting of each of the interaction types captured (e.g. article reads, searches, downloads, registrations, etc.)



Mean topic relevancy
The density of the article on the topic of interest (i.e. is the topic the focus of an interaction or mentioned tangentially?)



Engagement metrics
The depth of engagement that a company has per interaction (e.g. scroll velocity, dwell time, etc.)

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