

Using Company Surge[®]

Intent data with Common Room



What does Common Room do?

Common Room is a Customer Intelligence Platform that helps GTM teams know who to target, when to engage, and how to convert. Their platform combines Bombora's Intent data with 50+ other signal sources, enriches the identity of prospects showing interest, and powers precisely timed actions through AI. This integration allows customers to identify high-intent buying opportunities before competitors, connect anonymous Intent to specific prospects, and drive personalized outreach that converts signals into pipeline at scale.

How does Common Room use Intent data?



Complete the signal equation: Combine Bombora's Intent signals with Common Room's 50+ native integrations to create the market's most comprehensive view of buying behavior, powering predictable pipeline generation.



Uncover the person behind the signal: Move beyond anonymous Intent to identify exactly who is showing interest with Person360™, their AI-enhanced enrichment and identity resolution engine.



Take precisely timed actions: With the most informed AI in the market, determine exactly who to target, when to engage, and how to convert through personalized, automated outreach.

What are the benefits of this integration?

- **Find buyers before competitors:** Capture Intent signals most companies miss and become the first vendor in the negotiation, increasing pipeline by up to 50%.
- **Eliminate prospecting guesswork:** Know exactly who to target by connecting signals with complete prospect identity data.
- **Scale intelligent outreach with AI:** Deliver personalized, timely engagement without adding headcount.

For more information, please visit bombora.com or commonroom.io.

bombora[®]

© 2025 Bombora www.bombora.com @bomboradata