Using Company Surge® Intent data with Predictiv

Predictiv

What does Predictiv do?

Predictiv empowers B2B sales and marketing teams to transform their go-to-market strategies with precision. Their platform unifies Intent data from top third-party sources and their own first-party insights, covering 64M+ device IDs in a single, powerful model.

This data-driven approach enables precise targeting and dynamic campaign orchestration, generating 300,000+ high-quality leads each month. By leveraging only the best data, Predictiv drives rapid pipeline growth, boosts conversion rates, and delivers measurable ROI.

How does Predictiv use Intent data?

Mastering Intent data with precision: By integrating Company Surge® with other first-party and third-party Intent data, Predictiv provides a full view of B2B buyer behavior, identifying budget cycles, buyer committees, and historical trends to unlock in-market signals.

Techno-savvy insights: Predictiv's unified Intent strategy uncovers buyer interests and industry trends, ensuring your campaigns are relevant, data-driven, and poised for success.

Analytics that matter: Predictiv's unified Intent model helps sales and marketing leaders zero in on what matters. Predictiv's robust analytics uncover Intent signals and provide accurate scoring, helping you identify your TAM and engagement topics.

What are the benefits of this integration?

- **Laser-focused targeting:** Connect with the right prospects at the perfect time

- **Strategic market insights:** Use data-driven insights to lead confidently and shake up your market

- **Campaign mastery:** Enhance demand generation with the highest quality data, ensuring relevance and effectiveness

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

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