FAQ: Using Bombora Surge Data within 6sense

Q: What is Bombora Surge Data?

A: Bombora analyzes the business content consumption of millions of B2B organizations and provides a Company Surge score when target organizations are indicating active demand for specified products or services. Specifically, Bombora looks for sustained intent on a given topic in the past 3 weeks, compared to typical levels of intent over the past 12 weeks.

Q: How can I use this data within 6sense's ABM platform?

A: If you have an active subscription to Bombora's Company Surge Data, you can use 6sense's Segment feature to include companies identified by Bombora.

Q: How do I use Bombora's data within 6sense's Segment filters?

A: Within the Segment Creation interface, you should select **Bombora Topics Surging** from the Intent category. You will be able to select one or more available Bombora topics. Any resulting accounts will be those that Bombora has identified as currently and actively showing intent for those topics, defined as having a Company Surge Score greater than or equal to 70.

Q: Can the Bombora score threshold be customized?

A: No. When viewed within 6sense, if you see that an account has been identified by Bombora as showing intent for a given topic, that means that the most recent week's Bombora Company Surge Score is 70+ for that combination of account and topic.

Q: How do I use Bombora's data within 6sense's Sales Intelligence?

A: Within the Sales Intelligence interface, we report on the Bombora topics that a given Account is showing intent for on Activities tab's Timeline and Graph.

ENGAGEMENT & REACH

Graph   Timeline

Buying Stage   ☑ Opportunity

December 01, 2019
1 Keyword Researched
4 Bombora Company Surge topics surged
Click for more details...

Engagement Score: 100, 75, 50, 25, 0

Mon Oct 21, Mon Nov 4, Mon Nov 18, Mon Dec 2, Mon Dec 16, Mon Dec 30, Mon Jan 13, Mon Jan 27, Mon Feb 10, Mon Feb 24, Mon Mar 9, Mon Mar 23, Mon Apr 6

Engagement - December 01   5 activities   ✕

⊕ **1 keyword researched a total of 1 time by 1 anonymous user**
chat bot

⊕ **4 Bombora Company Surge topics displaying elevated intent:**
Marketing Software, Sales Acceleration, Sales Analytics, Sales Pipeline

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ENGAGEMENT & REACH

Graph   **Timeline**

Filter Activities by Person   🔍

All Activity

https://6sense.com/
https://6sense.com/platform/

Dec 1, 2019

⊕ **1 keyword researched a total of 1 time by 1 anonymous user**
chat bot

⊕ **4 Bombora Company Surge topics displaying elevated intent:**
Marketing Software, Sales Acceleration, Sales Analytics, Sales Pipeline

Nov 30, 2019

⊕ **1 keyword researched a total of 3 times by 2 anonymous users**
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450 Mission St., Suite 201, San Francisco, CA 94105
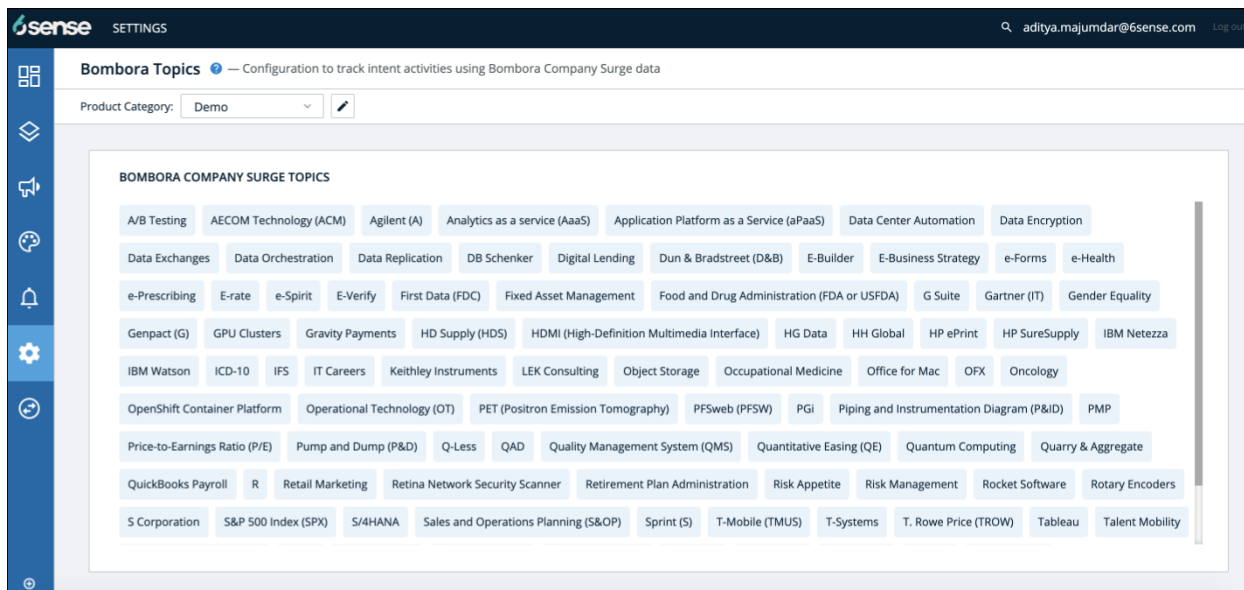
Q: How often is Bombora's data updated?

A: This data is updated weekly.

Q: Why don't I see Bombora Topics available within my Segment filters or within 6sense's Sales Intelligence?

A: If you have an active subscription to Bombora Surge Data and do not see this option available within the Segment filters, then please reach out to your 6sense Customer Success Manager to enable this feature.

Q: How do I configure which Bombora Topics are available for my team to use?

A: Navigate to **Settings** -> **Bombora Topics**. Here you'll be able to add and remove the Bombora Topics you want to view within 6sense, as part of Segment Filters and in analytics across the platform and Sales Intelligence.

Q: I added a new topic to my Bombora Topic configurations, but I'm not seeing it available in Segment Filters. What might cause this?

A: After you add or remove topics from the configuration section, it may take up to 24 hours for those changes to be reflected across the platform.

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