CyberRisk Alliance fuels prospect marketing with Intent data

CyberRisk Alliance (CRA) integrates Bombora data with Hum first-party data intelligence to more effectively identify, engage and close high-intent sales prospects.

The challenge: Combining third and first-party data to unlock sales potential

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Len Roberto, VP of Audience Growth

CyberRisk ALLIANCE

In the rapidly evolving landscape of cybersecurity and information risk management, **CRA** stands out as a business intelligence leader, enabling cyber experts to connect, share knowledge, accelerate careers and make smarter, faster decisions.

CRA had already been using **Hum's** advanced data and AI solutions to leverage the audience and content intelligence it needed to create targeted, omnichannel marketing strategies for its readers and subscribers.

But CRA's VP of Audience Growth, Len Roberto, recognized an opportunity to identify and target B2B sales prospects more effectively by combining first-party data with powerful third-party data sources.

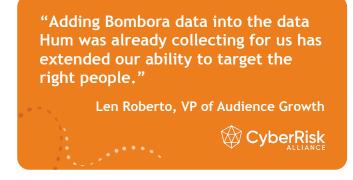But seamlessly integrating all that data would not be easy.

The solution: Integrating Hum + Bombora to harness intent-based targeting

CRA turned to a powerful combination of Hum's existing capabilities and **Bombora's** industry-leading B2B Intent data.

Bombora's Intent, website visitor identification, and enrichment tools are built on its privacy-oriented, publisher Data Co-op (of which 86% of the data is exclusively shared with Bombora), its patented methodologies, and Natural Language Processing models.

As Jaime Schultheis, Global Data Partnerships at Bombora, explains: "Bombora's Visitor Insights identity tool and B2B Intent data give our customers the ability to turn anonymous web traffic into valuable first-party data which they use to personalize experiences, optimize strategies, and measure the impact of investments."

Bombora shares account identity—along with persona, demographic and interest-level data—in real-time with Hum. Hum then connects that information to corresponding user profiles, giving CRA the ability to understand the behavior of high-intent users.

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The results: More effective, lead-nurturing campaigns

With access to powerful third-party Intent data directly in Hum, CRA can pinpoint, understand and engage high-intent users with precision—and deliver more targeted, more effective marketing campaigns to top prospects.

Len Roberto, CRA's VP of Audience Growth, reflects, "Adding Bombora data into the data Hum was already collecting for us has extended our ability to target the right people. CRA is able to pursue high-intent prospects with personalized messaging and deliver digital experiences that have expanded our sales."

This powerful combination of data sources has driven several key improvements:

Improved lead quality and conversion rates: By leveraging more precise segmentation based on demographics, behavior and topic affinity data, CRA has seen a marked improvement in lead quality. This enhanced targeting has naturally led to higher conversion rates, as the sales team can focus their efforts on prospects who have demonstrated genuine interest and intent.

Enhanced content engagement metrics: The integration has helped CRA better align content with its audience's interests. AI-driven insights from Hum—now enriched with Intent data—inform editorial decisions more effectively. Editors can now understand and predict how individuals or larger groups interact with specific pieces of content or broader content categories.

Increased ROI on marketing campaigns: By focusing their efforts on high-intent prospects, CRA has significantly improved the return on investment for its marketing campaigns. The ability to generate targeted account lists and provide valuable intelligence for clients has further enhanced the value proposition of CRA's services.

By seamlessly integrating Bombora's Intent data with Hum's audience intelligence capabilities, CRA has created a more powerful, data-driven ecosystem that not only enhances its current marketing efforts but also positions the company for sustained, long-term success.

How can you get results like CyberRisk Alliance?

Reach out to Bombora's Co-op Success Team to learn how you can bring the most relevant audiences to your customers using Intent data.

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