

Company Surge® for Salesforce

Sales made simple

The difference between a cold lead and a hot prospect is an intelligent data signal that sales can confidently take action on. As a leading provider of B2B Intent data, Bombora has partnered with Salesforce to integrate its Company Surge® data seamlessly into your go-to-market motion.

Bombora's Company Surge® data aligns your sales and marketing teams, enabling them to base their actions on the knowledge of which target businesses 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.

Capture B2B Buying Intent

Bombora operates the first and largest cooperative of premium B2B publishers, marketers, agencies, technology providers, researchers, and events firms, that collects anonymous, visitor content and consumption data. This data is used to determine the business buying intent of 2.8 million businesses across 9,000+ topics related to B2B products or services. From this comes Company Surge® Intent data. It arms you with insight into which of your target organizations are more actively researching your products or services compared to historic baselines - indicating intent to take action.

Centralized control; Decentralized value

While data shared throughout your system of record enables many cross-functional use cases, it comes with the added challenge of data hygiene and integrity. The new Bombora Admin Portal allows Salesforce administrators to self-govern both user access and data ingestion throughout the entire Salesforce instance. Administrators can:

- Authenticate flow of Bombora data into Salesforce
- Define business specific domain-matching rules for cleaner data and higher match-rates
- Manually trigger the integration sync process for increased deliverability
- Add dynamic widgets to account and lead page layouts
- Create custom objects for ease of use within reports and list views

For more information please visit bombora.com/integration/salesforce/

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