Using Company Surge® Intent data with Dun & Bradstreet

What does Dun & Bradstreet do?

Dun & Bradstreet offers the data to reach the right audience, ignite the right conversation, and win deals:

- Marketing teams reach the right audience by targeting the right buyers+ at the right time, with the right message
- Sales teams prospect smarter by identifying the buyers most likely to convert, and nurture accounts with personalized intelligence
- Data & RevOps teams clean and consolidate customer records to drive data-driven decisions throughout the business

Dun & Bradstreet offers the faster route to turn data into insights, insights into opportunities, and opportunities into revenue.

How does Dun & Bradstreet use Intent data?

1. **Pair Bombora Intent with 165+ prospect filters to find your next customer** and isolate ideal prospects, prioritizing pre-engaged targets among Dun & Bradstreet Data Cloud's 514M+ total business records.

2. **Research and nurture priority accounts** by coupling Bombora Company Surge® data with Dun & Bradstreet's contextual data like alerts, analyst research, corporate families, competitive insights, and technology stack.

3. **Fuel analytic platforms and propensity models** by integrating Bombora Company Surge® and Dun & Bradstreet Data Cloud directly into your data science and analytics platforms, propensity models, or agency engagements.

What are the benefits of this?

Prioritize the prospects most likely to buy, allowing Bombora Intent to uncover the prospects already in-market for your services.

Ignite more meaningful, informed, personalized conversations with customers, leveraging Company Surge® intelligence to know what's top-of-mind for your customers.

Elevate ongoing marketing and sales activities by integrating timely Intent data into your go-to-market models.

For more information please visit bombora.com or dnb.com