iT1 boosts value of outbound sales and marketing with Intent data

iT1 is a global technology provider offering cloud, infrastructure, security, and communications solutions for many industries — from commercial and healthcare to nonprofits and the public sector.

Challenge

With 20+ years of success providing customers with capabilities from services to cloud and hardware, the team at Arizona-based iT1 prided itself on an integrated, singular focus.

"Regardless of title and team, we are all in lead generation," said Shelliy Cymbalski, CMO at iT1. "We strive to ensure every dollar spent in Marketing is spent generating new relationships. Our goal is to help our Account Executives with net new business from the day they join iT1. With Bombora, our leads are higher quality with interest to buy."

Unfortunately, traditional lead programs couldn't offer the granularity and prioritization iT1 required for its sales and marketing efforts. Sorting through all the data was time-consuming but light on actionable insights. iT1 wanted more for their salespeople.

"We'd cast a very wide net but had no idea what prospects were really interested in," Cymbalski recalled. "Sometimes the list had no value and was more 'geo' and 'job title' than anything else — it was just a guessing game."

Some of the questions iT1's marketing and sales teams were struggling with included:

- Are we reaching the right people at the right time for buying?
- Are we spending precious budget in the most efficient way?
- Are we prioritizing outreach in a way that aligns with our goals?

To remain competitive, iT1 needed their leads to reflect *quality* as well as quantity earlier in the process. Multiple original equipment manufacturer (OEM) partners suggested an Intent data solution.

"We had no idea about Intent data," she recalled, "so we decided to get educated and learn about its full capabilities to help us."

A conversation with one vendor led to meetings with a few others. Topping the list of criteria for a potential Intent data partner was a sustainable, seamless user experience that didn't slow down business.

"We didn't want sales logging into multiple sites, and we wanted it all in our CRM," Cymbalski said. "And we asked, 'When the info starts showing up in their accounts, do they know what is it and how to use it?'"

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Solution

Diving into the world of Intent data, iT1 evaluated three different products. They paid close attention to their ability to integrate effectively with existing CRM tools and created a comprehensive projection of what daily usage would look like.

"Lots of vendors are great at selling us on the value of their tools, but it's when you *execute* on it that it becomes truly useful," Cymbalski reminded us. "We selected Bombora's Company Surge®, a type of Intent data, because of its ease of use and simple implementation."

iT1's deployment of Company Surge® helped accelerate revenue generation through a three-pronged flow:

- **Segmentation and prioritization for marketing** — Using a score-based model for a selection of over 13,000 B2B taxonomy topics, Cymbalski and her team could focus their finite resources — and campaign dollars — on targets most ripe for conversion.

- **Targeted messaging with SalesIntel** — Next, the team used the Bombora-powered partner SalesIntel's integration to create targeted messaging based upon 'high Intent' topics. Therefore, iT1's key prospects got the right content at exactly the right time.

- **A complete, actionable view in Salesforce** — Finally, along with higher-quality leads from marketing, BDRs and other sellers got all Company Surge® and SalesIntel data — right within Salesforce. Tracking was seamless, while credible insights took the guesswork out of prospecting choices.

"Bombora showed us how picking the right categories and topics would make the data ten times more useful," Cymbalski recalled. "They were always a step ahead, and were so great at getting on team calls to walk people through it."

As promised, the integrations with SalesIntel and Salesforce went smoothly and quickly, allowing the iT1 team to see the impact of Company Surge® immediately.

"The Bombora team made it so incredibly easy," Cymbalski recounted. "We had a call with our Salesforce consultant for maybe an hour to check all boxes and then hit 'go!'"

Results

The benefits of using Company Surge® with SalesIntel and Salesforce have been plentiful for the marketing team. Instead of trying to 'boil the ocean' with broad campaigns, they now reach an engaged pool of contacts where *they* are in the customer journey.

"It really has sped up the time to execution on all our campaigns," Cymbalski revealed. "Tasks that took a couple of hours now take three minutes because of Bombora."

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The sales team has also seen efficiency gains and time savings, from onboarding new salespeople to boosting the value of every rep hour spent.

"Any time we spend using Bombora is ten times more valuable than without it, because the people we reach have *actual buying intent*," she said. "There's less wasted time on cold calling, and reps are 80% closer to what they're trying to do."

Company Surge® fostered deeper alignment between marketing and sales, something that's elusive for many businesses. Collaboration became easier with both teams focused on a singular goal, while sellers at all levels trusted that MQLs were worthy of their attention.

"Traditionally, some salespeople think marketing just wants things to be pretty, so using data like this to prove you have their best interests in mind improves relations," Cymbalski said happily. "We have an entire sales team who can't wait to get the next lead from us."

The next phase

Bombora's Company Surge® has improved iT1's marketing and sales motions, and the business expects it to be more integral going forward. This means buoying its new Microsoft Solutions Partner for Modern Work designation, as well as deepening long-standing alliances.

"When an OEM partner needs to sell more of something, I can pull up a list of their best targets in about two minutes," Cymbalski said. "And of course, the data is in real time, not from six months or six weeks ago — that's a huge game changer in our industry."

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