



**Company Surge<sup>®</sup> integration for LinkedIn**

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**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.*

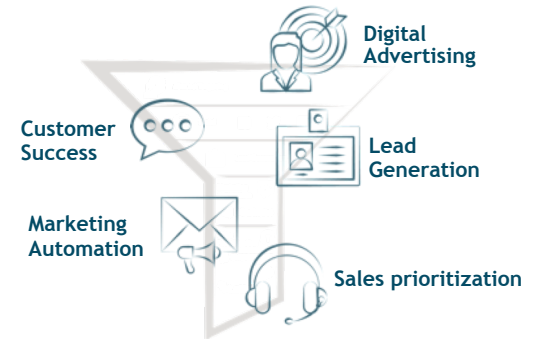
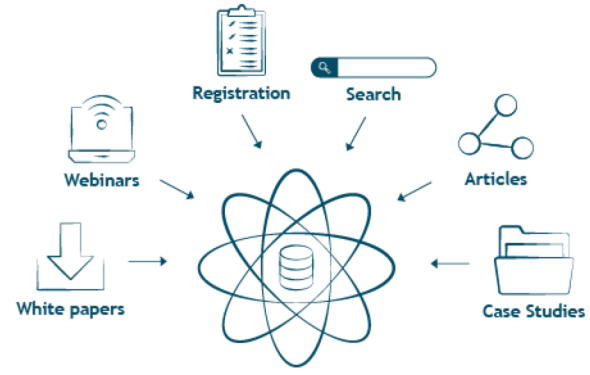
References:

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

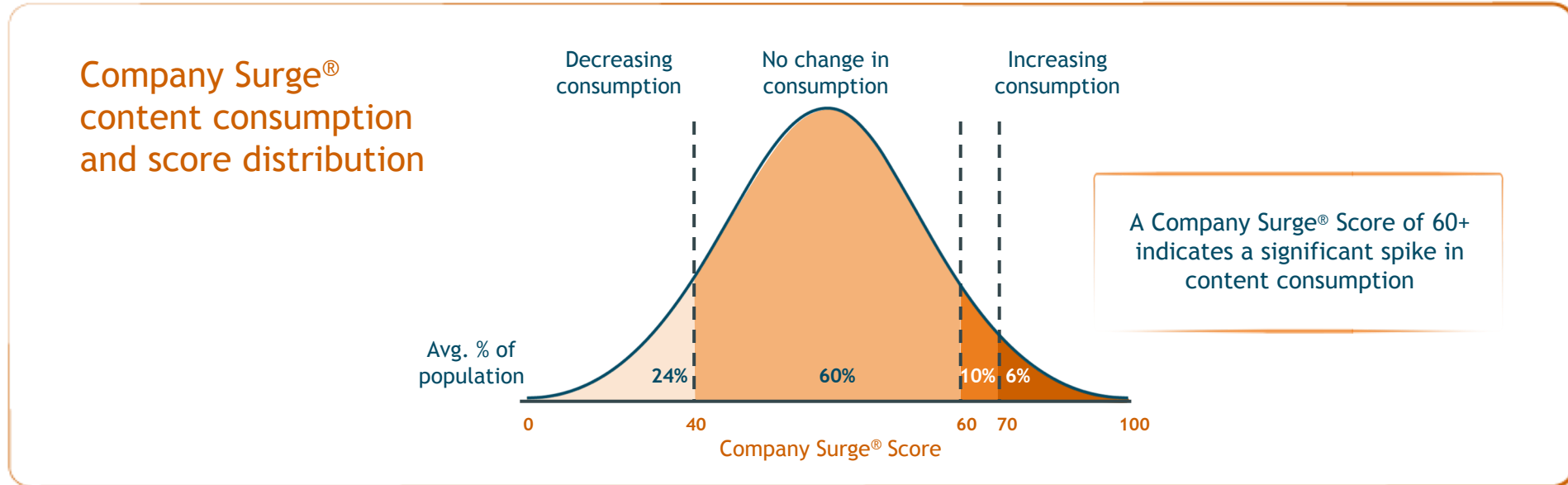
 Researching 5,900+ B2B Intent topics

 Listening to 2.8M companies

 Accessible through 75 integration partners

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

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



## 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\*

Name	Status	Last audience count
Bombora-Cybersecurity Third party: Bombora 70% match rate	Audience (Ready) Active campaign: 0	7,000,000 members
Bombora Third party: Bombora 70% match rate	Audience (Ready) Active campaign: 0	22,000,000 members
EMR_HQ_0_0000 Third party: Bombora 70% match rate	Audience (Ready) Active campaign: 0	36,000,000 members
EMR_HQ_0 Third party: Bombora 70% match rate	Audience (Ready) Active campaign: 0	36,000,000 members
0_00000000_0000 Third party: Bombora 70% match rate	Audience (Ready) Active campaign: 0	27,000,000 members
0_00000000_0000 Third party: Bombora 70% match rate	Audience (Ready) Active campaign: 0	27,000,000 members
0_00000000_0000 Third party: Bombora 70% match rate	Audience (Ready) Active campaign: 0	8,400,000 members
0_00000000_0000 Third party: Bombora 70% match rate	Audience (Ready) Active campaign: 0	8,400,000 members
0_00000000_0000 Third party: Bombora 70% match rate	Audience (Ready) Active campaign: 0	8,400,000 members

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



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



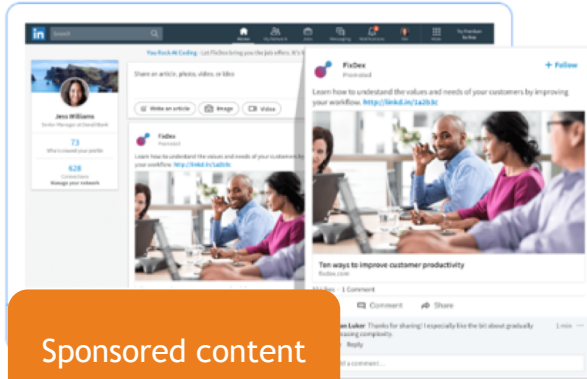
Segment ABM lists and send relevant content based on a target company's topics of interest



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

\*Audience automatically refreshes weekly in an always-on fashion

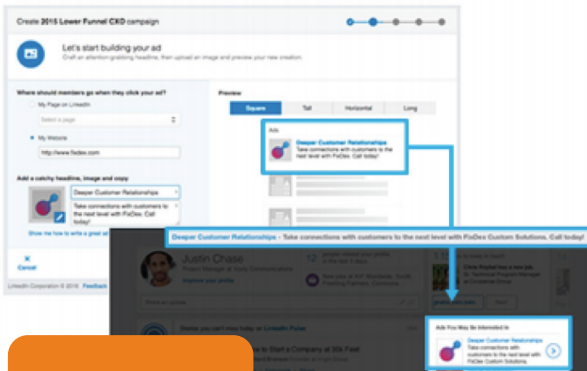
# Supported ad formats for Company Surge® for LinkedIn Matched Audiences



A screenshot of a LinkedIn feed. A sponsored article is highlighted with an orange callout box. The article is titled "Ten ways to improve customer productivity" and features a photo of a group of people in a meeting. The callout box contains the text "Sponsored content".



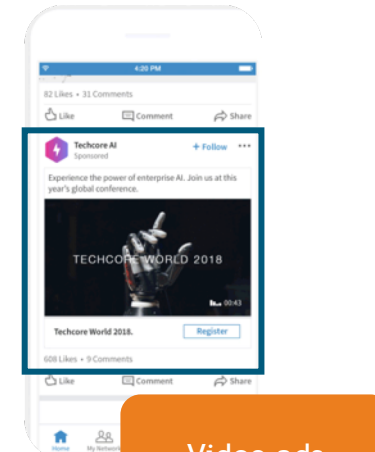
A screenshot of a LinkedIn feed. A dynamic ad is highlighted with an orange callout box. The ad features a profile picture of a woman and the text "Don't miss the latest insights across the business and tech sectors." and "Veronica, follow TechCore for trends shaping the future of B2B technology." with a "Follow" button. The callout box contains the text "Dynamic ads".



A screenshot of the LinkedIn Campaign Manager interface. It shows a campaign named "Create 2018 Lower Funnel CKD campaign". A text ad is highlighted with an orange callout box. The ad text reads "Deeper Customer Relationships - Take connections with customers to the next level with ProDev Custom Solutions. Call today!". The callout box contains the text "Text ads".



A screenshot of a LinkedIn InMail message. The message is from "John Smith" and is highlighted with an orange callout box. The message content includes "Hi John, I'd like to help you with your project management strategy." and "With ProDev Custom Solutions, it's easy to see all the information you need about your business." The callout box contains the text "Sponsored InMail".



A screenshot of a mobile phone displaying a video ad. The ad is for "TechCore AI" and features a video thumbnail with the text "TECHCORE WORLD 2018" and a "Register" button. The callout box contains the text "Video ads".





# 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

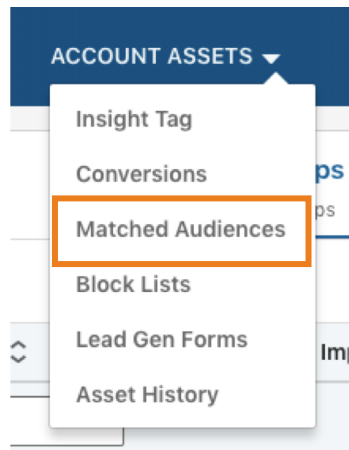
4



Create campaigns using your Company Surge® audience

# Creating a campaign using Company Surge® audiences in LinkedIn

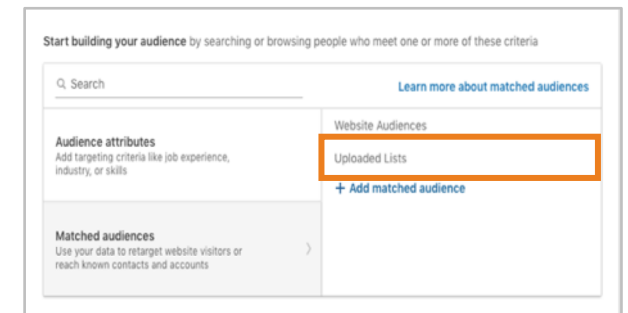
The Company Surge® audience can be found in 'Matched Audiences' under 'Account Assets'



Matched Audiences Reach your website visitors, contacts, and target accounts.

<input type="checkbox"/> Audience name	Status	Last audience count
<input type="checkbox"/> Bombora-Cybersecurity Third-party: Bombora 70% match rate	Audience: <span>Ready</span> Active campaigns: 0	7,000,000 members
<input type="checkbox"/> iltestorg Third-party: Bombora 70% match rate	Audience: <span>Ready</span> Active campaigns: 0	22,000,000 members
<input type="checkbox"/> copy_orig_il_copy Third-party: Bombora 75% match rate	Audience: <span>Ready</span> Active campaigns: 0	36,000,000 members
<input type="checkbox"/> copy_orig_il Third-party: Bombora 75% match rate	Audience: <span>Ready</span> Active campaigns: 0	36,000,000 members
<input type="checkbox"/> il_copytest_orig Third-party: Bombora 75% match rate	Audience: <span>Ready</span> Active campaigns: 0	27,000,000 members
<input type="checkbox"/> il_roctest_orig Third-party: Bombora 75% match rate	Audience: <span>Ready</span> Active campaigns: 0	27,000,000 members
<input type="checkbox"/> il_adminuser2_test Third-party: Bombora 75% match rate	Audience: <span>Ready</span> Active campaigns: 0	8,400,000 members
<input type="checkbox"/> il_adminUser_test Third-party: Bombora 75% match rate	Audience: <span>Ready</span> Active campaigns: 0	8,300,000 members
<input type="checkbox"/> test_website_il Third-party: Bombora 75% match rate	Audience: <span>Ready</span> Active campaigns: 0	8,300,000 members
<input type="checkbox"/> test_website_il Third-party: Bombora 75% match rate	Audience: <span>Ready</span> Active campaigns: 0	8,300,000 members

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:



Standard B2B audience



Company Surge® audience

2

Deliver the same messaging to these groups on LinkedIn:



3

Measure performance between these groups based on key performance indicators

Short term



Website visits



Responses



Clicks



Leads



Registrations



Sales pipeline

Long term

Measure 'closed won' performance



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# 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!



Compared to LinkedIn targeting alone

**Hushly**

↑ **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

Sponsored Content on LinkedIn

**8x8**

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

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



**bombora**

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