

Company Surge® for Salesforce



available on
AppExchange

Supercharge your sales process.

Behind every AI-powered recommendation is data. As the leading provider of B2B Intent data, Bombora has partnered with Salesforce to intelligently surface its Company Surge® data directly into your workflow.

Bombora's Company Surge® data aligns your sales and marketing teams, enabling them to base their actions on the knowledge of which target companies are researching what topics, and the intensity of that consumption. Using this information, marketers can drive more qualified demand into the funnel while sales can prioritize accounts and win more business.

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 Salesforce

Available through the Salesforce AppExchange, use Bombora Company Surge® Intent data to:

- Prioritize target accounts to focus on those with the highest percentage prospects
- Have higher quality conversations based on what people inside those companies are actually interested in hearing

For further information please contact us via bombora.com/contact or on +1 (646) 759 8900.

The Bombora logo, featuring the word "bombora" in a bold, lowercase, sans-serif font. The background of the entire advertisement features a large, high-quality photograph of a pineapple with its green leaves, set against a light, textured background that looks like sand or a light-colored surface.

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