

Using Company Surge[®] Intent data with Lead Onion

Lead  onion

What does Lead Onion do?

Lead Onion analyzes over 20 distinct sources of Intent data, all under one roof. Its advanced system identifies who is researching what and when, creating a competitive edge. By importing unstructured Intent data, categorizing it by source, and pinpointing Intent spikes, Lead Onion highlights content research consumption, allowing businesses to engage directly with potential customers before their competition even knows they exist.

How does Lead Onion use Intent data?



Identify in-market accounts: Sales reps can zero in on accounts with the highest B2B Intent, strategically engaging key decision-makers when their buying signals spike.



Accelerate the sales cycle: With precise insights into buying behavior, your sales team can engage the right prospects at the right time, drastically cutting down the time from first contact to closed deal.



Tailor your outreach for impact: Target high-intent accounts with hyper-personalized marketing and sales. Use Intent signals to craft messages that hit home, sparking real-time conversations with ready-to-buy prospects.

What are the benefits of this integration?

- **Pinpoint Intent signals:** Harness the power of Intent data to proactively reach out to prospects before your competitors, positioning your offerings as the solution they need.
- **Data-driven approach:** Empower your marketing and sales teams to make informed decisions, prioritize high-value accounts, and tailor their strategies to your target audience's specific needs and interests.
- **Powerful insights:** Enable your marketing and sales teams to craft more effective marketing messages, optimize sales pitches, and ultimately, drive higher engagement and conversion rates.

For more information, please visit bombora.com or leadonion.ai.

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