

Enhance ABM and SDR results with Company Surge® and Insights

Grow with data-driven account selection, actionable dashboards, personalized messaging, and sales alignment

Intent data enables accuracy and alignment that boosts sales

By definition, account-based marketing (ABM) is more focused than traditional marketing motions. But campaign results are commonly disappointing, with too many leads simply not ready to buy. And when close rates fall short, marketers can't help but wonder: **Just how different was an SDR's messaging from the ad that actually inspired a click?**

Bombora's Intent data products are powered by the most comprehensive Data Cooperative on the web. With **detailed insight into buying Intent before they make contact** – the crucial portion of the buying process that's anonymous – marketing can boost results with more accurate targeting and messaging



Hillary Carpio,
ABM at Snowflake

“A region that decided not to take our suggested list of accounts ended up having a 17% meeting rate – while all their peers had a 46% meeting rate.”



Intent-driven account selection

Improve campaign results by targeting those with spiking Intent topics in [Company Surge®](#). Establish rapport with prospects earlier in their buying cycle – weeks before the competition. Use Insights for better segmentation by job function, seniority, interests, and other criteria.



A unified, actionable view

Integrate Company Surge® and Insights with [leading platforms](#) for a seamless user experience. Turn dashboards into ‘action boards’ with clear next steps based on aggregated data. Incorporate account engagement data, so SDRs and AEs always know their priority contacts.



Tailor-made messaging and content

Increase CTR and reduce CPL with content topics aligning directly to research behavior. Slash churn and upsell more with narratives addressing research of competitors and solutions. Craft custom landing pages and ads at scale with persona-specific images and lingo that resonate.



Sales alignment and efficiency

Give SDRs better meeting rates with calls to action perfect for the current buying stage. Accelerate time to closed/won status with consistent messaging at each customer touchpoint. Gain more trust from the sales org by delivering lists that lead to higher conversion rates.

Cloud computing enterprises can match Snowflake's Intent-driven ABM success

3x

higher
campaign
attendance
rate

2-4x

times more
SDR meetings

26%

higher
completed
meeting rate

50%

faster
move from
opportunity to
closed/won



Hillary Carpio,
ABM at Snowflake

“We had a 36% completed meeting rate in our accounts this quarter. When we started, the average was about 10%.”

Email sales@bombora.com to receive a free Intent data report tailored to your business.

You'll be amazed at the insights we uncover (we promise).

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