

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

## What does VAIS do?

VAIS, Valasys Media's latest B2B SaaS product, revolutionizes how businesses approach demand generation. By leveraging powerful data insights, the platform helps companies identify potential buyers, predict buying trends, and build personalized account-based marketing lists. Its AI-driven recommendations allow businesses to focus on high-value prospects, while its data enrichment capabilities provide accurate contact details for outreach. VAIS transforms raw data into actionable insights, making B2B sales and marketing smarter and more efficient.

## How does VAIS use Intent data?



**Visualize buyer journey through funnel:** VAIS plus Company Surge<sup>®</sup> reveals buyer readiness, allowing users to visualize the buyer journey and act accordingly.



**Personalize outreach:** VAIS uses trending Intent topics to tailor outreach efforts based on what matters most to prospects.



**Understand domain behavior:** VAIS leverages Company Surge<sup>®</sup> Intent data to provide insights into domain behaviors and interests, refining your targeting strategies.

## What are the benefits of this integration?

- **Enhanced targeting:** Improved identification of ideal buyers leads to more effective marketing strategies and resource allocation.
- **Data-driven decisions:** Insights into domain behaviors and interests empower marketers to make informed decisions that optimize campaigns and increase ROI.
- **Streamlined buyer journeys:** Visualizing buyer journeys allows marketers to tailor their approaches, enhancing the likelihood of conversion at every stage.

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