

Using Company Surge[®] with Similarweb Sales Intelligence



What does Similarweb Sales Intelligence do?

Similarweb Sales Intelligence provides sales teams with the key features we've come to expect from a sales intelligence platform and combines them with their best-in-class traffic and engagement data so you can sell more effectively to online businesses.

20.4M+
online businesses

370M+
contacts

100+
filters

How does Similarweb use Intent data?



Focus on accounts that convert: With Bombora Company Surge[®] and Similarweb's Sales Signals (traffic changes, news, technology changes), you can focus on buyers that are giving off timely, actionable, in-market signals.



Find opportunities before your competitors: With Similarweb, you'll be able to discover up-and-coming prospects before your competitors – and then use Company Surge[®] to monitor their research behavior and interests.



Improve outbound response rates: Use Company Surge[®] and Similarweb to personalize your outreach and create messages based on what prospects are looking for.

What are the benefits?

- **Increase conversion rate:** Focus on the right leads at the right time with the right insights
- **Shorten sales cycles:** Enter the buyer journey sooner – and turn the odds in your favor
- **Reduce customer churn:** Monitor customers for churn risk or upsell opportunities
- **Increase rep productivity:** Prioritize your efforts where they have the greatest impact

For more information, please visit bombora.com or similarweb.com/corp/sales/

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