

Exterro discovers multimillion-dollar sales opportunities using Company Surge®

Exterro is a fully integrated legal governance, risk and compliance (GRC) platform that enables clients to address their regulatory, compliance and litigation risks more effectively at lower costs. Trusted as a leader in legal software, Exterro generates thousands of marketing qualified leads (MQLs) monthly with three-year average contracts and \$50 million+ deal sizes.

Missing an active buying cycle results in significant consequences

All MQLs are not created equal, and resources are finite. Exterro needed to prioritize MQLs for marketing engagement and sales outreach. Furthermore, missing an enterprise account in an active buying cycle has significant consequences. In Exterro's industry, it could result in waiting three years for the opportunity to resurface and over \$50 million in lost revenue.

Importance of MQL prioritization



Coordinated account-based approach with target businesses

Exterro selected the Company Surge® growth package with the Salesforce and LinkedIn integrations.

Through dual integrations, Exterro could take a coordinated account-based approach with target businesses.

Exterro created a sales intelligence dashboard in Salesforce that combines Company Surge® and G2 Intent data with website visitor data using Triblio. Each week, sales reps can find out which accounts in their name are interested in Exterro's products – and to what extent. Businesses who had high intent and visited the Exterro website are the highest priority for sales outreach, followed by Company Surge® identified accounts.

Next, sales reps work MQLs—prioritized by Company Surge®. Via the LinkedIn integration, Exterro's marketing team would have already been building awareness among high intent accounts for a minimum of two weeks.

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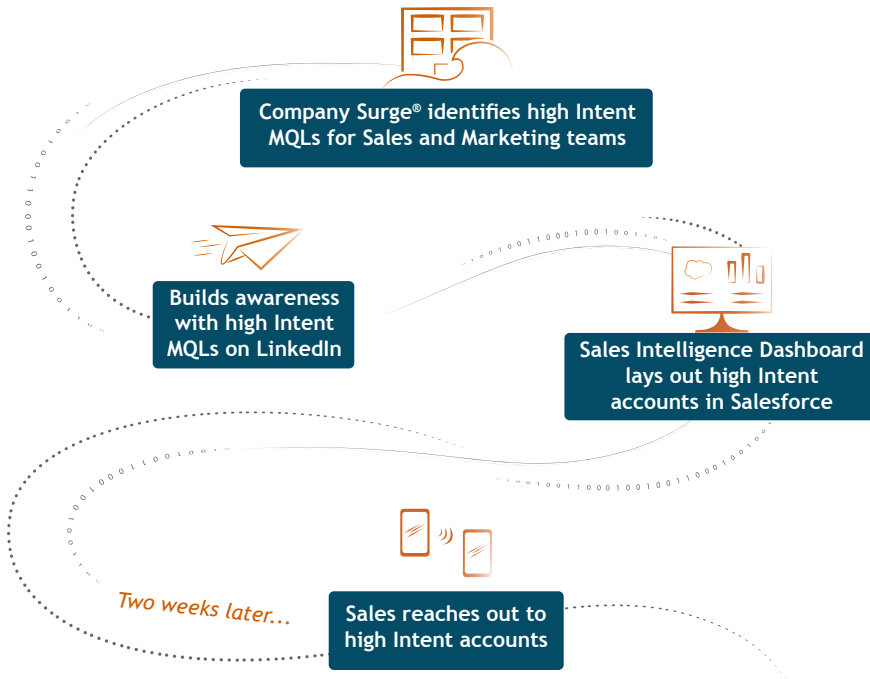
“There are these big enterprise businesses we had no idea were shopping. When you put in Company Surge®, the lights come on and you find all these opportunities you didn't know to go after.”

Rob Thomason,
Director of Sales
Operations
at Exterro

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The sales rep then reaches out to leads from those high intent accounts.







Discovering new multimillion-dollar sales opportunities

After only a few months, Exterro has identified several enterprise accounts in an active buying cycle that were previously unknown to them. Many were lost opportunities from previous years. The sales and marketing teams are actively working on converting those prospects to opportunities.

Exterro has also created ten new opportunities with existing customers that were researching other products in its portfolio using Company Surge® data. Ads on LinkedIn using Company Surge® data also saw 2-3X greater click-thru rates than those without.

The next phase of Exterro's Intent data journey

Exterro is sold on the value of Intent data and plans to expand activities quickly including:

-  Identifying whitespace sales opportunities
-  Reducing churn risk of existing customers researching competitors
-  Finding cross-sell and up-sell opportunities among existing customers
-  Prioritizing the content areas that are most valuable to prospects based on Intent topic interest

For further information please contact us at +1 (646) 759 8900 or email: sales@bombora.com

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“These businesses never downloaded a whitepaper or did a webcast with us. They were passive shoppers. If it weren't for Bombora's Company Surge®, we would never have had an opportunity at the table.”

Rob Thomason,
Director of Sales
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