

# Premier cybersecurity organization uses Intent data to drive increased pipeline and revenue growth

A premier cybersecurity organization realized its approach to marketing spend had been hobbling its efforts to cultivate and convert high-quality leads. 90% of the budget they'd invested in Search Engine Marketing (SEM), gated assets, and content syndication had generated only a 1% return in digital leads.

It was at this point that the company engaged Bombora to unlock critical insights into target account research behaviors. They began using Company Surge® Intent data to identify and target Intent-Qualified Leads (IQLs).

By funneling budget dollars out of SEM and content syndication and into targeting high-value prospects who had demonstrated an interest in relevant topics, the organization was able to increase its ability to convert targeted accounts into booked meetings by 33%.

“We use Bombora across our entire funnel—in paid media to help with targeting, for the Business Development Reps to help with account prioritization, for field marketing and account-based marketing programs.”

— Marketing manager

## Challenge: identifying high-quality prospects to drive a greater return on marketing investment

Without a sense of what targeted accounts were actually in the market for, the cybersecurity organization was struggling to make an impact with marketing dollars.

While 90% of the marketing budget had produced only 1% of qualified leads, the vast majority of leads came through the organization's Contact me and Demo website pages.

This disconnect betrayed deep-rooted inefficiencies in the organization's marketing strategy—one that was significantly impeding its ability to increase pipeline and revenue growth.

## Solution: implementing Bombora Intent data to target high-value prospects

Once the company started using Company Surge® to identify the right Intent data topics and generate an IQL list, it was able to create, nurture and measure an entirely new sales funnel.

Our client then worked with Bombora to maximize the impact of their Intent data. They created a whole suite of implementations across sales, business development, paid media, and account-based marketing initiatives.

The Intent data pilot program was then quickly expanded from an initial list of 33 high-value accounts to thousands of target accounts across the globe.

### Results: enhanced targeting, increased pipeline and improved revenue

Bombora's Company Surge® solution—an exclusive property set comprised of tens of thousands of Intent topics sourced from thousands of highly-trafficked B2B content destinations—enabled the organization's sales and business development teams to successfully identify high-value prospects.

**33%** improvement in target-to-booked-meeting conversion

**15x** industry benchmark for meeting conversion rate

**2.8x** industry benchmark for display ad click-through

**122%** increase in BDR email open rates

### What's next

Bombora Intent data significantly sharpened this organization's sales and business development strategy, enabling teams to focus marketing budget dollars on high-value accounts that can optimize the return on their marketing investment.

To learn more about Company Surge® and connect with a Bombora Intent data expert, [reach out to us.](#)

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