Fuel account intelligence for professional service providers

Intent data insights enable **Accenture** to fuel their data and analytics team with account intelligence for business growth.

The provider's revenue teams use Company Surge® to expand their data capacity, boost adoption, and innovate topic analysis.

Accenture's marketing comms team faced a challenge common to many large organizations — disparate data sources and inconsistent measurement frameworks. Despite possessing a treasure trove of first-party data, the organization recognized the need to supplement it with Intent data to gain a comprehensive understanding of its clients.

After a stringent, hands-on evaluation process, Accenture chose Bombora's Company Surge® solution based on three main factors:

- **Comprehensive global market coverage.** Because Accenture provides everything from strategy and consulting to technology, operations, and media, it needed Bombora's capacity to handle a robust data taxonomy.

- **Data usability.** As it built its data foundation and capabilities for marketing communications, Accenture needed a provider like Bombora that enables customized views that let Accenture work with data according to their needs.

- **Data collection compliance.** Because the data privacy regulation landscape constantly evolves, Accenture had to ensure that Bombora was fully compliant with GDPR and CCPA rules.


"We use Bombora for account insights, macros insights, sales engagement, and advanced data integrations and use cases."

Laura Heck, Managing Director, Data & Analytics, Marketing & Communications at Accenture

bombora®

Enhance your account-based insights with Company Surge®

Generate curated reports and data updates for account-based marketers, and educate them on issues like Bombora's data privacy compliance. Enable in-depth discussions with client account leads.
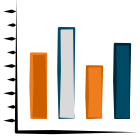
Build robust self-serve visualization

Map your received Intent data to your own CRM database. Filter and customize your views in detail so you can track trending topic clusters by account, industry, primary market, growth priority, or other categories.

Gain macro insights to inform go-to-market

Expand your use of Intent data beyond account-based into macro insights that can inform broader strategies. Leverage listening data to discern trends, client interest, and competitor momentum around specific topic clusters and keywords.

Turn tech integration into sales engagement with Intent data

Make Intent data accessible to your sales team in Salesforce and other CRMs with the Bombora integration. This helps them stay informed and get on board easily. Enable sales to talk to clients earlier in the buying process, originate deals before buying decisions, and increase wins.

Expand Intent data usage into advanced analytics

Use your integration of Company Surge® with your CRM to explore sophisticated use cases, generate advanced client contact insights, tag topics based on resonance with audience segments, and create predictive customer-stage modeling.

Conduct a pilot	Start with the basics	Democratize the data	Innovation is key
to develop use cases and ambassadors to inspire adoption.	keep initial data visualizations simple to get cross-functional teams on board.	integrate it into CRMs and make it accessible to all revenue teams.	push Intent data usage into advanced analytics and predictive models.

"Without Bombora, we didn't have a line of sight into what these brands were researching. It is a critical tool in our toolkit."

Laura Heck, Managing Director, Data & Analytics, Marketing & Communications at Accenture

Email sales@bombora.com to receive a free report on what Intent data can do for your professional services business. You'll be amazed at the insights we uncover.

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