

Using Company Surge® Intent data with Lusha



What does Lusha do?

Lusha is a B2B go-to-market intelligence platform that optimizes every stage of the sales process for faster, smarter deal-making. With access to a global database of 150M+ business profiles powered by AI, Lusha helps you instantly connect with key decision-makers.

Lusha's Topic-Synergy Intent Scoring ensures you reach the right people at the right time by delivering precise B2B data and actionable insights, enabling smarter outreach and faster connections.

How does Lusha use Intent data?

1. **Detect in-market businesses** by prioritizing the most relevant results based on the synergy of related Bombora topics.
2. **Analyze business behavioral signals** using AI and machine learning algorithms.
3. **Turn buying signals into actionable insights** by using filters like "Very Hot," "Hot," and "Warm" to rank high-Intent accounts and focus your efforts where it matters most.
4. **Enable sales teams to conduct "Warm Outbound"**—as opposed to cold outreach—giving them the ability to prioritize and personalize their engagement.

What are the benefits



Gain a competitive edge: Reach decision-makers with tailored messaging while others are still prospecting blindly.



Drive conversions faster: Connect with prospects at the perfect moment—when they're most likely to buy.



Achieve faster deal cycles: Prioritize your outreach with unique company-level Intent stages and send them directly to your CRM for quick action.

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

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