

Company Surge[®] and Audience Solutions for Manufacturers

Transform your revenue generation by integrating consolidated account and buyer insights within the go-to-market strategy and sales outreach of your demand generation campaigns.

Marketing and sales teams see huge gains by reaching leads in the first tenth of their buying journey.

Vendor selection for a major manufacturing project can take 9 to 18 months, but the opportunity to influence a deal is strongest during the first 10% – within days of budget approval. Reasons why an SDR or demand generation team may lose a sales opportunity with qualified accounts include: incumbent bias; lack of insight into buyer research; and time wasted on lead lists with wildly varied buying readiness.

Bombora solves all three by maintaining the most comprehensive privacy-compliant Data Cooperative on the web. Discover which teams are researching which Intent topics in which regions – **months before completing a contact form**. Company Surge[®] and Audience Solutions **easily integrate** with leading platforms for a streamlined user experience.



Give sales and ABM teams the power of Intent-verified target account lists

Wield unparalleled accuracy in all marketing and sales motions to reach the right person, with the right message, at the right time.



Qualified, intentional demand capture and conversion

Deliver warmer leads and grow sales trust and acceptance with **Company Surge[®]** reports. Boost results with behavior-targeted campaigns that *omit* those with zero buying Intent. Improve the use of your team members' time by trading quantity leads for *quality ones*.



Programmatic ad budgets that win (net-new accounts)

Stretch your campaign funds by only activating worthy contacts who are ready to engage. Reduce your CPC and CPL by avoiding those already halfway through the buying cycle. Net more new leads receptive to questions, since you're meeting them where *they* are.



Key account intelligence for more competitiveness

Increase win rates through custom audiences from five datasets with Audience Solutions. Slash customer churn by knowing exactly what else the install base considers pre-renewal. Efficiently mine your CRM to identify prime upsell, cross-sell, and partner opportunities.

Enterprise manufacturers can match the
Intent-driven success of Siemens

94%

win/loss rate
after deploying
Bombora

80%

reduction
in CPC

400+

new pipeline
opportunities in
a short time

89%

increase in sales
acceptance of
MQLs

Shaved
months off
average sale
cycle

Not to mention our integration partners include but are not limited to:



“We generated so much revenue from leads directly
attributable to Bombora’s Intent data – and not anything else.”



Dan Staresinic
VP of Marketing and Communications at Siemens

Email sales@bombora.com to receive a free manufacturing-specific Intent data
report for your business company.

You’ll be amazed at the insights we uncover.

bombora[®]

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