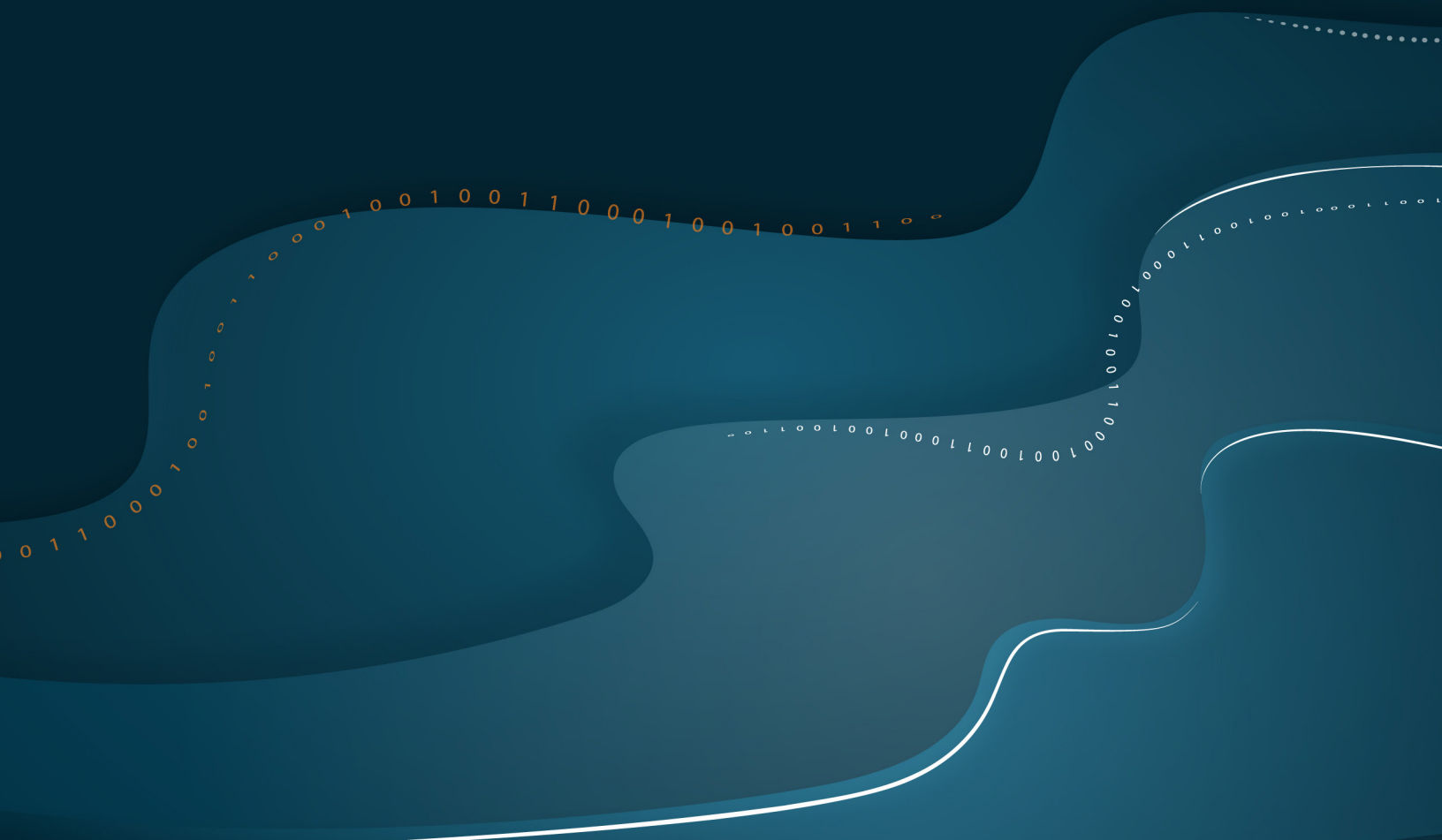


bombora®

# How to Go to Market Confidently in 2023, Using Company Surge®

Bring clarity to your B2B demand generation plays and accelerate Intent-based marketing across your enterprise buying journey.



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# Introduction

In B2B marketing, we may wear many hats, but ultimately we're tasked with two critical objectives:



1. Get to know our customers better than they know themselves.



2. Meet them where they are with the right information at the right time.



3. Drive sales and brand awareness to increase revenue.

But how can we do that effectively in today's rapidly changing environment, where enterprise buying committees can be composed of well over a dozen people in widely varying roles, who may not even communicate effectively with each other?

The answer is Intent data. In simple terms, Intent data is information that indicates prospects' level of interest in a particular product or service online. It includes prospects' web searches, the pages they visit, and the content they consume. What's the catch? Not just any Intent data will do.



**Intent data** is the structured collection of all the digital breadcrumbs these buyers leave behind as they consume content across different sites on their research journey.

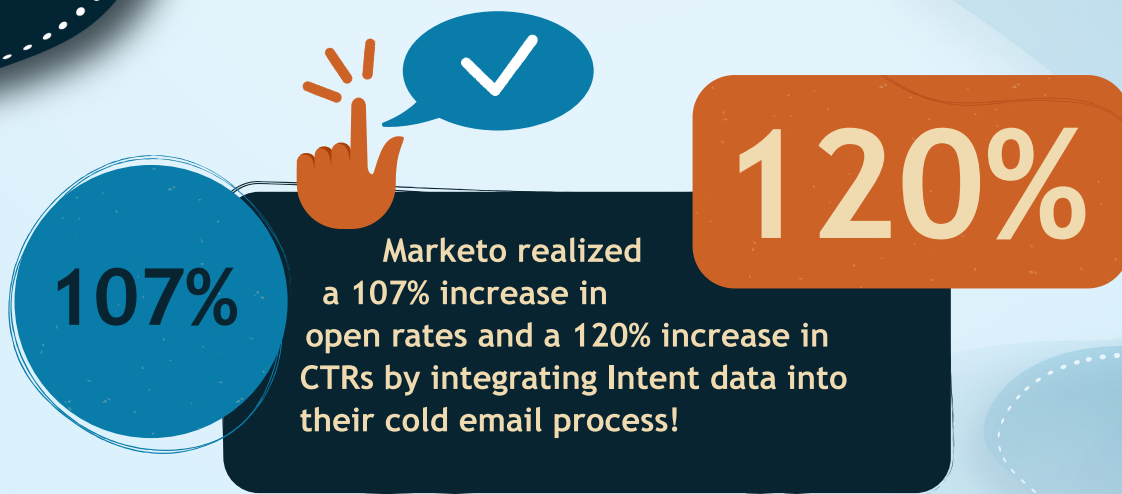
## What is Intent data?

As we mentioned, today's B2B buying committees can be composed of dozens of different roles spread across a business, and they typically have different objectives in mind. The CTO might be trying to determine how well a SaaS solution fits with their current tools and infrastructure, while the CFO may be focusing more on cost management and financial stability.

Regardless of how well (or poorly) all of these different roles communicate with *each other*, they all do *one thing* when considering a new marketing technology solution: Research.

(...and they usually do most of this research online.)

## The impact of Intent data



# What makes Bombora's Company Surge<sup>®</sup>, a type of Intent data, different?

When collecting third-party Intent data from the web, there are two main methods:

## Bidstream data

Bidstream Intent data is scraped from websites via ads and shared on ad exchanges. It relies on the keywords on a page to determine the intent of the content, and it's collected without regard to user safety or privacy. Using bidstream data can put you in violation of General Data Protection Regulation (GDPR) and other user privacy regulations.

## Co-op data

Compared to bidstream data, co-op Intent data is collected with permission from a group of sites that opt into a data-sharing cooperative. These sites ensure all the browsing data is collected with consent. Members of the co-op install a dedicated tag that assesses the page's content and classifies the true topic of each piece.

Not only does Bombora use co-op Intent data, we invented it.

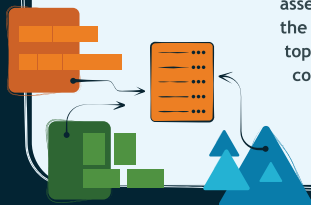
We own the largest privacy-compliant co-op, capturing over 16 billion average monthly content consumption events from over 5,000 of the top B2B sites on the web – big sites like WSJ, Bloomberg, and Forbes.

If a business is researching a topic in the B2B space, we know about it.

### Do you know where your Intent data comes from?

#### Co-op Intent data

Co-op Intent data is collected with permission from a group of sites that opt in to a data-sharing cooperative. These sites ensure all the browsing data is collected with consent and install a dedicated tag that assesses the content on the page so the true topic of each piece of content is classified.



#### Bidstream Intent data

Unlike co-op data, bidstream Intent data is scraped from websites via ads and shared on ad exchanges. Bidstream data relies on the keywords present on a page to determine intent (vs. understanding the actual meaning of the article) and is collected without regard to user safety or privacy. GDPR compliance is questionable at best.





# Why should enterprises care about Intent data?

We all know that capturing and using first-party data (the data you collect from your own digital properties) is essential, but [adding in third-party Intent data can give you next-level superpowers:](#)

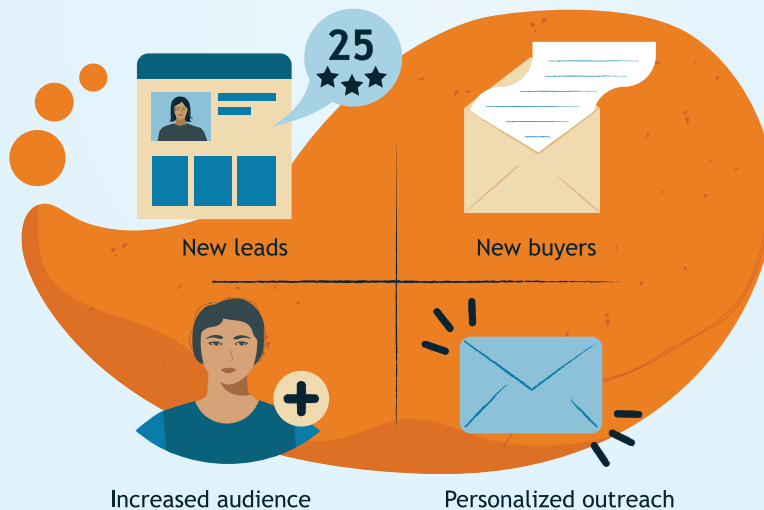
- Want to find new in-market prospects who haven't landed on your site yet?  
*Check.*
- Want to know which stage of the buying journey a prospect is in, so you can reach out with just the right product cheat sheet, customized demo link, or marketing asset?  
*No problem.*
- Want to know if one of your current customers is actively considering moving to your competition?  
*We got you.*

Incorporating third-party data can give you huge efficiency and effectiveness gains across your marketing funnel, especially when integrated with the market's leading B2B software and service providers, like Salesforce, HubSpot, and LinkedIn. Yes, we got you here too.

From generating leads using a robust lead-scoring process to gaining competitive intelligence on your prospect's purchase intent, here are just a few ways third-party Intent data can be a game-changer for your business.

Using Intent data in Keyfactor's existing funnel resulted in an 86% increase in pipeline in a single year, and improved SDR efficiency by 84%.

## Benefits of using Intent data



# Amplify your digital marketing strategy: How to boost engagement with your target ICP

## Identify and segment target accounts

### What makes a good enterprise target account?

As world-renowned copywriter Gary Halbert once said, selling burgers to a [starving crowd](#) is always the easiest. Yet, we often find ourselves with target account lists lacking prioritization and alignment with our demand-generation goals. Regardless of the distinctiveness and urgency associated with each account, they all appear identical on a spreadsheet.

If you're frequently asking questions like:

- Which accounts do I target, and with what message?
- When should I run this campaign?
- How big is the audience I can and should reach?
- Who is showing intent now?
- What topics are my accounts actively researching and showing an increase in?



Building a target account list incorporating third-party data can give you valuable, unique insights, enabling you to identify which businesses are researching your relevant Intent topics right now.

Looking at [Intent topics more broadly](#) also allows you to uncover new accounts showing an increased interest in your topics, which you likely wouldn't have uncovered otherwise.

With the growing complexity and speed of change of the B2B buying process – including more perceived starts and stops and increasing involvement from key influencers like CEOs and [CFOs](#) – it's getting harder for marketers to keep up and accurately predict their quarterly and annual planning.

Using Intent data to find and prioritize your customers based on their level of interest ensures that you're approaching the right accounts at the right time, regardless of the makeup of their buying committee or internal processes.

Learn how SugarCRM used Bombora's Company Surge® to uncover an additional [\\$2 million in hidden pipeline.](#)

## Plan marketing activations based on purchase intent (research volume)

Once you have your audience, how do you know which marketing efforts and content will be most effective now?

Without Intent data, these decisions are usually led by localized feedback from sales, business needs, and industry reports; or assumptions and estimations. While none of these are necessarily bad, they're much less effective indicators of marketing success than being guided directly by your customers' actions.

Bombora tracks a list of over [13,000 unique B2B topics](#). By knowing which of these topics your customers are currently researching, and aligning your marketing appropriately, you can pique their interests most effectively and maximize your ROI.

Check out the process Unity used to get a [5% increase in CTR](#) on Intent-guided display ads for their Metaverse webinar!

## Create an intuitive content production workflow

### Know exactly which content to create at any given time across the funnel

What determines the type of content assets your team outlines and brings to life every quarter? Furthermore, how do you assess the gaps that exist in your content marketing campaigns?


Is there a specific value proposition or feature of your offering that resonates with your target accounts right now? Does your audience respond more effectively to thought leadership at the top of the funnel, or does your product demand more tactical information be provided upfront via one-pagers and technical guides?




Typical organizations build out a content calendar to ensure they have fresh content available throughout the year. Exceptional organizations integrate Intent data into the process to ensure their content is always tuned to resonate with the needs of their target audiences.

Bombora's Company Surge® shows you which topics are currently increasing in research with your target accounts – the topics they're most interested in and searching for *right now*.

Making Intent data critical to the development and launch of your content strategies will ensure that you're gaining insights in real time to personalize every touchpoint your prospect has with the brand.



**Note:** You can use this data across your entire account base or at the individual account level, and this information can help drive all types of content, from blogs and articles to ads and emails across a robust omnichannel marketing strategy.



Read how Turtl increased its meeting creation rate by over 300% by triggering personalized email sequences when interest was shown in Intent topics.

# Host remarkable experiences

## Plan an in-person event that resonates and guarantees ROI

Does your marketing events manager get overwhelmed with trying to find the right answers to questions like:

- Should we invest in this event?
- What is the right promotional mix of content assets across our paid and organic distribution channels?
- How can we enable a social selling approach at the event itself?
- Are there geographic locations that are increasing in research on specific topics?
- What topics should be on our event agenda?
- Does the event location make sense for who we're targeting?



The choice of format, topic, and timing can make or break an event.

Pick the right combo, and attendance can be through the roof. Miss any of these factors, and you can spend a lot of money, time, and effort with very little return.

With Bombora's Company Surge®, you can understand which topics are top-of-mind for your key prospects and which event types and formats resonate most with your target attendees.

This will ensure your format and topic are relevant and timely, and your event will be at the top of your target prospects' list to attend!

## Register the right attendees

Even the best event will be a miss if the wrong audience attends it.

In addition to generally ensuring [your topic resonates with your target audience](#), you can build target personas and ensure you're inviting attendees who care about the event's theme – all by using Company Surge®.

Will your event be more tactical or focused more on thought leadership?

By using Intent data, you're aligning your target accounts not just by the topic but also by where they are in their buying journey to get the most value out of your event.

If the bulk of your target accounts are between purchases, focus your event on higher-level topics. If you're looking to boost your revenue in the short term, invite accounts giving Intent signals that infer a higher propensity to buy.

“We’re aligned across sales and marketing, so when somebody’s invited to an event, it’s around the same topic they’re also seeing ads for and the same topic they’re also getting outreach from our SDRs for. And when they click on an ad and see an experience, it will be the same case study in that experience that the SDR is referencing. So no matter where they go, they get a consistent message about the same thing, through the same person, at the same time.”

— Hilary Carpio  
Sr. Director ABM, *Snowflake*


## Reach target decision-makers with messaging that matters

Just because you build it doesn't mean they'll come.

Good event attendance hinges on good advertising, but what messaging will be most effective for each account?

Using Intent data, not only can you generally tune your event topic and tone, you can also ensure each target account is served ads and invitations that are appropriate for their current stage in the buying journey.

By dialing in your messaging for each account, you increase your relevancy and the likelihood that each account will attend.



Salesforce realized a 271% ROI on their ad spend by matching the right ad with the right account at the right time.

What can Bombora's Company Surge® do for you?

## Prove the revenue (potential) impact of your events

Sure, you can measure the impact of your events through direct results (e.g. meetings booked, opportunities converted from new leads, etc.), but this usually misses the bigger picture and the broader impact your event is creating.

Draw a complete picture of the impact of your event by following the search volume for your applicable topics over time.

If you see an increase in search volume for your topics of interest in the weeks leading up to and following your events, there's a high likelihood your event outreach and follow-up caused this buzz!

You can also use this data to reach out to accounts that showed an increase in interest but didn't sign up or attend the event – *these are leads you wouldn't have otherwise captured!*

# Surface high-fit accounts

## Go to market intelligently and build a qualified pipeline

A business might fit the right mold for a good target, but in reality, there's much more involved in a buying decision than just demographic and firmographic data.

These are just a few of the questions that could determine whether a prospect would be interested in your solution or if now just isn't the right time. Furthermore, with the rise of the Revenue Operations (RevOps) function and more C-suite personas getting involved in an organization's growth roadmap, meetings are often plagued with questions like:

- Are there upsell opportunities within existing accounts we can act on?
- Are they going through any major organizational changes or internal reshuffling?
- Are they at the right stage of their buying cycle for the content we're serving them?
- What are their focus priorities for this quarter or this year?



The reality is that there are a lot of variables in addition to easy-to-assess data that determine if an account is a good target. They're virtually impossible to predict or assess from the outside.

Intent data lets you bypass all of this research and speculation. By monitoring these topics as well as firmographic data, you can easily identify high-fit accounts and how you're faring in the market to not only see who's in the market, but how to **go** to market.

Account Media reported a **10-15% increase in open rates** and a **20-25% increase in conversions** layering Bombora's Company Surge® over their audience and target account list.

**"We're also seeing many other benefits like more loyalty from our audience, lower unsubscribe rates, and fewer complaint rates."**

— Matthew Rhoades-Brown  
CEO and Founder, *Account Media*

You can also easily prioritize your account lists by understanding the degree to which each account is researching your Intent topics. Bombora makes this easy by including Company Surge® score (an account with a higher score is showing a higher level of interest).

Overlaying this score on top of your account list enables you to prioritize your marketing activations and helps your SDRs prioritize their outreach for greater efficiency and success.



## Speak your prospects' language

Identifying a high-converting target is only half the challenge. The other half is reaching out in a way that's meaningful and timely.

By understanding which topics your prospect is researching and their level of intent, you can write effective messaging that speaks to each prospect's needs and helps guide them along their research journey.

The most successful companies don't just push their solutions onto their prospects; they come alongside and show them how their solution helps them solve the particular problem they're facing.

By understanding which topics your prospects are researching, you can offer content that is consultative and helps intelligently guide buying committees toward your solution.



**“We hear our prospect sneezing, and we’re there to go offer them a Kleenex.”**

- Ben Howell  
Head of Demand Generation and Paid Digital,  
*Salesforce.com*

# “Success comes from listening to your customers.”<sup>1</sup>

This is why it’s so important to have an effective listening strategy as part of your marketing, advertising, and sales motions – because thoughtful B2B marketing is no longer an option but a must.

Using Intent data lets you see what your customers are actively researching and what topics are top-of-mind for them at any time. Using Bombora’s Intent data ensures the data you get will be accurate, compliant, and immediately useful.

Bombora’s Intent data is privacy-compliant and sourced from over 16 billion monthly content consumption events mapped to over 13,000 B2B topics on over 4 million unique domains across 5,000 of the top B2B sites in our proprietary Data Co-op.

But we don’t just feed you billions of raw events.

We use a patented method that fuses deterministic, behavioral, and Internet Protocol to Company (IP2C) data, enhanced with firmographic and demographic data, to map these events to over 2.8 million businesses. Then we compare these events to each business’s normal level of activity to understand when there’s a spike in activity.

Finally, we seamlessly integrate with your existing MarTech stack to deliver these insights directly to your marketing team, no matter which platform you use.

<sup>1</sup> \*Quote from Richard Branson, founder of The Virgin Group

## Main takeaways for B2B enterprise marketers when using Intent data

This means you're not just juggling a ton of data and sifting through it to glean what top-level insights you can parse at a glance. You're getting agility on demand with valuable information about things like:

- Which accounts are currently showing interest in the products and services you offer.
- Which upcoming topics are trending for your key accounts.
- Which of your customers are researching other products you offer, making them a good target for account expansion.
- Which of your current customers are actively researching your competition and present a churn risk.

All of this data is immediately valuable from day one. The right Intent data partner simplifies the consolidation process of your first-party data and Intent data by offering solutions integrated with systems, like Salesforce and HubSpot, which can help you optimize your spending rather than simply cut costs.

# A quick note on GDPR, ITP, and the cookieless future

Not surprisingly, privacy and user tracking regulations are on everybody's minds, and not without good reason. A common question we hear is:

**“How can we possibly target customers if we can't collect any data on them?”**

Ever since GDPR and ITP took effect, advertisers have been seeing their ad effectiveness plummet, and this will only make Intent data more critical in the years to come, but not without risk.

Intent data sourced from the bidstream can potentially expose sensitive user information that may leave the end user liable for the penalties of the violation.

But, despite the increase in user privacy and tracking regulations, Bombora users can continue to use their Intent data and get the incredible results they've come to expect with confidence and without fear of violating these new regulations. You can read more about why Bombora's Intent data is fully compliant [here](#).



## Ready to build dynamic enterprise buyer journeys using Bombora's Intent data?

Businesses of all sizes are already using Bombora's Intent data to source qualified pipelines, boost ad effectiveness, reduce CPL, and increase ROI on advertising. Still, our customers are finding exciting, new-use cases for our data all the time and maximizing their investment.

So, how will you use Bombora's Intent data?

**[Reach out today to learn more.](#)**

Bombora tells businesses which accounts are researching their products and services. With this understanding, sales and marketing teams can be more relevant and consistent, and improve performance across all activities. This Intent-driven approach revolutionizes the way businesses market and sell to other businesses through transparent data built on an ecosystem of quality, collaboration, and innovation. With direct integrations with dozens of leading data and media-buying platforms, Bombora is building a world in which business buyers value sales and marketing for its relevance, timeliness, and accuracy.



To learn more, visit [bombora.com](https://bombora.com)