

Using Company Surge® Intent data with Ebsta



What does Ebsta do?

Ebsta is a Revenue Intelligence Platform that helps B2B organizations drive predictable revenue growth. By benchmarking historical performance to score relationships and deals in real-time, revenue teams have the actionable insights they need to build more pipeline faster, close more deals faster, and retain and expand more customers.

How does Ebsta use Intent data?

Prioritize the best accounts and contacts - Ebsta leverages Company Surge® Intent data to help increase engagement with the right people at the best accounts.

Improve forecasting accuracy and pipeline visibility - Ebsta analyzes the influence of Company Surge® Intent data to intelligently score deals in real-time, helping to identify risk faster and improve win rates.

Optimize sales performance - By benchmarking historical performance, Ebsta helps highlight the right sales activities to close more deals faster.

Achieve predictable revenue growth

- Close more deals faster by prioritizing high-quality engagement with the best accounts
- Improve forecasting accuracy and pipeline visibility by scoring deals in real-time and discovering actionable insights to increase win rates
- Improve relationships through the customer lifecycle to reduce the risk of churn and identify more up-sell and cross-sell opportunities
- Build better alignment between marketing, sales and customer success teams by benchmarking historical performance

For more information, please visit bombora.com or ebsta.com

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