

Using Company Surge[®] Intent data with Intentsify

The Intentsify logo consists of three vertical bars of varying heights to the left of the word "INTENSIFY" in a bold, sans-serif font. The background of the right side of the page is a vertical gradient from blue at the top to orange at the bottom, with a white dotted line curving down the left edge of this section. The background image is a sunset over a beach with waves and mountains in the distance.

INTENSIFY™

What does Intentsify do?

Intentsify arms B2B organizations with the buyer and account intelligence, as well as the activation tools and programs, required to deliver GTM strategies that increase pipeline and accelerate revenue creation. The Bombora-Intentsify integration enables B2B teams to fuel their strategies with more comprehensive Intent-driven account intelligence and execute those strategies more efficiently and effectively.

How does Intentsify use Intent data?

1. Synthesizes data for holistic intelligence – Intentsify’s Intelligence Activation Platform synthesizes multiple Intent datasets into a comprehensive view of the B2B buyers’ research activities throughout the customer life cycle.
2. Verifies Intent insights for accuracy – Intentsify’s platform corroborates Intent signals across multiple sources, synthesizing shared signals into a broad, accurate view of your buyers’ evolving interests and mindsets.
3. Activates Intent-driven intelligence – Intentsify’s Demand Activation Programs convert account intelligence into meaningful engagements—via content marketing and digital advertising channels—ensuring the right accounts get the information they need, when they need it.

What are the benefits of this?

- Access Bombora Company Surge[®] Intent data within Intentsify’s platform to synthesize disparate Intent signals into holistic buyer and account intelligence.
- Cross-verify multi-sourced Intent signals against each other to ensure your GTM strategies are based on the most accurate, up-to-date account insights.
- Execute your Company Surge[®]-driven strategies with speed, accuracy and efficiency, improving the customer experience and scaling pipeline value.

For further information, please visit bombora.com or [Intentsify.io](https://intentsify.io).

bombora

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