

Using Company Surge[®] with Ocean.io

ocean.io

What does Ocean.io do?

Ocean.io is the only inherent AI data platform that allows you to find and prioritize the right accounts, to efficiently accelerate your growth. The Company Lookalike search uses your own CRM data or a URL to help identify perfect matches of your ICP, recently closed deals, best-fit customers and more. Our platform is unique because it collects, analyzes, normalizes, and organizes the data to help you find the most relevant businesses.

As a Bombora-Powered partner, Ocean.io offers a unique portion of Company Surge[®] data directly in the data platform, in both a filter and dashboard. Available to all package holders.

How does Ocean.io use Intent data?



Find the right businesses at the right time - combine Ocean.io's Lookalike filter and Bombora's Company Surge[®] which is embedded in the platform to find accounts that match your ICP and are actively searching for your solution right now. Start prioritizing the accounts that matter most.



Crystal clear CRM overview - Ocean's Intent Data Dashboard clearly shows the different activities going on in your CRM. Use real-time buyer behavior to know who in your CRM is ready to enter a win-back campaign, who is at risk of churning, or who is in need of an upsell.



Surface in-market businesses, in segments you haven't explored: Deep dive into "Companies in Ocean" and find businesses in our database that match your Intent topics. Take a fresh look at prospecting and discover corners of the market you might have been missing.

What are the benefits?

- **First in the door** - beat your competitors and engage with prospects quickly or see when your existing customers are looking at your competitors and at risk of churning.
- **Increase conversion rates, upsell and cross-sell** - Improve prospect and customer communication by using the right message to the right accounts, at the perfect time. Or match when they are looking at complementary or competitive products.
- **Be more efficient in your prospecting** - Align sales and marketing on who to go after, speed up marketing to the right accounts and stop wasting the rep's time on cold outbound.

For more information, please visit bombora.com or ocean.io/intent_data

bombora[®]

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