

# Company Surge<sup>®</sup> for HubSpot

## Scale leads and improve Account-Based Marketing effectiveness, with fewer resources

One of the biggest challenges B2B organizations face is aligning marketing and sales on a target account list. While marketing casts a wider net to drive awareness, sales has limited resources and ambitious quotas to hit.

Company Surge<sup>®</sup> tells you which businesses are actively researching your products and services—and to what extent. With this insight, marketing and sales teams can align on the right accounts to focus on, and create account-specific content and sales plays that scale leads and increase Account-Based Marketing (ABM) effectiveness.

### Uncover priority accounts and previously unknown, net new businesses for account list creation and segmentation

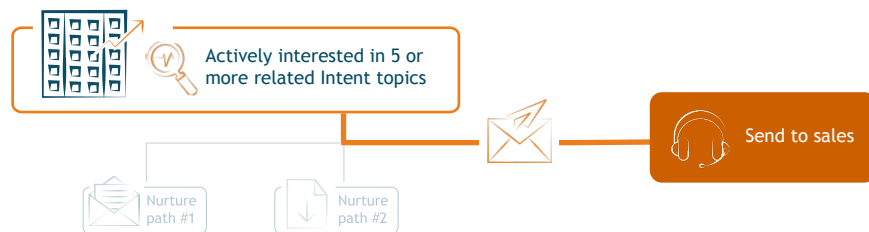
Creating segmented and targeted lists is critical to marketing ROI. With Company Surge<sup>®</sup> data integrated into HubSpot as a custom property on the company level, it's simple to create data-driven target segments or list views of priority accounts to power marketing campaigns or sales outreach.

And just released exclusively for HubSpot—discover previously unknown, net new in-market businesses automatically in your instance. Prospects are researching the products or services that you sell, but some are unknown to you. Insight into net new in-market accounts helps you capture existing demand for your solutions.

### Increase qualified demand using intent-based workflows

Strengthen lead or account scoring models, and route priority accounts to the right nurture paths using Company Surge<sup>®</sup> for HubSpot. By creating intent-based workflows in HubSpot, you can increase qualified demand by automatically routing qualified prospects to relevant nurture paths or directly to sales for immediate follow up.

#### Business with high intent



### Enhance lead nurturing, delivering content based on interest

Generate greater impact from nurture strategies with the knowledge of which topics are most interesting to which accounts. Company Surge<sup>®</sup> informs content creators about the product line, core messages or buyer needs that resonate with an account to increase engagement.

Incorporate this knowledge to create account-specific nurture emails, digital ads, social posts, videos and sales plays to drive ABM effectiveness.

“ Company Surge<sup>®</sup> Intent data allows us to engage with prospects interested in workflow automation software that we wouldn't have otherwise. It aids the sales team in highlighting which topics to align enablement content with when reaching out to prospects and helps us better segment our database for outbound marketing.”

Trevor Killick  
*Head of Digital Marketing,  
Hornbill*

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