Using Company Surge® with Launched

What does Launched do?

Launched helps businesses grow by increasing their awareness, engagement and revenue with Saas.

Launched is an Audience Engagement SaaS Platform and Sales Enablement tool that can be used to build campaigns to guarantee new leads, hit your targets and close deals.

- **Publishing:** Publish your content with Launched Publishing Platform that powers the world's leading technology brands

- **Awareness Campaigns:** Build campaigns designed to build top of the funnel awareness through native advertisement and content across our publication channels

- **Engagement Campaigns:** Build campaigns designed to generate guaranteed leads at single or multiple lead levels

How does Launched use Intent data?

1. **Create ABM lists** for targeted accounts, allowing clients to run awareness, engagement, and marketing campaigns towards their ideal customer profile. Cross-reference these lists with Bombora Company Surge® data for valuable insights on prospective customers showing intent around topics similar to the client's products or services.

2. Combining Bombora's database with our platform enables customers to **match their current database against businesses showing intent**.

3. After executing and launching a Company Surge® report, **customers can save it as an audience** for subsequent marketing campaigns, including email marketing, lead generation, programmatic, and display.

What are the benefits?

- **Speed up buyer identification** - Use Company Surge® data to gain extensive insights into your ideal customer profile and minimize the time spent on cold calls and emails

- **Improve conversion rates** - Company Surge® data informs tailored messaging to accelerate deal velocity and boost conversion rates

- Employing Intent data enables customers to **stay abreast of market trends and emerging technologies**, thereby enabling them to sustain a competitive edge

For more information, please visit bombora.com or launchedtech.io

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