

# Bombora for Financial Services and Banking

Can you identify leads earlier? According to Gallup only 1 in 10 of business banks' developed leads are somewhat 'early stage.' This means that 90% of business leads have already been researching solutions and meeting with your competition.

## What is Intent data?

Intent data is sales and marketing intelligence. The data is directly collected with consent, based on the actions of your buyers online and the content they consume (white papers, competitors, blogs, webinars, articles, etc.). This ensures you are able to accurately identify when a business is in-market to purchase.

Bombora amplifies your engagement and campaign success by providing a holistic view of your buyer's intent, their stage in the buying journey, and the topics that will be most effective to drive action and help you create a meaningful dialogue.

## Commercial success

*“Our other data providers didn't give us that layer dimension of intent. We did a review of other viable options, and nothing really compared to Bombora. From day one what Bombora was selling and the innovations they were planning fit perfectly.”*

- Senior director of marketing data, financial services

**Bombora's B2B Intent data delivered a net present value (NPV) of \$4.2 million and an ROI of 342% according to Forrester's Total Economic Impact™ Study.**



6x Closed/won businesses showed significantly more research activity

## Large financial services organizations

+18% better conversion rates  
+30% faster sales velocity up to  
-10% Reduced customer churn



Decreased Cost-Per-Lead for LinkedIn ads by 47%

## Global enterprise tech

2x increase in average deal size



Reduced sales cycle by 33%

## Major credit card processor

3<sup>rd</sup> strongest predictor of a win in data science model

## Bombora's data

- ✓ Proprietary Co-op: 5,000+ publisher websites
- ✓ 100% Opt-in & ethically sourced
- ✓ ~10,000+ Business topics tracked
- ✓ ~16 Billion monthly content consumption events
- ✓ 4 Million unique domains in Company Surge® data set

*“All the depth of data they have, contact information, historical information, payment credit, it's great. Having [Intent data] fused into that process makes their data even better.”*

- Senior director of marketing data, financial services

## Applications & integrations

Data portability at the core



and many more...

## Data community



Hundreds of customers across other highly regulated and secure industries including Fortune 100, Cyber Security, Healthcare, and Audit Firms

# Why Bombora for banks and financial institutions

Integrations into your key systems are fast and secure to enable your team to work smarter with the resources you have.

## Relevant opportunities, faster

Rapidly identify accounts that are a part of your ideal customer profile (ICP) and in-market for your services.

## Prioritize your team's time

Ensure your team is spending their time more effectively with a weekly prioritized prospecting list. From distributed bankers to SDRs, easily answer the question of who to target each week.

## Place your brand top-of-mind

Help shape the narrative and thinking of prospects by getting into the conversation early-on, before the competition.

## Know what they want to buy

Businesses are looking for capital or experiencing cash flow issues. Gain insight before your first touch point with a prospect by knowing what products and competitors they are looking at.

## Increase wallet share, reduce churn

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

## Uncover your dark funnel

Sure you have a list, but what about those businesses you don't know about? With Bombora, you can uncover accounts you did not even know about in-market for your services.

## How does it work for business bankers, and financial & investment firms

Bombora's patents - awarded & pending - cover the analysis of content consumption by businesses, the identification of business identity, and the use of machine learning to measure changes in purchase intent.

Bombora tracks many of the leading bank brands and financial solution providers to notify you when competitive brands are being researched by prospects or current clients. There are hundreds of topics related to your industry, like:

- ✓ Business banking providers
- ✓ Business checking
- ✓ Business loans
- ✓ Small business loans
- ✓ Business expansion
- ✓ Merchant services
- ✓ Mergers and acquisitions
- ✓ 100+ more topics, including your competitors

## Secure & compliant

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



For more information, please contact [sales@bombora.com](mailto:sales@bombora.com).

**bombora**

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