

Using Company Surge[®] Intent data with Zymplify

Zymplify[®]

What does Zymplify do?

Zymplify is your all-in-one solution for seamless revenue growth. With AI-powered automation, the entire sales cycle is simplified. Say goodbye to subscription overload - get all the essential sales and marketing tools in one platform. Target high-intent leads, track the customer journey, and scale content creation effortlessly.

How does Zymplify use Intent data?



Data enrichment: Zymplify integrates Company Surge[®] Intent data into its platform, enriching the precision and scope of intent available to its customers.



Actionable insights: select the B2B topics most relevant to your strategy within Zymplify's dashboard to identify which accounts are engaging with those topics, surfacing a detailed view of your target market.



Operationalize your data: utilize this enriched data within the Zymplify platform to spot trends, identify high-intent accounts, and automate your sales and marketing outreach with workflows and cadences. Zymplify enhances market reach and enables the capture and conversion of demand at scale.

What are the benefits of this integration?

- **Precision targeting in marketing:** leverage Bombora's robust Intent data via Zymplify to focus your marketing efforts on highly engaged prospects, enhancing conversion rates.
- **Strategic insights:** with access to an extensive range of B2B taxonomy topics in the Zymplify platform, pinpoint market trends and customer interests to shape smarter, data-led strategies.
- **Streamlined operations:** capitalize on Intent data within Zymplify to automate and fine-tune your sales and marketing activities, boosting efficiency and speeding up the conversion journey rates.

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

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