

Using Company Surge[®] Intent data with Lusha



What does Lusha do?

Lusha is a B2B go-to-market intelligence platform which empowers sales and marketing teams to identify, engage, and close qualified prospects thanks to accurate, fresh, and accessible data.

Lusha's crowdsourcing approach ensures that teams from organizations of all sizes have access to accurate contact data, allowing them to reach the right people at the right time.

How does Lusha use Intent data?

1. **Detect in-market businesses** that are searching for your solution.
2. **Analyze business behavioral signals** using AI and machine learning algorithms.
3. **Turn buying signals into actionable insights** by combining accurate contact data and advanced prospecting capabilities.
4. **Enable sales teams to conduct "Warm Outbound"**—as opposed to cold outreach—giving them the ability to prioritize and personalize their engagement.

What are the benefits



Identify potential buyers sooner—Target accounts that are actively looking for a solution you offer



Increase conversion rates—Create personalized messaging based on your audience's intent



Achieve faster deal cycles—Prioritize your outreach with company-level Intent scores

For more information, please visit [bombora.com](https://www.bombora.com) or [lusha.com](https://www.lusha.com)

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