

# Using Company Surge<sup>®</sup> with Octane11 B2B Analytics

OCTANE11

## What does Octane11 do?

Octane11 gives B2B marketing leaders complete visibility and control across every campaign, channel, and vendor. The Octane11 platform automatically connects, enriches, and transforms your siloed marketing and sales data specifically for B2B to deliver account - and campaign-level analytics that simplify decisions, deliver more sales intelligence, and save you time.

## How does Octane11 use Intent data?

Octane11 delivers the industry's most complete "F.I.R.E. Score" (Fit, Intent, Recency, and Engagement) based on 100% of your multi-channel marketing data and Bombora's Company Surge<sup>®</sup> data - across all clients and prospects.

Bombora Company Surge<sup>®</sup> data is embedded throughout Octane11's campaign and account analytics so marketers and sales personnel can analyze performance by Intent clusters and firmographics.

## What are the benefits?



**Deliver more leads** - Octane11's "F.I.R.E. Score", which combines Bombora Company Surge<sup>®</sup> with multi-channel campaign engagement data, helps marketers deliver more high-value leads and helps sales teams to prioritize and close more new business.



**Provide more visibility** - With Octane11 and Bombora Company Surge<sup>®</sup>, B2B marketers gain a complete picture of ALL paid, owned, and earned marketing channels, so they can drive smarter decision making, improved budget optimization, and greater revenue impact.



**Improve performance** - By analyzing messaging, tactics and complete customer journeys through the lens of Bombora Company Surge<sup>®</sup> and firmographic filters, marketing teams can continuously test, learn, and improve performance across the most important accounts.

For more information, please visit [bombora.com](https://bombora.com) or [octane11.com](https://octane11.com)

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