# Company Surge® integration for LinkedIn

bombora

What we do

# Bombora tells you which businesses are *researching your products and services*.

# Business-to-business buying has changed

The average business buyer is nearly *60% through to making their purchase decision* before engaging sales rep

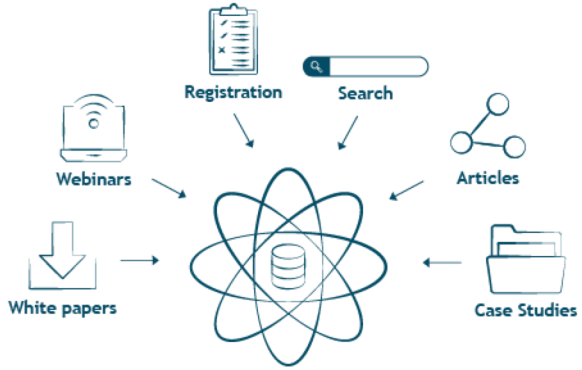
Business buying is a group activity. *6.8 stakeholders involved in a purchase decision.*

According to Forrester Research, *8 out of 15 content sources influencing B2B buyers* are online.

*References:*
*HBR, 2017 - https://hbr.org/2017/03/the-new-sales-imperative*
*CEB Global, YEAR - https://www.cebglobal.com/marketing-communications/digital-evolution.html*
*Source: Forrester Business Technographics Global Priorities & Journey Survey, 2016 (Base: 458 BDMs, 306 TDMs in NA Enterprises*

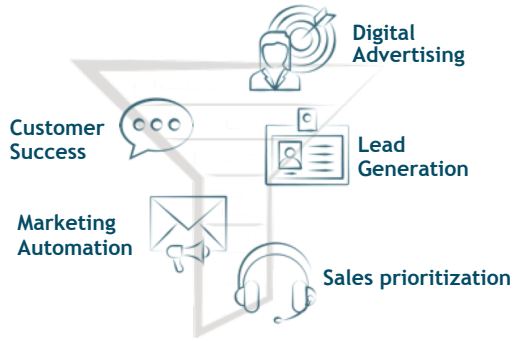
# Identify businesses in an active buying cycle for your products

Bombora Data Cooperative of ~4000 B2B websites captures business buying activity or Intent data




Data science models classify website content into Intent topics related to B2B products, services or industries.

Companies are identified and content consumption baselines established against each Intent topic. Company research spikes against a topic is called Company Surge®.




Company Surge® data can be activated across multiple sales and marketing use cases.

Content consumption
**28B events**

Researching
**5,900+ B2B Intent topics**

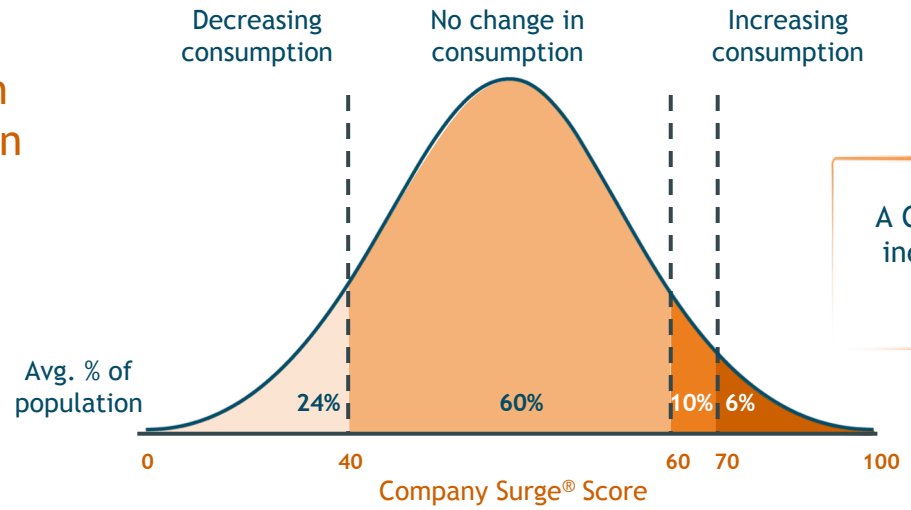
Listening to
**2.8M companies**

Accessible through
**75 integration partners**

*Note: Figures for Q1 2019 (average from January to March)*

# A Company Surge® Score represents the intensity of research spikes compared to the normal behavior of a business and a topic

## Company Surge® content consumption and score distribution




A Company Surge® Score of 60+ indicates a significant spike in content consumption

## *Features used to identify interest in a topic over a 12-week baseline*

### # of topic events

The number of interactions between a company and a topic

### # of unique users

The number of people researching a topic from a company

### Topic relevancy weight

The relevancy of the content to the topic (i.e. is the topic the focus or simply mentioned)

### Content engagement

The depth of engagement of the interaction (e.g. scroll velocity, dwell time, etc.)

# Reach a community of engaged business professionals on LinkedIn

***610M***
business professionals worldwide

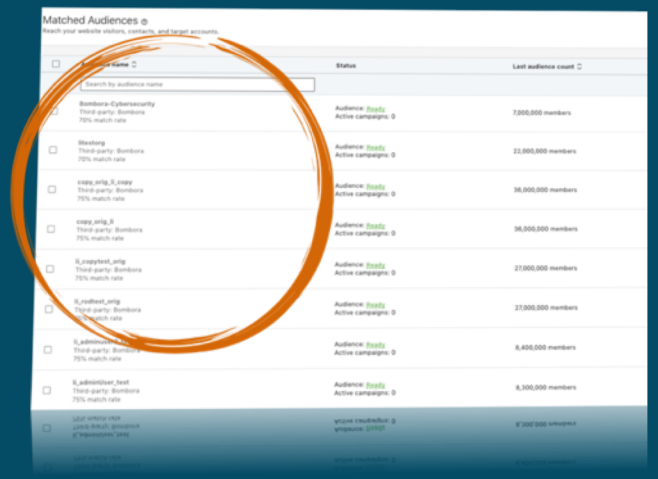
***4 out of 5***
business decision makers

Audiences have ***2X the buying power*** of the average web audience

*Source: LinkedIn

# Directly integrated with LinkedIn Campaign Manager

Activate Company Surge® in LinkedIn Campaign Manager to refine audience targeting and messages*




*Audience automatically refreshes weekly in an always-on fashion

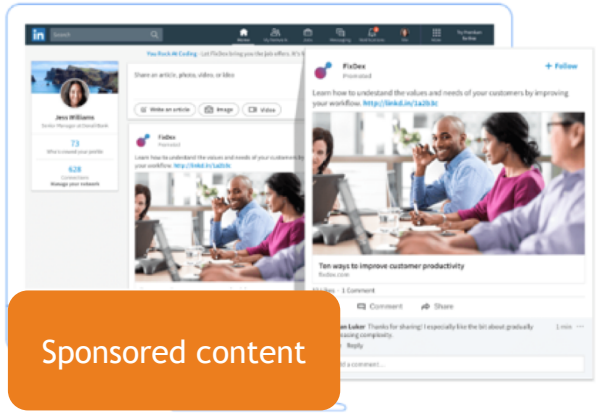
# Optimizing Account-Based Marketing (ABM) strategies using Company Surge®

Create audiences that correspond with product lines to reach ‘in-market’ companies with relevant messages

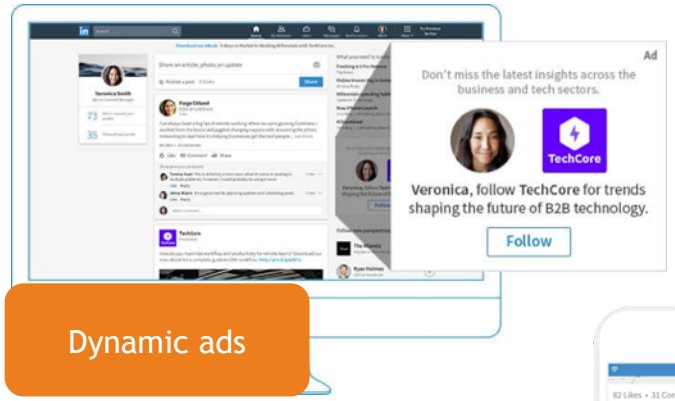
Segment ABM lists and send relevant content based on a target company’s topics of interest

Increase campaign efficiency and response rates by focusing on businesses in active research mode and tailoring messages based on their topics of interest

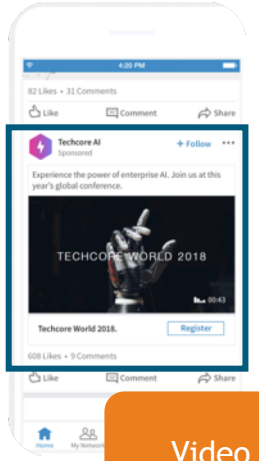
# Supported ad formats for Company Surge® for LinkedIn Matched Audiences



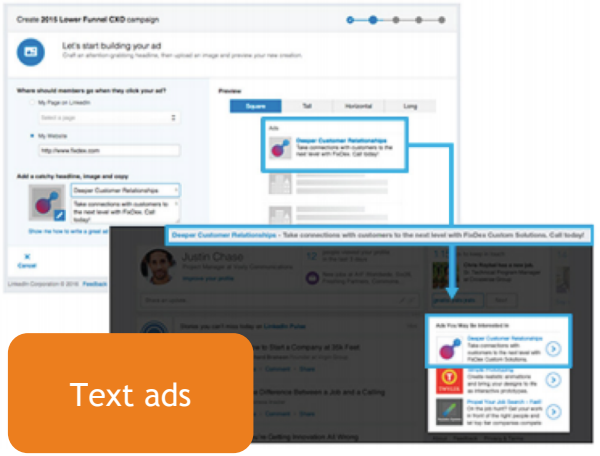
Sponsored content




Dynamic ads

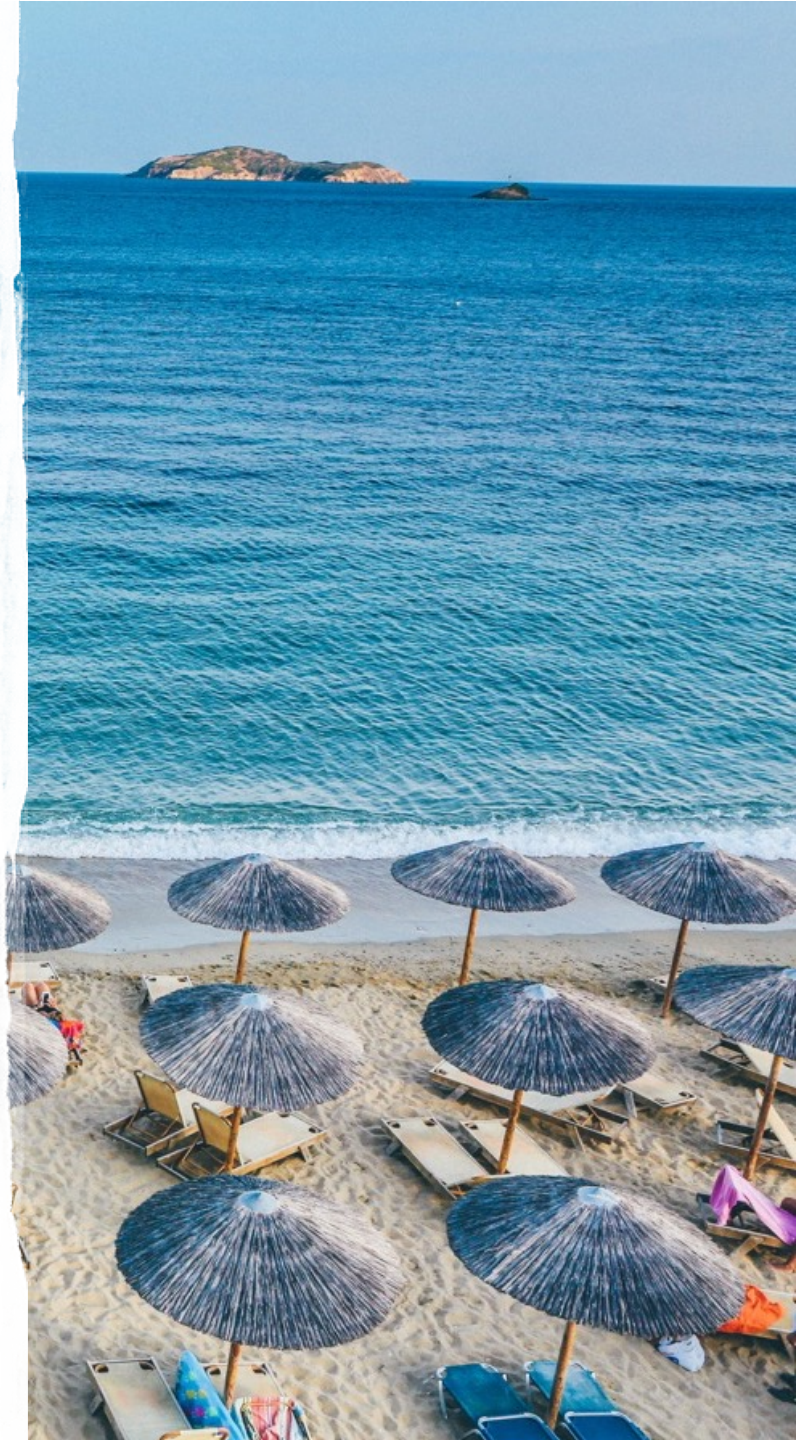



Video ads



Text ads

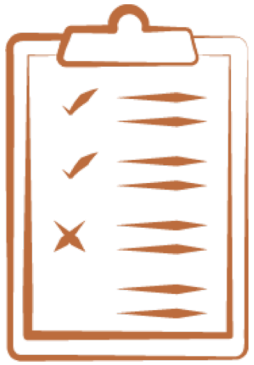
Sponsored InMail



# How to activate the Company Surge® integration for LinkedIn

## Completed on the Bombora interface

1



Curate relevant Intent topics with your Account Manager

(i.e. ‘cloud computing’, ‘marketing automation’, etc.)

2

Create a Company Surge® report and input your LinkedIn Account ID

## Completed on LinkedIn

3

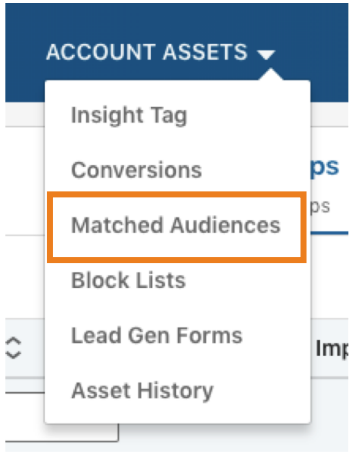
Log into LinkedIn and your Company Surge® audience will appear under ‘Matched Audiences’ within 48 hours

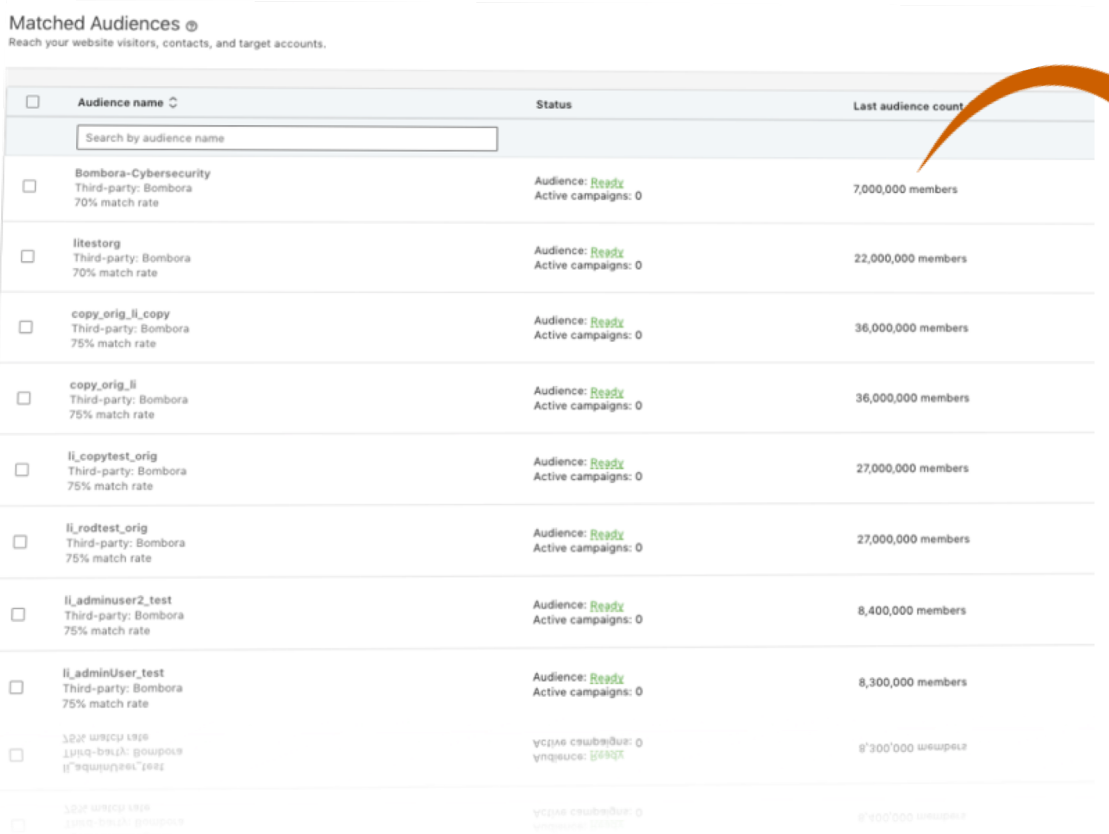
4

Create campaigns using your Company Surge® audience

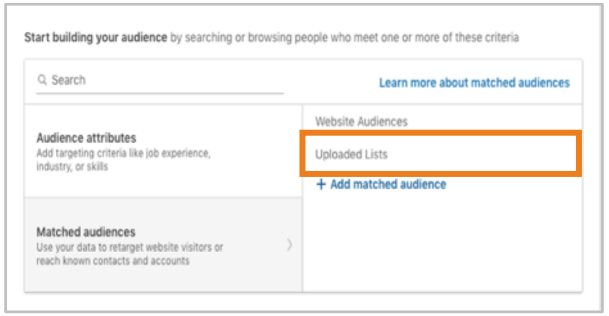
# Creating a campaign using Company Surge® audiences in LinkedIn

The Company Surge® audience can be found in ‘Matched Audiences’ under ‘Account Assets’



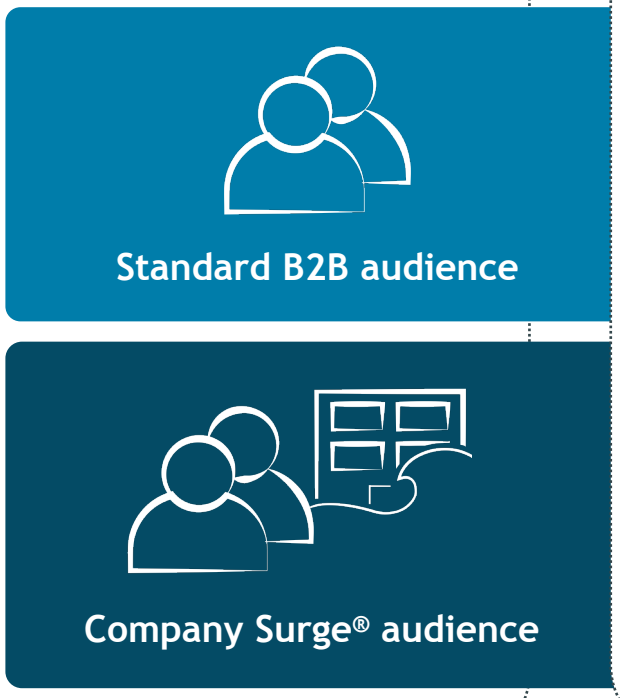

When creating a campaign, select ‘Matched Audiences’ and ‘Uploaded Lists’ to find the appropriate audience



# Measure the impact of Company Surge® data through A/B analysis

**1**

Create a Company Surge® and a standard B2B audience:




**2**

**Deliver the same messaging to these groups on LinkedIn:**

**3**

Measure performance between these groups based on key performance indicators

| Short term | Long term |
|---|---|
| Website visits | Measure ‘closed won’ performance |
| Responses | |
| Clicks | |
| Leads | |
| Registrations | |
| Sales pipeline | |

# Winner of the LinkedIn Marketing Partners Customer Value Award for EMEA + LATAM

Recognized for helping customers drive business impact on LinkedIn including 8x8 and Hushly!

Hushly

Compared to LinkedIn targeting alone

498% Jump in CTR

414% Improvement in lead-conversion rate

Adding Company Surge® to native LinkedIn targeting facets

7X Improvement in website engagement (better than any other traffic source)

18X Overall ROI from closed business

8x8

Sponsored Content on LinkedIn

67% CTR using Company Surge® compared to prior average click-thru rates

Surf’s up.
Let’s take-off.
bombora
bombora.com | @bomboradata