

# Using Company Surge<sup>®</sup> with Albacross



## What does Albacross do?

Albacross specializes in identifying anonymous web traffic and converting that data into actionable insights for B2B businesses. By recognizing which businesses are visiting your site and what they're interested in, Albacross helps sharpen your marketing and sales focus, improving lead generation and conversion rates.

## How does Albacross use Intent data?

Albacross integrates Bombora Company Surge<sup>®</sup> Intent data to supplement their own first-party data, offering a richer understanding of prospective buyers' interests. This combination of data can be used for:

- **Expansive Reach** - Combine first and third-party signals to increase the accuracy of your audiences and track the full buyer journey.
- **Predictive Insights** - Utilize data insights as a powerful predictive tool for understanding market trends and buyer readiness.
- **Enhanced Personalization** - With the knowledge of what topics and solutions potential leads are interested in, businesses can personalize their marketing and sales for engagement, conversion, and customer retention.

## What are the benefits?



**Enhanced lead precision:** Better targeting by focusing on the most promising accounts displaying first and third-party intent.



**Sales and marketing synergy:** Streamlined communication and strategy between the two departments with one shared intent dashboard.



**Optimized resource use:** Sharper insights enable smarter allocation of marketing and sales efforts.

For more information, please visit [bombora.com](https://bombora.com) or [albacross.com](https://albacross.com)

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