

# Accelerate demand with Intent data for cybersecurity

Revenue teams in a highly competitive industry now leverage Intent-driven insights to optimize lead quality and increase pipeline efficiency.

**Trustwave marketing and sales teams use Company Surge® to refine their target lists, create responsive workflows, and boost their qualified lead conversions by 50%.**

Trustwave found success by leveraging Intent data to understand and act on customer behavior and intentions. But it didn't come simply. In fact, the company integrated Bombora's Intent data while going through a business transformation — including a restructuring of its marketing staff and the replacement of almost its entire martech stack.

Trustwave's marketing and sales teams broke the cold-call cycle, and closed deals faster by leveraging Company Surge® Intent data throughout their business process from prospect through customer renewal. This allowed the business to:

- Identify accounts best fit to engage with, which allowed marketing to serve up a prioritized list of target accounts to sales
- Generate more effective prospect conversations by aligning their outreach to account interests
- Integrate automated qualified lead workflows seamlessly into the systems they use every day which accelerated time to get into sales' hands
- Reduce efficiency-killing lead noise in favor of more qualified prospects



**Craig Rones,**  
CMO at Trustwave

“Often, when a business experiences a security breach, we see it in [Bombora's Intent data] what they're researching: data breaches, incident response, managed detection. This allows us to move very quickly to help at the exact time of need.”



## Expand your target audience

Reach a wide-ranging buying committee that can include CISOs, CIOs, CFOs, chief legal officers, and even procurement teams to ensure comprehensive coverage for effective lead generation.



## Refine your target account list

Curate your target account list by integrating first-party data, Intent intelligence, and using topic clusters – meaning a list of related keywords – to identify the most promising conversation starters. Monitor Intent signals to leverage opportunities with existing customers, revive dormant accounts, and identify look-alike businesses that resemble satisfied existing customers.



## Automate qualified-lead routing for quick response

Deploy a robust workflow that automatically routes MQLs to your BDRs in minutes, enabling swift and efficient outreach. Accelerate the sales cycle with an automated process to solidify the Marketing-Sales relationship and allow teams to capitalize on market shifts and timely address customer needs.



## Nurture marketing opportunities beyond the hand-off

Don't stop once leads are handed over to the Sales team. Use pursuit marketing to cater to various-sized opportunities. For larger opportunities, serve up additional content, such as case studies and testimonials, to build trust and credibility.



## Use Intent data to gain a competitive edge

Identify competitors in deal cycles to better position your product. Use data to help potential delivery issues and red flags in larger accounts. Analyze win-loss data to uncover missed opportunities and adjust pursuit tactics.

### Trustwave's results reflect the power of Intent-driven sales strategy

**160%**

of targeted marketing pipeline  
after deploying Bombora

**56%**

reduction in  
lead noise

**50%**

increase in  
MQL conversion

Average QL follow-up  
improved to

**90 minutes**  
vs. one week



“I don't care about the number of qualified leads. I care about revenue and margin on the back end of this... Intent data gives us a competitive edge...”

Craig Rones, CMO at Trustwave

Email [sales@bombora.com](mailto:sales@bombora.com) to receive a free sample of Bombora's data, tailored to your business and industry buying interests. You'll be amazed at the insights we uncover.

**bombora**

© 2023 Bombora [www.bombora.com](http://www.bombora.com) @bomboradata