Historical Buyer Journey Analysis

Insights that drive your intent-based sales and marketing strategies

Uncover the customer journey

Nearly *57% of the Business-to-Business (B2B) purchase decision process is completed prior to a buyer ever engaging with a sales rep*.[1] However, the B2B buying journey is mostly unknown.

A Historical Buyer Journey Analysis fills in the blanks. Uncover the research topics and behaviors of your current customers as they progress through the B2B buying journey to inform your sales and marketing strategies.

Find topics most meaningful to your B2B buyers

By performing a Historical Buyer Journey Analysis, Bombora provides you with an understanding of the meaningful topics or topic clusters throughout the B2B buying journey that when consumed more, can indicate true interest in purchasing your products or services, thus ripe for marketing and sales engagement.

Compare your customer journey against a control group and measure the lift in research activity of your relevant topics against the two groups.

Topic insights include:

- Frequency and clusters across time
- Relevancy across time intervals
- Interest journey of specific customers over time
- % change in customer research activity over time

Enhance intent-based sales and marketing programs

Combined with Company Surge™ Analytics, insights from your Historical Buyer Journey Analysis powers full-funnel sales and marketing strategies including:

- Engagement tailored to where prospects are in their buying journey (i.e. broad topics at top of funnel, focused topics at bottom of funnel)
- Targeted digital advertising across programmatic media, Facebook and LinkedIn
- Account prioritization and tailored sales talk tracks

For further information please visit bombora.com/contact or email: sales@bombora.com

[1]Source: cebglobal.com/marketing-communications/digital-evolution.html

How it works

- B2B brand provides a list of recently acquired customers

- Bombora analyzes the topic interest of those customers compared to control group up to 18 months prior to purchase

- Topics and clusters recommended that are most closely associated with purchase intent across customer stages

- Apply to intent-based sales and marketing programs

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