

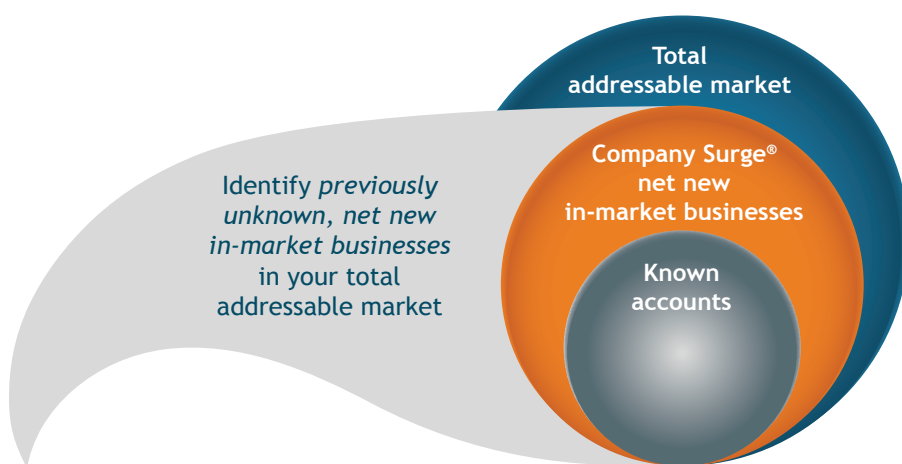
Company Surge® for HubSpot

Discover unknown, *net new* accounts interested in your products or services

Capture existing demand from in-market businesses

Prospects are researching the products or services that you sell, but some may be unknown to you. An exclusive new feature for HubSpot creates net new in-market businesses in your instance—automatically.

Company Surge® tells you which businesses are actively researching your products or services—and to what extent. With insight into net new in-market accounts, you can capture existing demand for your solutions.



Increase Account-Based Marketing and sales prospecting effectiveness through coordinated, focused outreach

Company Surge® identifies prospects researching similar solutions but haven't yet discovered yours. By aligning sales and marketing on a net new target account list and combining with business contact data, you can orchestrate account-focused plays, create account-relevant messages and content to increase prospecting effectiveness.

Through coordinated and focused outreach on interested businesses, you can drive greater net new account engagement, sales pipeline and ROI.



For further information please contact sales@bombora.com.

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