

Using Company Surge[®] Intent data with Triblio

What does Triblio do?

The Triblio Account Based Marketing (ABM) Platform leverages AI and Bombora's Intent data to help marketing and sales teams identify target accounts and orchestrate multi-channel campaigns at scale. The platform impacts pipeline by:

- Reaching the right buyers with account-based advertising
- Engaging the entire buying group with web personalization
- Activating sales at the right time with the right messaging

How does Triblio use Intent data?

1. **Dynamic targeting** - Triblio dynamic audiences can be filtered by Bombora Intent topics and Company Surge[®] scores to automatically add and remove accounts from campaigns based on intent.
2. **Smart Score** - Bombora data feeds directly into the Triblio Smart Score, a live summary of your accounts' key behaviors across all online, offline, 1st, and 3rd party channels.
3. **Sales insights** - Triblio augments its account insights with Bombora Intent data, making all account insights available in a single pane of glass in CRM, Triblio, or email.

What are the benefits:



Automatically start and pause campaigns for the right accounts, at the right time, through ads, web personalization, emails, and even sales outreach



Use best-practice account segmentation with Bombora Intent topic clusters, and prioritize based upon topic interest



Understand the market landscape to inform sales around topic research patterns, track interest in competitors, and find churn risks

Some other businesses doing this include:



Triblio

bombora

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

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