

Using Intent data with Uberflip

What does Uberflip do?

Uberflip is a cloud-based content experience platform that empowers Business-to-Business (B2B) marketers to create personalized content experiences at scale. By providing marketers with the tools they need to boost engagement, generate leads, and fuel demand generation, they can better leverage content across every stage of the buyer journey.

How does Uberflip use Intent data?

1. **Deliver content recommendations** - Intent data allows Uberflip to identify what topics users are most interested in based on previous browsing online research activity, enabling predictive content recommendations.
2. **Build robust content strategy** - Intent data allows Uberflip to visualize in real-time how well marketer's content strategy is aligned with their desired audience, enabling better content planning.

What are the benefits of using Intent data?



Increase funnel velocity - Move prospects through the funnel faster by enabling content 'bingeing'.



Decrease bounce rates - Keep prospects on your site longer by serving up the right content at the right time.



Personalize at scale - Create 1-to-1 content journeys for each visitor using intent-based recommendations.



Improve sales efficiency - Prioritize and customize conversations by automating the content selection process.

“Uberflip AI helps us deliver personalized content recommendations as part of our nurture campaigns. The personalized experience has helped us drive highly engaged visitors, with an average of seven page views per visit. This has a huge impact in accelerating prospects through the funnel.”

Lisa Kenney
Principal Demand
Generation Marketing Manager

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For further information please visit bombora.com or uberflip.com

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