

Triple digit sales growth amid a pandemic using Company Surge® Intent data for HubSpot

Hornbill is a global leader of cloud-based workflow application software for IT, HR, security, and customer service teams. Its motto ‘making life at work better’ is at the heart of the business and how it differentiates in the competitive IT service management and workflow automation space.

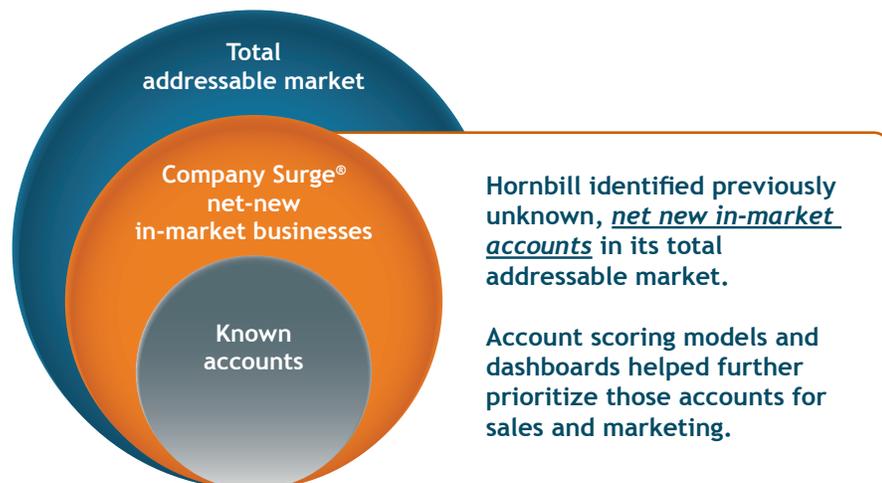
The challenge: limited universe of target accounts and the COVID-19 pandemic

As a growing business, Hornbill knew it had to ramp up its marketing and sales programs to meet its aggressive goals. The problem: it had a limited universe of target accounts to market and sell to in its HubSpot database. Furthermore, the COVID-19 pandemic hit causing Hornbill to radically change its marketing channel mix to digital lead generation.

Expanding Hornbill’s database with Bombora’s net-new, in-market accounts data for HubSpot

While researching contact provider platforms, Hornbill’s Head of Digital Marketing Trevor Killick learned about Intent data and that quickly led him to Bombora’s Company Surge® Intent data.

Hornbill purchased the Company Surge® integration for HubSpot and became an early adopter of Bombora’s net-new, in-market account feature to expand its universe of target accounts. Each week, Bombora automatically delivers net-new in-market accounts to its HubSpot database.



“We researched other Intent data providers, but Bombora’s offering was so good we instantly discounted the other providers.”

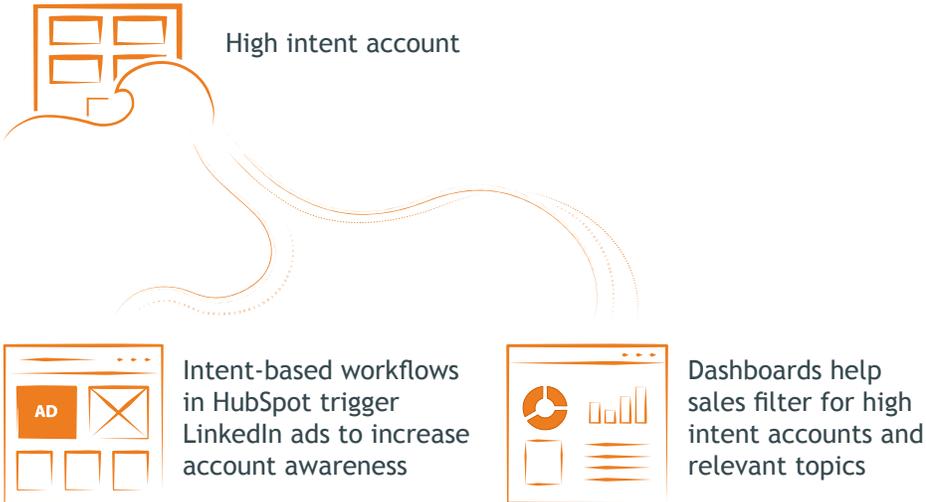
Trevor Killick,
Head of Digital Marketing,
Hornbill

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Intent-based workflows and dashboards increased sales and marketing efficiency

Trevor created sales dashboards and account scoring models that further prioritized those accounts for sales and for LinkedIn marketing. When an account has a high account score, the salesperson can filter for the account, the relevant Intent topics and for how long the account has been showing interest. Simultaneously, HubSpot workflows trigger LinkedIn ads to target those same accounts to increase awareness.



“ We knew we wanted to take advantage of the net new in-market feature right away and we’ve seen so many opportunities come through as a result. Even with the COVID-19 pandemic, we have delivered triple digit growth and Bombora has played a big part.”

Trevor Killick,
Head of Digital Marketing,
Hornbill

Hornbill identified 900+ net new, in-market accounts resulting in dozens of active sales opportunities

Within six months, Hornbill has seen incredible results using Bombora’s Company Surge® Intent data and the net new in-market feature for HubSpot. Over 900 net new accounts that match Hornbill’s target market have been created in its HubSpot database, resulting in dozens of active sales opportunities.

OVER 900

net new, in-market accounts identified

DOZENS

of active sales opportunities

For further information please contact sales@bombora.com.

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