

iT1 elevates sales and marketing performance with Bombora's B2B data

About iT1

iT1 is a global technology provider offering cloud, infrastructure, security, and communications solutions across industries.

The challenge

Despite iT1's strong track record, their outbound marketing programs weren't keeping pace with the company's growth goals. Marketing spent significant time and budget on broad campaigns and cold lists that lacked insight into actual buyer interest. As a result, sales teams struggled to prioritize outreach and spent valuable time chasing unqualified leads.

"We were casting a wide net, but we couldn't tell who was actually in the market," said Shelli Cymbalski, CMO at iT1. "Sometimes the list had no value and was more 'geography' and 'job title' than anything else — it was just a guessing game."

The team needed a way to:

1

Reach the right people at the right time

2

Increase ROI from campaigns and outbound sales motions

3

Prioritize marketing and sales efforts based on real interest

The solution

iT1 evaluated multiple Intent data providers, focusing on solutions that could seamlessly integrate into existing workflows without disrupting daily operations. **Bombora's Company Surge® Intent data stood out for its simplicity, integration capabilities, and support.**

"We selected Bombora's Company Surge®, a type of Intent data, because of its ease of use and simple implementation," said Cymbalski.

iT1's approach



Smarter segmentation and prioritization: Using Company Surge®'s topic-based scoring, iT1 identified accounts actively researching relevant solutions. Marketing campaigns became more focused, efficient, and personalized, reaching buyers showing real interest.



Targeted messaging through SalesIntel: Leveraging Bombora's integration with SalesIntel, iT1 delivered personalized outreach based on high-Intent topics. This enabled sales teams to tailor messaging based on what prospects were actively researching, making every touchpoint more relevant.



Streamlined visibility in Salesforce: All insights were delivered directly into Salesforce, eliminating the need for additional platforms. Sales had access to real-time insights in the systems they were already using, cutting down on training and boosting adoption.

The results

The impact of Bombora data was immediate. **The time required to launch marketing campaigns was dramatically reduced.** Sales reps spent less time on cold outreach and more time engaging with prospects who showed real buying Intent.

The partnership also **improved alignment between sales and marketing.** With trusted, data-backed MQLs, reps became more confident in the leads they were receiving. Sales had trust in the leads that the marketing team delivered. **"We have an entire sales team who can't wait to get the next lead from us,"** Cymbalski said.

Real-time insights also allowed iT1 to quickly generate prioritized target lists for partners, something that used to take days, could now be done in minutes.



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"There's less wasted time on cold calling, and reps are 80% closer to what they're trying to do."



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