

Nurturev, powered by Bombora's Company Surge®



What does Nurturev do?

Nurturev is a “Revenue Intelligence Platform” focused on driving net new revenue and maximizing expansion opportunities within existing accounts. The approach, rooted in the BANT-T framework, provides insights to build a strong revenue pipeline, ensuring the ongoing success of our clients. Nurturev partners with Bombora Company Surge® to pinpoint expansion-ready accounts by merging first-party and third-party data to uncover customer intent.

How does Nurturev use Intent data?



To qualify new revenue: Prioritize accounts exhibiting strong buying intent and align with customer preferences and product offerings.



To identify expansion opportunities: Maximize revenue from existing customers by leveraging Intent data to drive expansions. Factors are considered like team maturity, budget, adoption, and quest for complementary solutions.



To mitigate churn: Be proactive by identifying instances where customers research your direct competitors closer to renewals.

What are the benefits of this for revenue teams?

- Drive focused expansions with data backed Intent without a doubt
- Never miss on an opportunity to retain or grow revenue
- Prioritize GTM efforts and increase qualified conversions
- Achieve predictive revenue growth with BANT qualified opportunities

For more information, please visit bombora.com or nurturev.com

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