

Company Surge® for Marketo

Missing an active B2B buying cycle can lead to waiting years for another opportunity. Knowing when a target account is in an active buying mode will ensure you never miss an opportunity.

Company Surge® for Marketo delivers a boost to your marketing automation data with relevant and timely Intent data, so you know exactly when to engage with an account or decision maker in an active buying cycle.

Capturing B2B buying intent

Bombora operates the first and largest cooperative of premium B2B publishers, marketers, agencies, technology providers research and events firms, that collects anonymous, visitor content consumption data. This data is used to determine the business buying intent of 2.8 million companies across 5,300+ topics related to B2B products or services.

From this comes Company Surge® Intent data. It arms you with insight into which of your target companies are more actively researching your products or services compared to historic baselines - indicating intent to take action.

Activate Company Surge® for Marketo

The coming together of Company Surge® and Marketo enables you to surface intent-driven insights in your marketing automation platform. This will help you to

- Enhance nurture strategies and uncover high value accounts in demand for your products or services
- Create Smart Lists, build nurture flows, and personalize content that resonates with your audience
- Optimize lead routing and scoring
- Align sales and marketing activity and teams around a list of intent-identified accounts
- Orchestrate Account-Based Marketing strategies through LaunchPoint channels such as Facebook and LinkedIn

For further information, please visit bombora.com/contact or email sales@bombora.com.

Only 15% of companies are 'in-market' for what you sell, but do you know who they are?




Marketo®

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