# Company Surge®
# Intent topic clusters

### What is an Intent topic cluster?

An Intent topic cluster is a group of like-minded granular topics representative of all facets of a product or service.

While it's interesting to monitor content consumption activity for one topic. Building an Intent topic cluster identifies broader interest on related topics, which is more indicative of a trend.

### Why are Intent topic clusters important?

Bombora's taxonomy contains over 5,300 Intent topics! Finding inter-related topics relevant to specific products and services is the first step to activating Company Surge® data.

### Sample Intent topic clusters for an enterprise SaaS business:

| | Topic Clusters |
|---|---|
| **Product 1.** **Data and document management** | 1. Document Control<br>2. Data Retention<br>3. Document Sharing<br>4. Data Reduction<br>5. Data Cleansing / Data Scrubbing<br>6. Content / Document Management<br>7. Data Security<br>8. Data Privacy and Protection<br>9. Enterprise Asset Management<br>10. Archiving<br>11. Data Discovery<br>12. Enterprise Information Integration / Metadata Management |
| **Product 2.** **Big data analytics** | 1. Big Data<br>2. Big Data Analytics<br>3. Data Management Software<br>4. Predictive Analytics<br>5. Real-Time Analytics<br>6. Warehouse Management Solutions<br>7. Hadoop<br>8. Spark Streaming |

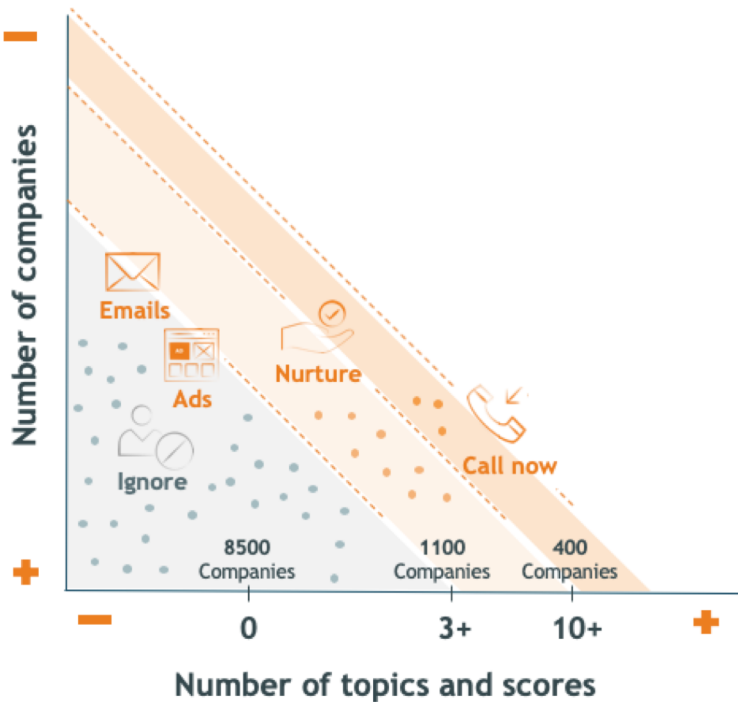## bombora

## How do we build Intent topic clusters?

A Historical Buyer Journey Analysis on a set of closed-won (and lost) deals can help to identify which topics customers were consuming more prior to purchase.

It helps build a very specific set of Intent topic clusters for different parts of the buying journey.

Once intent topic clusters are built, customers can target accounts in these clusters with high Company Surge® scores.

## How can you use Intent topic clusters?

Depending on your marketing strategy and objectives, below is an example of how you can use Intent topics clusters across your audience and marketing mix.



**Number of companies**

- Emails
- Ads
- Nurture
- Ignore
- Call now

| 8500 Companies | 1100 Companies | 400 Companies |

0    3+    10+

**Number of topics and scores**

For further information please contact us via bombora.com/contact or on +1 (646) 759 8900.

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