

Using Company Surge[®] with 2X Marketing



What does 2X Marketing do?

Next 2X empowers marketing leaders to transform their operating model and unlock the full potential of their Bombora investment.

Our managed-services model provides best-practice execution with offshore labor economics that delivers marketing scalability, greater impact & efficiency.

How does 2X Marketing use Intent data?

- 1. Intent-Driven Content Production:** Develop and customize timely and relevant content with keywords that match trending Intent based on insights from Bombora's Company Surge[®] Intent data.
- 2. Real-time Visibility into Account Engagement:** Combine 1st and 3rd party Intent data to provide real-time visibility into engaging accounts at different levels to drive the right actions and prioritization across sales and marketing.
- 3. Sales Prioritization & Enablement with Intent data:** Ongoing account research by dedicated data analyst ensures new, relevant accounts are constantly targeted via the Company Surge[®] list so sales teams conduct more effective outreach efforts.

What are the benefits?

2X Marketing serves as an end-to-end partner that helps:



Orchestrate Bombora Company Surge[®] Intent data



Make recommendations based on insights extracted



Extend into execution to run Intent-driven marketing campaigns at scale based on B2B marketing best practices

For more information, please visit bombora.com or [2X.marketing](https://2x.marketing)

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