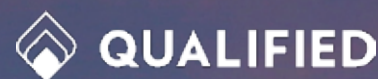


Using Company Surge[®] Intent data with Qualified



What does Qualified do?

Qualified is the pipeline generation platform for revenue teams that use Salesforce. Leading B2B brands such as Adobe, LaunchDarkly, SurveyMonkey, ThoughtSpot, and VMWare trust Qualified to grow their pipeline by tapping into their greatest sales & marketing asset—the corporate website—to identify your most valuable buyers, instantly start sales conversations, convert outbound and advertising traffic, and uncover signals of buying Intent. Customers that use Qualified report a 10X increase in sales meetings, a 4X increase in lead conversion, and a 6X increase in pipeline.

How does Qualified use Intent data?

- 1. Identify accounts that are in-market to buy** - Using an AI-based model, Qualified Signals combines first-party website engagement and third-party research Intent data to provide a comprehensive view of account-based buying Intent. Use these insights to target sales-ready accounts and nurture those in research mode.
- 2. Focus prospecting efforts** - Understand an account's place in the buying journey, and the products and services they're most interested in. Use this data to prioritize the right accounts, at the right time, with the right message.
- 3. Personalize sales and marketing messages** - Identify and target high-intent accounts with personalized outbound emails and ad campaigns. Reference recent website engagement and content consumption across third-party sites, then drive traffic back to your site for a real-time sales conversation.

What are the benefits of this?

- See a 360-degree view of account-based buying Intent
- Grow pipeline more intelligently
- Prospect smarter and maximize productivity
- Engage prospects earlier in the buyer journey
- Create opportunities to cross-sell, upsell, and reduce churn

For more information, please visit bombora.com or qualified.com/signals.

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