

CATCH THE INTENT DATA WAVE

A GUIDE TO USING B2B INTENT DATA

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Intent data has made its mark on the B2B industry. And it's here to stay. While it's one of the hottest B2B topics right now, according to *DemandGen Report*, only 25% of businesses are using it.* And only a small fraction of those using it today, are using it to its full potential across sales and marketing.

Whether you're an Intent data guru or just dipping your toe in... We've pulled together 10 examples of how Intent data works across marketing, sales, agencies and ops.

We've included plenty of examples to help you learn how innovative businesses are incorporating Intent data to drive their business goals and gain a competitive advantage.

Select your area of expertise to explore a selection of customized use cases.



MARKETING

[Choose a use case below to begin]

EVENTS
MANAGEMENT

CHANNEL
ENABLEMENT

SALES
ENABLEMENT

DIGITAL
ADVERTISING

MEASUREMENT

LEAD
GENERATION

CONTENT
MARKETING

MARKETING
AUTOMATION

DATA
SCIENCE

CUSTOMER
SUCCESS

SALES

[Choose a use case below to begin]

EVENTS
MANAGEMENT

CHANNEL
ENABLEMENT

SALES
ENABLEMENT

DIGITAL
ADVERTISING

MARKETING
AUTOMATION

CUSTOMER
SUCCESS

AGENCY

[Choose a use case below to begin]

DIGITAL
ADVERTISING

MEASUREMENT

LEAD
GENERATION

CONTENT
MARKETING

EVENTS
MANAGEMENT

DATA SCIENCE

OPS

[Choose a use case below to begin]

EVENTS
MANAGEMENT

CHANNEL
ENABLEMENT

SALES
ENABLEMENT

MEASUREMENT

DIGITAL
ADVERTISING

LEAD
GENERATION

MARKETING
AUTOMATION

DATA
SCIENCE

CUSTOMER
SUCCESS

ALL USE CASES

[Choose a use case below to begin]

EVENTS
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SUCCESS

EVENTS MANAGEMENT

Meetings and events are powerful marketing channels that require tremendous time and resources to execute. But it's challenging to prioritize events that will deliver the greatest ROI, as well as recruit and engage the right audience.

Benefits

- Identify account and geographic regions interested in your products or services for data-driven events planning
- Source events in areas with the greatest intent and generate better ROI
- Attract and drive interested attendees to your events with targeted emails and ads based on their topics of interest

Case Study



18%



In event attendees
using Intent data

Use with:



Bombora products:



Company Surge® Analytics



Audience Solutions



Visitor Insights



Audience Verification

Level of effort: Short (1-3 months)

MEASUREMENT

98% of your website visitors are anonymous. But insight into whether the right prospects are engaging with your website is critical for understanding how to optimize your content and your campaigns to drive greater ROI.

Benefits

- Uncover the firmographic attributes of anonymous web visitors to better understand your audience
- Get more value from your campaigns by confirming you are reaching the right accounts
- Optimize campaigns and website content based on audience insights for better performance

Use with:

Continuity
visitortrack
Caller ID For Your Website®



Bombora products:



Visitor Insights



Audience Verification

Level of effort: Short (1-3 months)

CUSTOMER SUCCESS

Retaining customers and finding whitespace opportunities is critical for businesses today. But signs that a customer is about to churn or interested in a competitor's products is often missed or simply not available.

Benefits

- Detect potential churn by identifying customers actively researching competitive products or services
- Re-engage customers early to reduce potential churn and secure renewals
- Discover whitespace opportunities from customers interested in other products you sell to drive incremental revenue

Use with:



Bombora products:



Company Surge® Analytics



Company Surge® for Salesforce



Company Surge® for Marketo

Level of effort: Short (1-3 months) to Medium (3-6 months)

SALES ENABLEMENT

Knowing who to call and what to say is constantly a dilemma for every sales professional. With a long list of target accounts or marketing leads to follow up, it can be difficult to prioritize accounts and personalize messages to drive sales pipeline.

Benefits

- Identify organizations in active buying cycles to prioritize prospecting efforts or MQLs
- Focus on higher likelihood buyers and engage them with relevant talk tracks to increase sales productivity
- Quickly activate existing sales prioritization workflows directly with leading CRM platforms

Case Studies



33%

Shaved off the sales cycle

[View video](#)



30

Significant business deals could be attributed to targeted ABM

[View video](#)

Use with:



NetWise Data
more than data...insight!



Televerde
Generating Demand. Accelerating Sales.



Bombora products:



Company Surge® Analytics



Company Surge® for Salesforce



Historical Buyer Journey Analysis

Level of effort: Medium (3-6 months) to Long (6 months+)

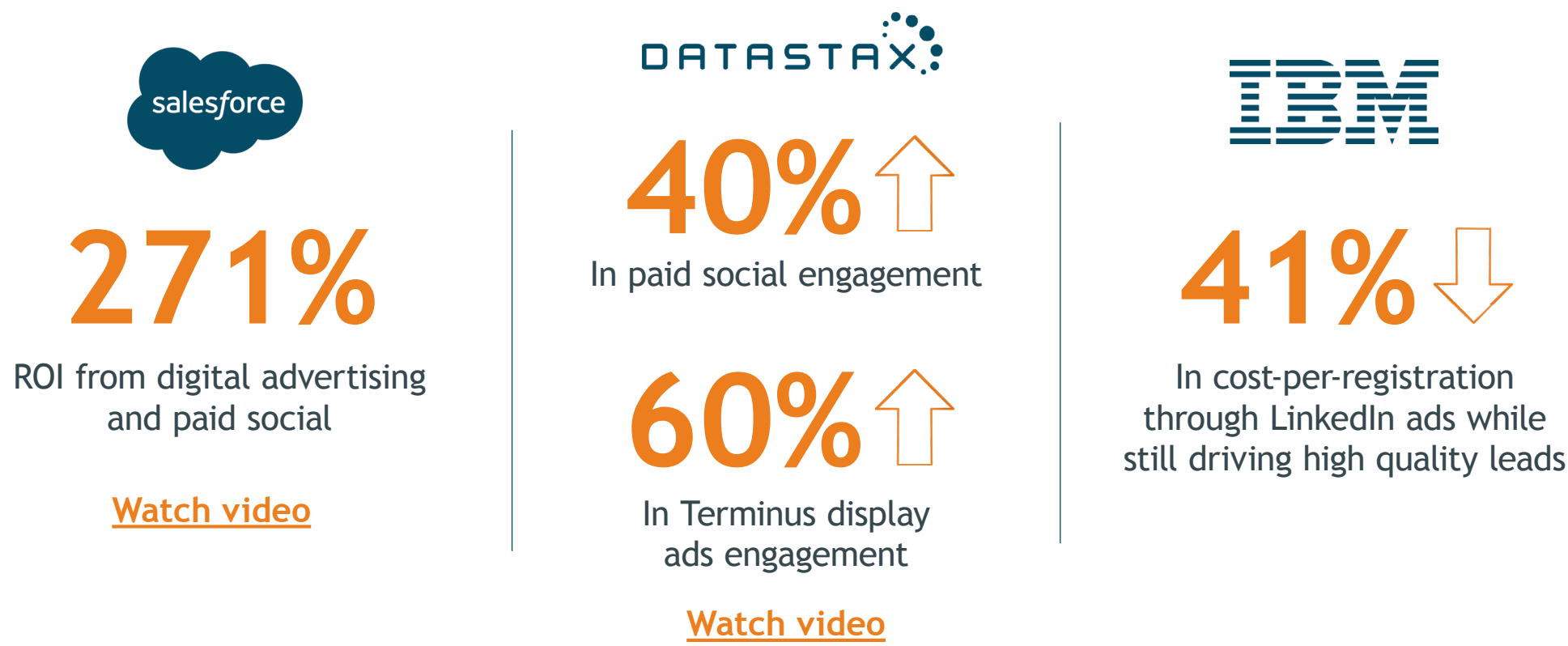
DIGITAL ADVERTISING

Marketers have traditionally cast a wide net using basic demographic and firmographic attributes to define their target audience. Account-Based Marketing has emerged as an alternative strategy, however only a fraction are interested in what you sell. With limited resources, marketers have little insight into which accounts to focus on and what messages will resonate.

Benefits

- Focus digital advertising and ABM campaigns on businesses interested in what you sell to drive more efficient demand
- Tailor advertising messages and content based on prospects’ topics of interest to increase engagement
- Quickly activate across major programmatic platforms and paid social channels through direct integrations

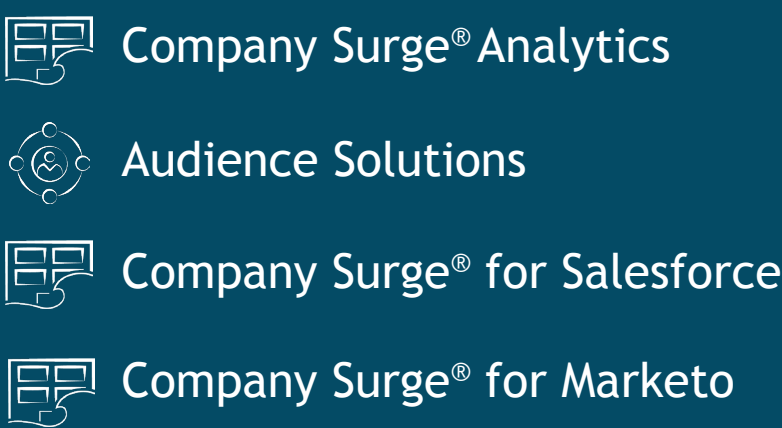
Case Studies



Use with:



Bombora products:



Level of effort: Medium (3-6 months)

LEAD GENERATION

Leads can come from many sources, but not all leads are created equal. Many are not interested in what you sell and can consume valuable resources that could be allocated to other efforts.

Benefits

- Drive qualified demand across your campaigns by identifying organizations interested in what you sell
- Optimize contact acquisition or content syndication programs to drive more efficient lead generation

Use with:



Verticurl

Bombora products:



Level of effort: Medium (3-6 months)

CHANNEL ENABLEMENT

It's challenging enough to enable a singular sales team but when you add in multiple partners and intermediaries, the process can be even more complicated. Helping identify the right accounts to focus on and developing a consistent and personalized talk track is critical for channel success, but it's no easy task for most organizations.

Benefits

- Identify mutually interested leads using Intent to work strategically with channel partners to drive sales
- Prioritize your channel partners' leads based on interest in their products or services
- Focus on higher likelihood buyers and engage them with relevant talk tracks to increase sales productivity

Use with:



Bombora products:

 Company Surge[®] Analytics

 Visitor Insights

Level of effort: Medium (3-6 months)

MARKETING AUTOMATION

Marketing automation platforms are a hub for all things marketing. Often informing you what your prospect's interests are through your own channels. But you may be missing the bigger picture to help better segment your audience and deliver timely and relevant messages that drive demand.

Benefits

- Better segment contacts and create more effective email nurture campaigns to identify account interest in what you sell
- Prioritize MQLs for sales outreach based on intent to increase sales conversion rates
- Re-engage dormant prospects based on intent to drive qualified leads
- Quickly activate in existing marketing workflows through direct integrations with marketing automation platforms

Case Studies

turbonomic

36% ↑

In email conversions

Marketo™



Use with:



Marketo™

Bombora products:



Company Surge® Analytics



Company Surge® for Salesforce



Company Surge® for Marketo

Level of effort: Medium (3-6 months)

CONTENT MARKETING

The greatest challenge for content marketing is being able to cut through the noise and earn your audience's attention. But marketers don't have visibility into which topics are most interesting to their target audience and at which points during the buying cycle those content pieces are most relevant.

Benefits

- Uncover content topics that your target accounts are interested in for a data-driven content strategy
- Increase open rates and engagement by creating email marketing content based on intent
- Sequence content during relevant stages of the buying journey to move prospects down the funnel

Use with:



Bombora products:



Company Surge[®] Analytics



Company Surge[®] for Marketo



Audience Verification



Historical Buyer Journey Analysis



Visitor Insights

Level of effort: Long (6 months+)


DATA SCIENCE


Sales and marketing have become much more data-centric for selecting the best accounts to focus on with which products or messages. Business intent is a key ingredient and when missing from data science models, overlooks the current interest of businesses in your products or services.

Benefits

- Combine intent with best fit or account scoring models to identify which accounts to target
- Take the guesswork out of sales and marketing activity by integrating Intent data into models to determine the ‘next best action’
- Create a holistic approach to sales and marketing by integrating Intent data into data lakes and predictive models

Case Studies


10% Increase in sales pipeline by combining Fit + Intent
2x Increase in email reply rates
[View video](#)


88% Increase in enagement
23% Of new enterprise business from the same accounts by creating a Fit + intent + engagement model



Use with:

 **Lattice**

 **leadspace**

 **EVERSTRING**

Bombora products:

 **Company Surge® Analytics**

 **Company Surge® feed (contact us)**

 **Visitor Insights**

Level of effort: Long (6 months+)

Surf's up. Let's take-off.

Contact Bombora to find out
how you can activate Intent
data for your organization.