

Close more cloud business with the same sales effort using Bombora Company Surge[®]

Only 15% of buyers are in-market at a given time. How can you find those businesses who are ready to buy, before your competitors do?

Intent data is the answer.

What is Intent data?

Intent data tells you when buyers are actively researching online for a solution, and which products and services they are interested in, based on the web content they consume.

Intent data success in the industry

Hundreds of customers across other highly regulated and secure industries including Fortune 100, cyber security, and technology, partner with Bombora to build sustainable growth strategies.

“Bombora and LinkedIn helped drive a 41% lower cost-per-registration than the business-as-usual tactics used in the previous quarter.” -[IBM Executive](#)

“Our Intent-fueled Account-Based Marketing campaigns have blown away our executives and sales teams by their performance and immediate impact on our business. The fact that we have consistently increased our investment and have proven ROI speak volumes.” -Heather Sutherland, Senior Director of Demand Generation at [Cloudera](#)



41% lower cost-per-registration on LinkedIn ads



271% ROI for display ads and 33% decrease of sales cycle

Our data

We're not just the leader in B2B Intent data.

We invented it.

Our data isn't siphoned or scraped – it's directly collected, with consent, from our proprietary data source, the Data Co-op.

- ✓ Proprietary Co-op: 5,000+ publisher websites
- ✓ ~11,000+ business topics tracked
- ✓ ~30 billion Intent signals monitored every month
- ✓ Over 4 million businesses tracked

Security & Compliant

- ✓ CCPA compliant
- ✓ GDPR compliant
- ✓ 100% of data ethically sourced

Connect faster with your buyers using the industry's most comprehensive and privacy compliant Intent data.

[Request a demo.](#)



bombora

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Integrations with the platforms cloud computing businesses already know

Seamlessly access our data across your key systems to enable your team to work smarter with the resources you have and are familiar with.



Return on investment

“We work across six key verticals and six key workloads...these are really massive deals in enterprise B2B. You may knock on one door and not get in, but Bombora helps us understand if we run into a wall, where is the open door to go through next?”

We achieved 4x the SDR benchmark meeting rate consistently. Doing this at scale for one-to-many is unheard of, but we’re doing it because we have the right partners.” -Andi Quilalang, Mgr. of Account-Based Marketing at [Snowflake](#)

How can Intent data work for cloud computing businesses?

Bombora tracks many of the leading B2B brands to notify you when competitive organizations and relevant topics are being researched by prospects or current clients. There are hundreds of topics related to your industry that your prospects are interested in right now, like:

- ✓ Amazon Web Services (AWS)
- ✓ Azure Kubernetes Service (AKS)
- ✓ Cloud VOIP
- ✓ Data storage
- ✓ Digital transformation
- ✓ Equinix
- ✓ Google Cloud
- ✓ Virtual firewall
- ✓ Wireless LAN

Share relevant content that resonates

Based on the topics your accounts are researching, you can personalize your outreach and make it relevant to the buyer’s interests.

Prioritize your team’s time

Use Intent data to advance open opportunities and identify which accounts you should prioritize each week.

Upsell or cross-sell revenue

Intent data can help reps identify additional products or solutions a customer might need to help land cross-sell, upsell, or expansion revenue.

Reduce customer churn

See when existing customers are looking for something you sell or are looking at your competition and may be at risk of churning.

For more information, visit bombora.com/.