Using Company Surge® with FI Navigator

What does FI Navigator do?

FI Navigator's data analytics platform transforms B2Bank Go-To-Market for banking's leading vendors and advisors. Covering every U.S. financial institution, FI Navigator's comprehensive data details institution strategy, performance, deployed technologies, retail and business offering, contact info, purchasing behavior, job postings, and more.

FI Navigator delivers one platform to identify higher-probability FI prospects, engage credibly as an advisor, and inform market strategy towards accelerating your B2Bank revenue growth. The integration of Bombora's Company Surge® Intent data adds timing precision to this comprehensive banking intelligence.

How does FI Navigator use Intent data?

Timing is everything: discover financial institutions that are actively investigating purchase with Company Surge® Intent data - complementing FI Navigator's deep banking vertical knowledge.

Product-level precision: create product-specific audiences of actively researching institutions for laser focused campaigns.

Getting it right: scale your B2Bank sales and marketing model to engage the right accounts/personnel with the right message - at precisely the right time.

What are the benefits?

- **Better prospecting:** FI Prospecting and CRM solutions easily generate higher-probability FI prospects, enriching your CRM system's account and contact data.

- **Better sales engagement:** FI Analytics transform your financial institution relationships from vendor to advisor with unparalleled banking analytics to fit any meeting objective from client origination to account management.

- **Better market strategy:** FI Vertical Strategy solutions augment strategy development leveraging unrivaled industry data on financial institutions and their vendor partners.

- **Better timing:** Company Surge® Intent data seamlessly complements FI Navigator's comprehensive data analytics to add timing precision to your sales engagement.

For more information, please visit bombora.com or fi-navigator.com.

FI Navigator
Better Data. Better Decisions. **Bank on it.**

bombora®