

Using Company Surge[®] Intent data with Intentsify

What does Intentsify do?

Intentsify arms B2B organizations with the buyer and account intelligence, as well as the activation tools and programs, required to deliver GTM strategies that increase pipeline and accelerate revenue creation.

The Bombora-Intentsify integration enables B2B teams to fuel their strategies with more comprehensive Intent-driven account intelligence and execute those strategies more efficiently and effectively.

How does the Intentsify Bombora integration work?

- 1. Synthesizes data for holistic intelligence** – Intentsify's Intelligence Activation Platform synthesizes multiple Intent datasets into a comprehensive view of the B2B buyers' research activities throughout the customer life cycle.
- 2. Verifies intent insights for accuracy** – Corroborate Intent signals across multiple sources, synthesizing shared signals into a broad, accurate view of your buyers' evolving interests and mindsets.
- 3. Activates intent-driven intelligence** – Intentsify's Demand Activation Programs convert account intelligence into meaningful engagements, via content marketing and digital advertising channels, ensuring the right accounts get the information they need, when they need it.

What are the benefits of activating Company Surge[®] in Intentsify?

- With a direct Bombora Company Surge[®] license, access Bombora Intent data natively within Intentsify's platform to synthesize disparate Intent signals into holistic buyer and account intelligence.
- Cross-verify multi-sourced Intent signals against each other to ensure your GTM strategies are based on the most accurate, up-to-date account insights.
- Execute your Company Surge[®]-driven strategies with speed, accuracy and efficiency, improving the customer experience and scaling pipeline value.

For further information, please visit bombora.com or Intentsify.io.

INTENTSIFY™

bombora[®]

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