Using Company Surge®
Intent data with A-Leads

What does A-Leads do?

A-Leads is a B2B Sales Intelligence platform that provides contact and account-based information, including, but not limited to, firmographics, technologies, insights, revenue and funding information, job posts, signals, and more. By integrating Bombora, A-Leads supplies its users with accounts that are performing real B2B research.

How does A-Leads use Intent data?

Prioritization outreach to leads - We use Bombora's Company Surge® Intent data to detect which companies are actively researching topics relevant to our users — so they can focus on leads most likely in buying-mode.

Build smarter lead lists - Intent signals help our users uncover in-market buyers early, allowing them to enrich only high-value contacts that are actively showing interest.

Optimize personalization and timing - Knowing which companies are showing interest on specific topics lets users craft relevant messaging at the perfect time — before competitors even know they're in play.

What are the benefits of this integration?

- **Target efficiently:** Reach decision-makers at companies already in buying mode.

- **Optimize spend:** Save budget by only enriching verified, high-intent contacts.

- **Increase engagement:** Boost email deliverability and phone connection rates dramatically.

For more information, please visit bombora.com or a-leads.co.