

Using Company Surge[®] with Apollo

 Apollo.io

What does Apollo do?

Apollo.io provides sales and marketing teams with easy access to verified data for 270M+ B2B contacts and 73M+ businesses, along with tools to engage and convert these contacts in one unified platform. With Apollo and Bombora, revenue professionals can find the most accurate contact information and target prospects and businesses with the highest buying intent. Plus, by automating the outreach process in Apollo, revenue professionals can reach their audience faster and more efficiently - and turn prospects into customers.

How does Apollo use Intent data?



Find and prioritize the best leads - build lead lists using 65+ contact data points from Apollo's B2B database and Bombora's Intent data to find your perfect leads that are ready to buy.



Supercharge your account-based strategy - align marketing and sales efforts on top accounts that are actively searching for your products and services.



Strike while the iron is hot - automate your outreach process and engage prospects with the highest propensity to purchase before your competitors do.

What are the benefits?

- **Build better pipeline** by prospecting smarter and converting leads more efficiently.
- **Close bigger deals faster** by engaging the best prospects and accounts from the get go.
- **Improve ROI** by focusing marketing campaigns and resources on businesses that are already in the market for your products and services.

For more information, please visit bombora.com or apollo.io

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