

# Using Company Surge<sup>®</sup> Intent data with Audyence

## What does Audyence do?

Audyence is the first DSP (Demand Side Platform) for lead generation buying. For B2B Brands and Agencies requiring delivery of qualified revenue opportunities to sales team, the platform is designed to make demand creation campaigns easier to implement at a lower cost and with full transparency to suppliers resulting in better performance. Audyence's goal is to transform B2B demand for the betterment of marketers, helping them deliver greater value to their stakeholders and customers, and setting the standard in campaign performance, efficiency, scalability and transparency.

## How does Audyence use Intent data?



**To build a lead gen RFP:** Ensure the leads that you are buying from content syndication partners are showing intent on certain topics or categories that are relevant to your solutions



**To size an audience:** Estimate, in real-time, the size of the demand audience you want to go after using Bombora Intent signals.

## What are the benefits of this integration?

- **Transparency:** Buyers and Agencies know which suppliers are generating their leads, and the performance metrics being driven from their campaigns, allowing for campaign optimization
- **Cost savings:** By connecting buyers with suppliers through an exchange, expect an overall CPL reduction of up to 50% while also reducing labor and process hours
- **Efficiency:** Through a singular RFP process, time to market is reduced from an average 44 days to a mere 24 hours

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