

5 ways SaaS providers use Intent data to maximize sales and marketing ROI

It's more important than ever to make data-driven decisions for success. From customer retention strategies to optimizing marketing spend and even product development decisions, Bombora provides Intent-driven insights into target markets, competitors, and the industry as a whole for SaaS providers to grow efficiently.

#1 Customer retention

Reduce customer churn with Intent data by monitoring your current customers for activity that suggests they are seeking alternative competitive solutions.

Results: Allows you to reach out to your customer to address why they may be exploring alternative solutions.



Example:

One customer had 10% less churn and secured customer relationships

#2 Tailored content

Identify what topics your target accounts are researching across the B2B internet to deliver them content they're interested in.

Results: Allows you to reach out to your customer to address why they may be exploring alternative solutions.

Example:

An enterprise data cloud platform saw a 96% increase in reaching target accounts

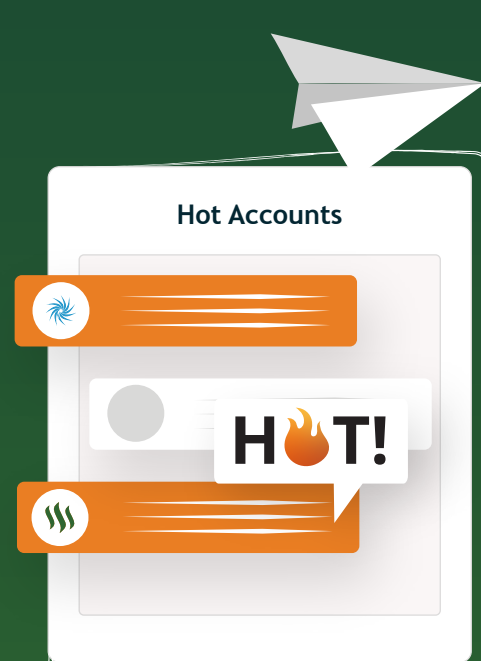
#3 Targeted prospecting

Narrow your list of targets to only accounts currently showing interest in your product, services, or your brand.

Results: Leads to reduced total effort of your marketing team and significantly higher conversion rates.

Example:

A CRM leader discovered an additional \$2M in pipeline within 10 weeks



#4 Effective modeling

Gain more insights into the interests of potential customers by incorporating Intent data into your predictive model.

Results: Enables you to more accurately gather and analyze historical data to identify prospects with higher conversion potential.

Example:

A B2B software platform realized an 86% pipeline boost & 84% rise in SDR efficiency

#5 Optimize marketing spend

Maximize your advertising spend and reduce content creation burden by understanding which ads matter the most.

Results: The right content to the right prospects at the right time increases the effectiveness of programmatic and social media ads while reducing spend.



Example:

A software solutions company experienced a 5% increase in click through rate

Ready to maximize sales and marketing ROI using Intent data?

Get more tips in our in-depth guide, "How to go to market confidently"

[Book your personalized demo today](#)

