Using Company Surge®
Intent data with HockeyStack

⁄ HockeyStack

What does HockeyStack do?

HockeyStack empowers marketing and sales teams with insights into high-intent prospects, recommended outreach strategies, and automated workflows. It combines first-party ad and website data with Bombora's third-party signals to identify in-market leads and qualified accounts. This unified Intent data gives a clear view of buyer readiness and powers HockeyStack's AI agents to deliver insights, reporting, and personalized outreach at scale.

How does HockeyStack use Intent data?

Prioritize high-intent contacts and accounts — HockeyStack's lead scoring evaluates all touchpoints against thousands of closed-won buyer journeys, combining website visitor data, ad engagement, Bombora's keyword Intent, and sales interactions to deliver a transparent, data-driven lead score that reflects real buyer intent.

Customer journeys and reporting — Gives full visibility of the combination of marketing, sales and Intent signals which lead to revenue.

Automate outreach — Scale outreach efforts by automating workflows that trigger engagement with accounts and prospects based on Bombora's keyword Intent, enhanced by HockeyStack's lead scoring and AI-driven web research.

What are the benefits of this integration?

- **Accelerate pipeline generation** and **closed deals** by triggering timely, automated outreach to accounts actively researching relevant topics.

- **Align sales** and **marketing** efforts **with full transparency** into which touchpoints and campaigns influence revenue across the **entire buyer journey**.

- **Increase** the **ROI** of marketing using keyword-level Intent signals to prioritize the right accounts and target them with tailored outreach and ad messaging.

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

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