



Intent Data for Sales

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bombora

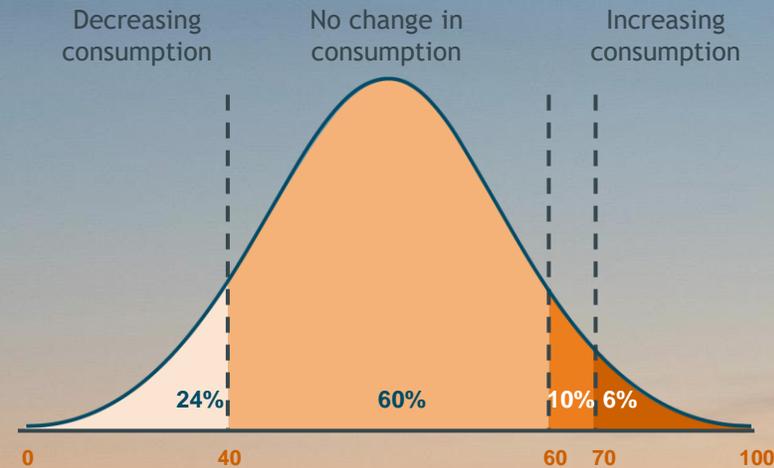


When your customers and prospects move toward buying decisions, they do research on the internet. Your access to Company Surge data surfaces the companies that are doing more of that research than they normally do.

We listen across a B2B Publisher Coop



We normalize to isolate companies with a legitimate increase in interest





It's not magic, it's math. When acted on at scale it generates a higher percentage of opportunities, and faster deal cycles.

Similar to:

- Fish finders
- Card Counting
- Three point shot vs. 18 ft. Jumper

Over time, the results are significant because you're engaging with companies that are more likely to be interested right now.

Sales Use Cases

Outbound prioritization. Who to focus on this week.

Messaging. What use cases, benefits, pain points are most likely to resonate?

Lead scoring. Let marketing/sales ops curate your queue based on intent