

Using Company Surge[®] Intent data with B2B Rocket



B2B ROCKET

What does B2B Rocket do?

B2B Rocket provides a robust B2B outreach platform that enables businesses to find, contact, and close unlimited leads with AI. By integrating Bombora's Intent data, B2B Rocket's platform identifies and targets prospects actively researching relevant solutions, allowing for more precise and impactful campaigns. This synergy enhances engagement rates, increases conversion opportunities, and drives superior results for their clients' marketing efforts.

How does B2B Rocket use Intent data?



Enhanced prospect targeting: Identify businesses actively researching relevant solutions, focusing outreach on prospects with the highest levels of Intent.



Personalized campaigns: Tailor marketing messaging based on each prospect's specific interests and behaviors.



Data-driven optimization: Use Intent signals to continuously refine and improve campaign performance for maximum ROI.

What are the benefits of this integration?

- **Increased engagement:** Focusing outreach efforts on prospects demonstrating the highest levels of Intent increases the likelihood of meaningful engagement.
- **Higher conversion rates:** Hyper-personalization fosters stronger connections and improves response rates by delivering more relevant and timely communications, resulting in more leads turning into customers.
- **Improved ROI:** By focusing on the most promising leads, B2B Rocket optimizes resource allocation, leading to more efficient marketing campaigns and a maximized return on investment.

For more information, please visit bombora.com or b2brocket.ai.

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