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.

<u>— McKinsey & Company</u>

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

Audience profiling

2

Content

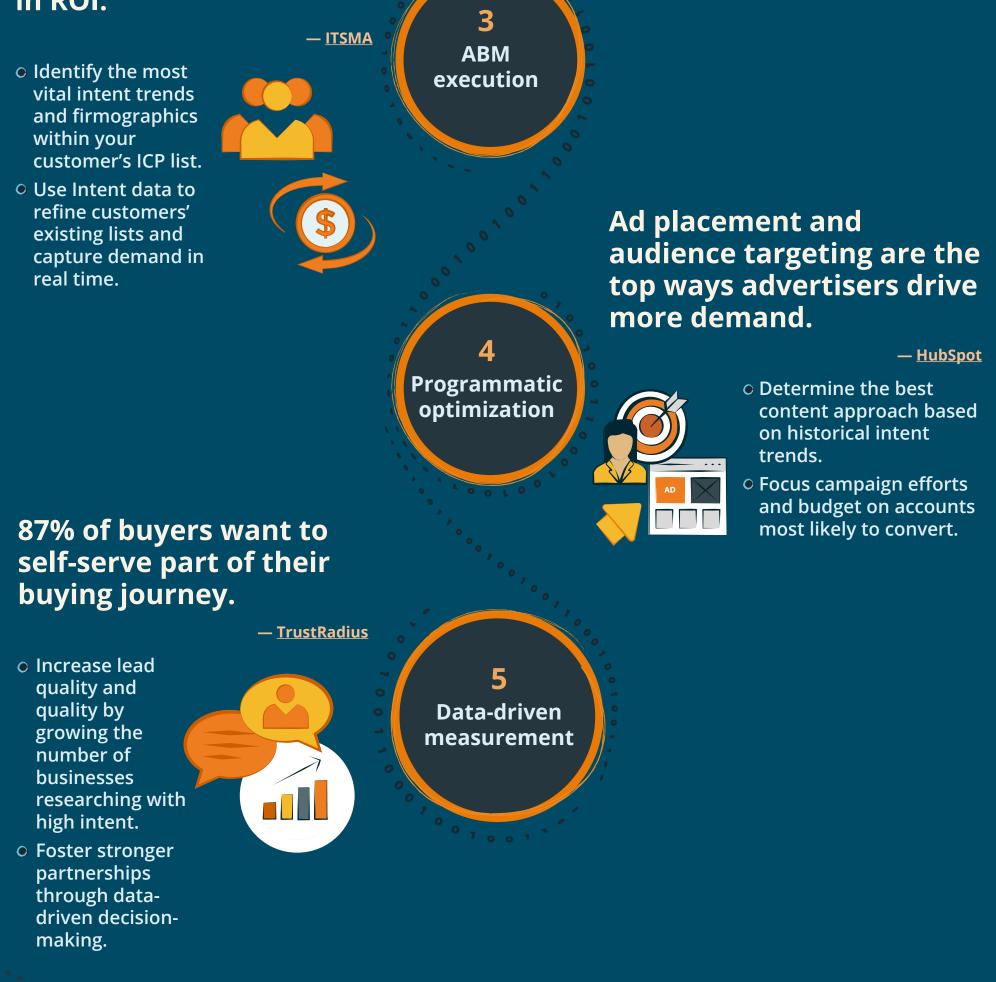
targeting

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

— <u>MarTech.org</u>

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

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



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

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