

# Translating Brand Relationships into Partnership Value

Connect to client campaign needs and end-user wants:  
Five powerful strategies for media agencies

**78% of consumers are more likely to make repeat purchases from brands that personalize.**

— McKinsey & Company

- Leverage Intent data to create in-depth customer profiles.
- Create narrow, target account lists with audience data that speaks to high customer intent.



**1**  
Audience profiling

**B2B buyers consume an average of 13 content pieces before deciding on a vendor.**

— MarTech.org

- Use Intent data to identify relevant topics and themes.
- Effectively distribute content to the accounts with the highest probability of conversion.

**2**  
Content targeting



**87% of B2B marketers surveyed reported that their ABM initiatives outperform their other marketing investments in ROI.**

— ITSMA

- Identify the most vital intent trends and firmographics within your customer's ICP list.
- Use Intent data to refine customers' existing lists and capture demand in real time.



**3**  
ABM execution

**Ad placement and audience targeting are the top ways advertisers drive more demand.**

— HubSpot

- Determine the best content approach based on historical intent trends.
- Focus campaign efforts and budget on accounts most likely to convert.

**4**  
Programmatic optimization



**87% of buyers want to self-serve part of their buying journey.**

— TrustRadius

- Increase lead quality and quality by growing the number of businesses researching with high intent.
- Foster stronger partnerships through data-driven decision-making.



**5**  
Data-driven measurement

**Results that matter.**

Discover how Inbox Insight, a leading demand-generation agency in EMEA, used Bombora's Intent data to generate a 133% increase in conversion rate and a 111% increase in click-through rate for its client's campaigns.

[Explore the case study](#)

How can you get results like Inbox Insight?

Reach out to our Audience Solutions team to get started via [AudienceDesk@bombora.com](mailto:AudienceDesk@bombora.com)

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