


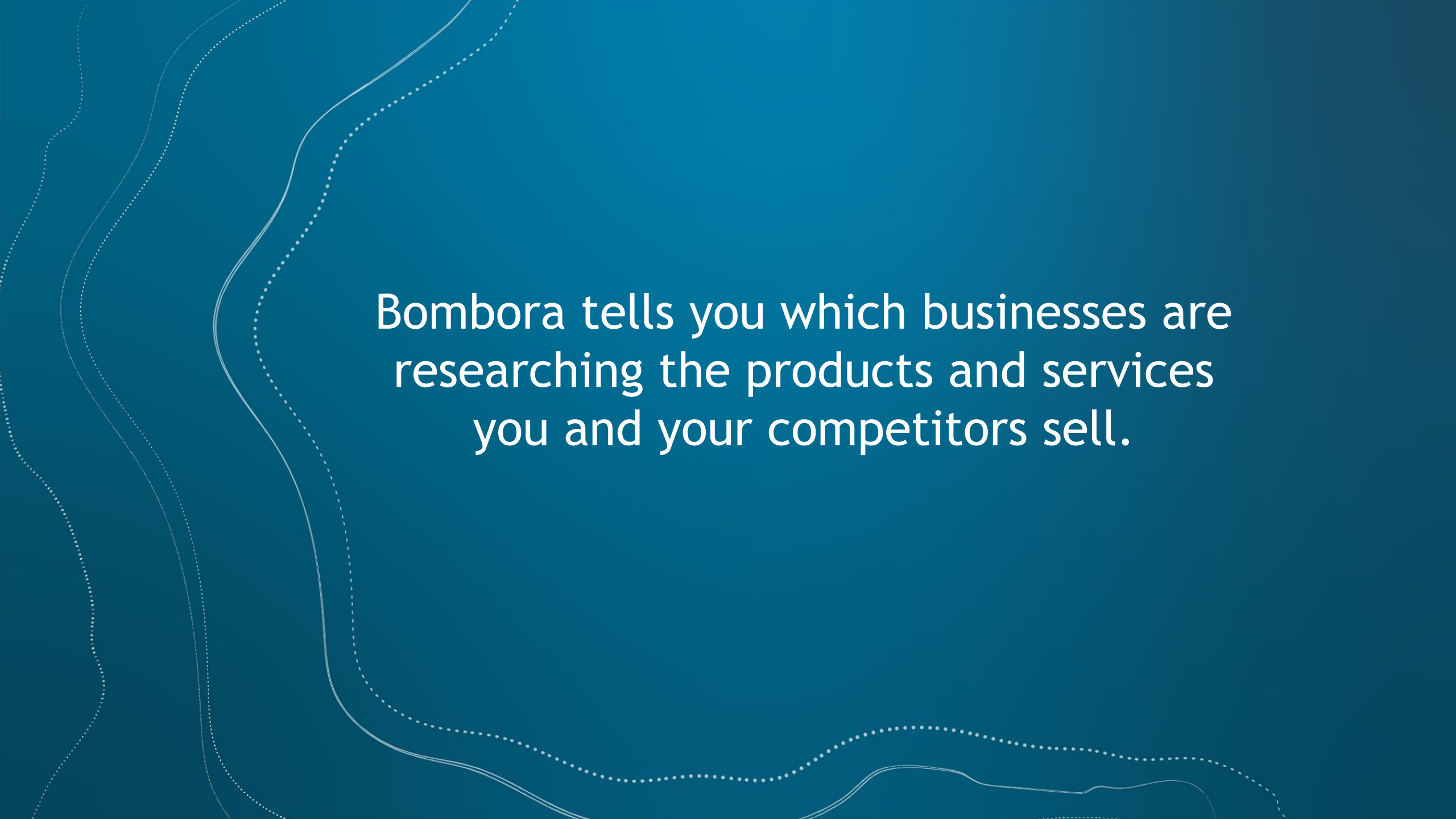


Bombora Company Surge[®] in 6sense


bombora

Contents

- Benefits of using Intent Data with ABM platforms
 - 6sense + Bombora
 - Use Cases for Bombora in 6sense
 - Stories from Bombora + 6sense customers
 - Packages
- 
- A decorative graphic on the right side of the slide, consisting of a solid orange shape that curves upwards from the bottom left towards the top right. The boundary between the white background and the orange shape is defined by a dotted line. Along this dotted line, there is a sequence of binary digits (0s and 1s) in a light orange color, following the curve of the shape.

The background is a solid teal color. On the left side, there are several white, wavy, abstract lines that flow from the top to the bottom. Some of these lines are solid, while others are dotted. The lines create a sense of movement and depth, framing the central text.

Bombora tells you which businesses are researching the products and services you and your competitors sell.

The background is a solid teal color. On the left side, there are several decorative, wavy lines that flow from the top to the bottom. These lines vary in style, including solid white lines and dotted white lines. The text is positioned on the right side of the image, centered vertically.

The 6sense Account Engagement Platform helps you uncover anonymous buyer behavior, prioritize accounts, and engage buying teams with personalized, multi-channel campaigns.

Full access to Bombora data in 6sense maximizes outcomes

~15%

Increase in number of
in-market accounts

*More target accounts in active
buying cycles to go after*

~20+%

Lift in predictiveness of
accounts in “Purchase”
stage converting to
pipeline

*Reps can be more confident that
working these accounts will lead to
viable sales opportunities*

Bombora Company Surge[®] is different Intent data

| Differentiator | How is it different? | Why is it important? |
|---------------------------------|---|---|
| Intent data source | The Bombora Data Co-op is collaborative data collection from 5,000+ B2B websites; 70% are exclusive to Bombora . | Accurate coverage and scale that sees a high percentage of (unique) intent behavior, expanding dark funnel visibility. |
| Data Collection | Patented Natural Language Processing “reads” content to understand its topic richness, and correlates Intent to account-level content consumption and user engagement data. | Accurate and deep understanding of what content is being consumed, how users engage, and which accounts are showing intent signals. |
| Data Modeling | Bombora creates a baseline of normal interest in topics for each account, based on interactions and devices. Company Surge [®] scores show significant spikes in interest from the norm. | The modeling approach complements 6sense’s activity signals and finds additional account interest spikes. |
| Privacy & Compliance | Explicit consent-based web and user permission which follows all applicable privacy guidelines. | Reduced risk of and potential replacement costs from non-compliant solutions. |

Bombora + 6sense optimizes and enhances results

Account Identification

Build and dynamically update your Ideal Customer Profile (ICP) or target account list using first and third-party data sources

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Adding Company Surge® Intent data identifies ~15% more in-market accounts

Account Readiness

AI-driven models predict the account buying stage of your target accounts, to prioritize actions

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Company Surge® drives a ~20% lift in predictive model accuracy, specifically in converting more 'purchase' stage accounts to pipeline

Orchestration

Self-serve and automated process for engaging target accounts across digital channels (ex: ads, emails)

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Company Surge® Intent data integrates and can be activated across your orchestration channels

How to use 6sense and Bombora for account identification and engagement

How 6sense ingests the data

How it can be used

1

ABM Segmentation

Build audiences based on Bombora Intent data and topics

Identify incremental ICP or target accounts

Company Surge[®] Intent data integrates with 6sense's account segmentation capabilities, adding 15%* more in-market target accounts to engage.

2

Predictive Models

Add Bombora Intent into predictive modeling to show where in-market accounts are in the buying cycle

Uncover more 'Purchase' accounts to prioritize

'Purchase' stage accounts determined by 6sense's predictive model convert into pipeline opportunities at a higher rate when Company Surge[®] is included in the model.

3

Sales Insights

View Intent topic engagement in Salesforce

Refine account prioritization and content

Know which target accounts are highest priority and uncover messages that will resonate best with prospects. Align with marketers orchestrating hyper-personalized, high-touch ABM.

**Statistics based on average results reported by mutual 6sense and Bombora customers*

ABM Segmentation

- Always-on segment criteria with your Bombora Intent topics create and deliver audiences for display, website personalization, and pushing audiences to MAP or Sales Engagement tech
- Bombora-generated segments will show which accounts are actively doing research on those topics

1 Create segment criteria with Bombora topics

The screenshot shows the Sensei Segments interface. On the left is a sidebar with a 'Global Segments' header and a list of folders: 'All Folders', '6s for 6s: ICP Segments', '6s for 6s: Nurture Segments', '6s for 6s: Partners', '6s for 6s: Performance Report', '6s for 6s: Reporting', and 'ABM Only Dashboards'. The main panel is titled 'DF Demo Audiences (12 Segments)'. It contains a table with two columns: 'Name' and 'Accounts'. The table lists 'Bombora Company Surge Topics' with 80 accounts and 'Active Customers - Researching - Dem...' with 12 accounts.

2 View accounts showing activity each week, and their details

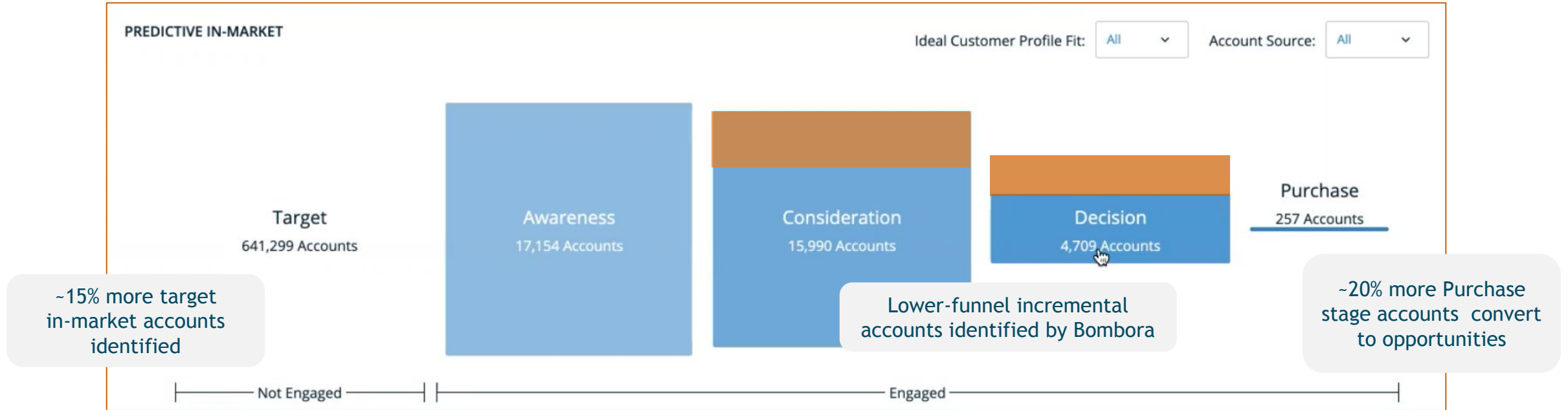
| Company | Visitors | Keywords | Activities | Latest Activity | Industry | Revenue Range | Employee Range |
|-------------------|----------|----------|------------|-----------------|-------------------------|---------------|----------------|
| ACME Corp | 68 | 59 | 10,300 | May 24, 2021 | Software and Technology | \$5B+ | 10,000+ |
| Data Waves Co. | 64 | 1 | 69 | May 22, 2021 | Manufacturing | \$5B+ | 10,000+ |
| Sherpa Sales Inc. | 47 | 52 | 12,024 | May 24, 2021 | Software and Technology | \$5B+ | 10,000+ |

The screenshot shows the filter criteria interface. It displays 'Total Accounts (70,493)' and navigation tabs for 'Predictive Analytics', 'Behavioral Analytics', and 'Profile Analytics'. Below this, it states 'Accounts matched that meet the following filter criteria:'. A filter is applied: '1. Bombora Company Surge Topics'. The filter is configured as 'is Equal to All Any of' followed by a list of topics: B2B Marketing, Intent Marketing, Marketing Software, Marketing Technology, Marketing Strategy, Marketing Tools, Sales Acceleration, Sales Analytics, Sales Effectiveness, Sales Enablement, Sales Intelligence, Sales Pipeline, Sales Software, Sales Strategy, and Demandbase.

Know who to target with data-driven audience segmentation

Predictive Models

- All 1st and 3rd party data (CRM, website, etc.) is ingested into AI-driven models to identify trends related to purchase, and place accounts into journey stages



6sense predictive models aggregate all data and predict where accounts are in market

Account Insights

- Know when and which specific Intent signals took place, along with their fit and buyer stage

Account Name (Atlanta, Georgia, United States)

Mar 29, 2021 6 Media Impressions in 2 Campaigns
Credit Unions - In Market (5)
Credit Unions - RBFCU Case Study (1)

Mar 28, 2021 24 Media Impressions in 3 Campaigns
Credit Unions - CU EX Tips (7)
Credit Unions - In Market (7)
Credit Unions - RBFCU Case Study (10)

Mar 28, 2021 3 Bombora Company Surge topics displaying elevated intent:
Coaching & Mentoring
Employee Recognition
Performance Management

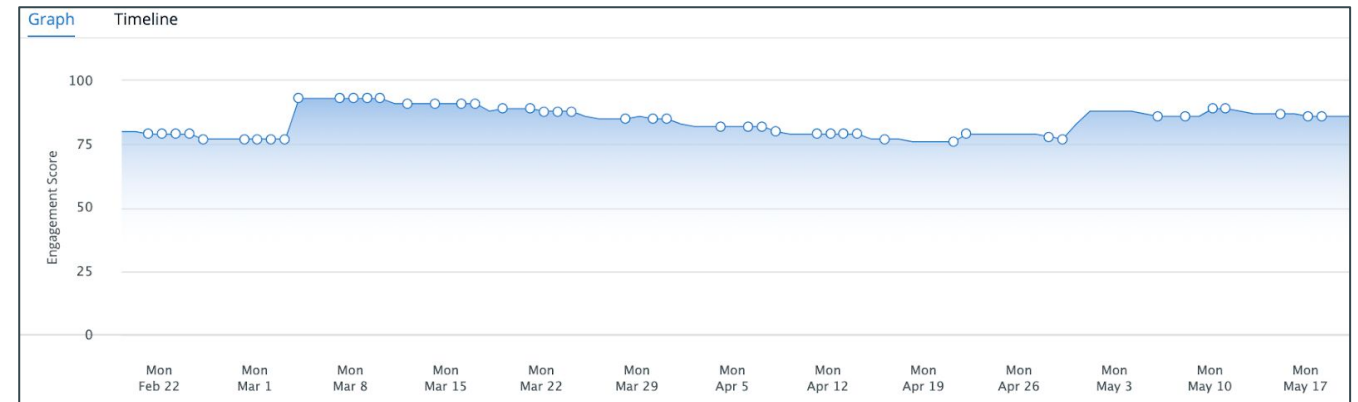
Mar 26, 2021 15 Media Impressions in 3 Campaigns
Credit Unions - CU EX Tips (1)
Credit Unions - In Market (6)
Credit Unions - RBFCU Case Study (8)

Mar 25, 2021 54 Media Impressions in 3 Campaigns
Credit Unions - CU EX Tips (20)
Credit Unions - In Market (21)
Credit Unions - RBFCU Case Study (13)

Profile Fit
■ Strong

Account Reach
■ High

Buying Stage
■ Purchase

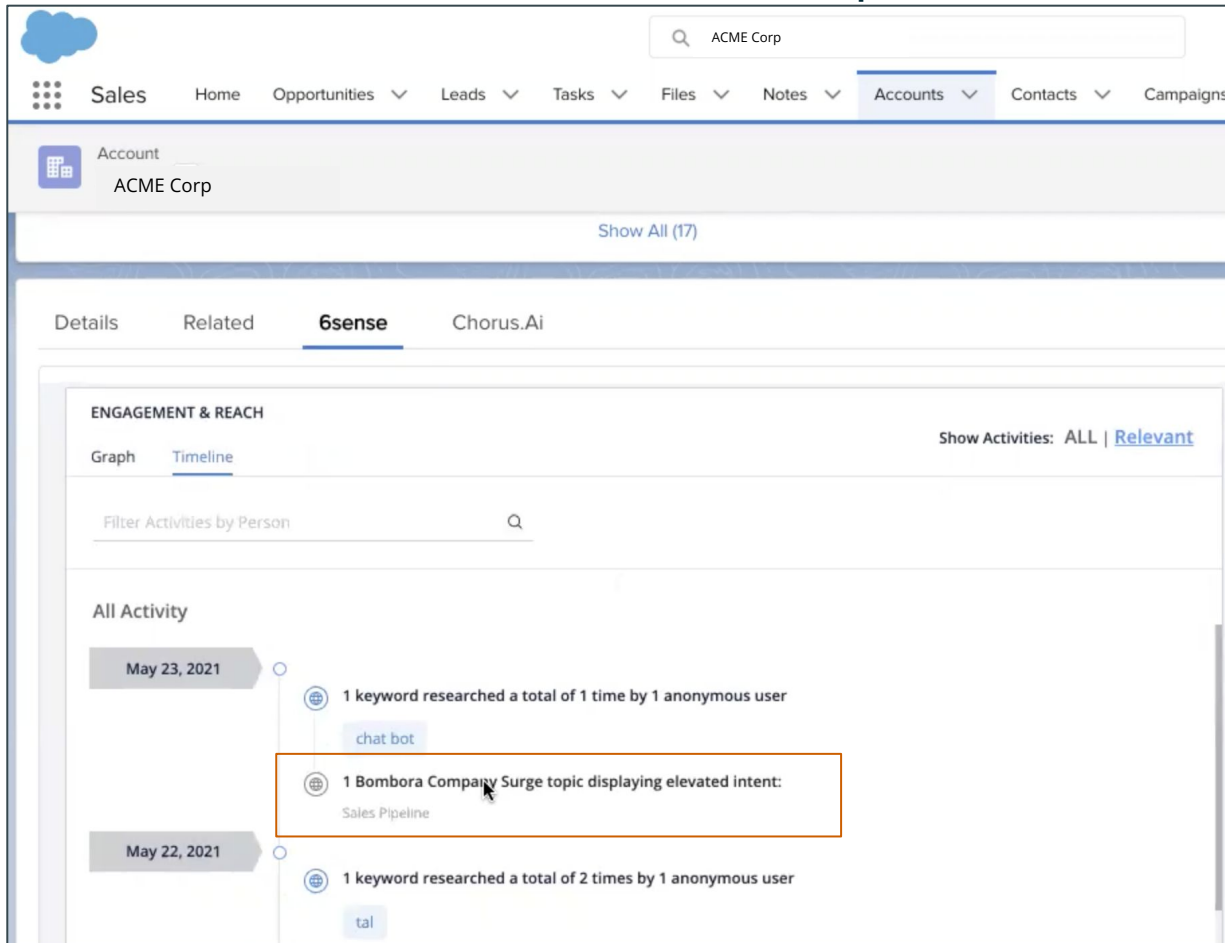


View account engagement activity in chronological order

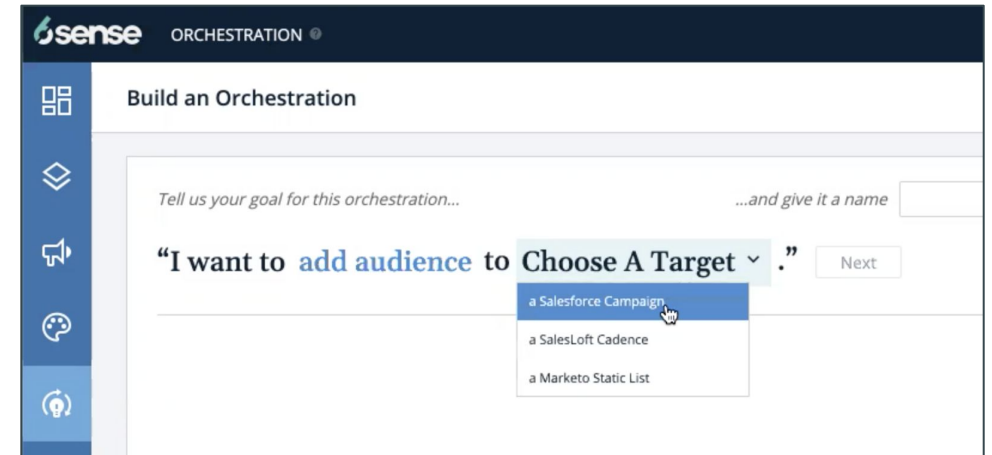
Salesforce views help align sales and marketing to the same accounts

Sales Insights and Orchestration

- View directly in Salesforce and use Intent topics to inform sales outreach and drive engagement
- Push audiences to other activation platforms




The screenshot shows the Salesforce interface for the account 'ACME Corp'. The navigation bar includes 'Sales', 'Home', 'Opportunities', 'Leads', 'Tasks', 'Files', 'Notes', 'Accounts', 'Contacts', and 'Campaigns'. The account name 'ACME Corp' is displayed at the top. Below the account name, there are tabs for 'Details', 'Related', '6sense', and 'Chorus.Ai'. The '6sense' tab is active, showing a section titled 'ENGAGEMENT & REACH' with a 'Timeline' view. The timeline shows activities for May 23, 2021 and May 22, 2021. A specific activity on May 23, 2021 is highlighted with a red box: '1 Bombora Company Surge topic displaying elevated intent: Sales Pipeline'. Other activities include '1 keyword researched a total of 1 time by 1 anonymous user' and '1 keyword researched a total of 2 times by 1 anonymous user'.



The screenshot shows the 6sense ORCHESTRATION interface. The header includes the 6sense logo and 'ORCHESTRATION'. The main heading is 'Build an Orchestration'. Below this, there is a text input field for the goal: 'Tell us your goal for this orchestration...' and a 'Next' button. The goal text is 'I want to add audience to Choose A Target .'. A dropdown menu is open under 'Choose A Target', showing options: 'a Salesforce Campaign', 'a SalesLoft Cadence', and 'a Marketo Static List'. The 'a Salesforce Campaign' option is selected.

Kazoo combines 6sense and Bombora to identify more in-market accounts

“If you think about the concept of Company Surge[®], it’s not surprising that the activity we’re seeing above the baseline is more predictive. We ran a test and found there was significant enough incrementality by adding Bombora that it was worth investing in both 6sense and Bombora.”

Casey Carey, CMO, 

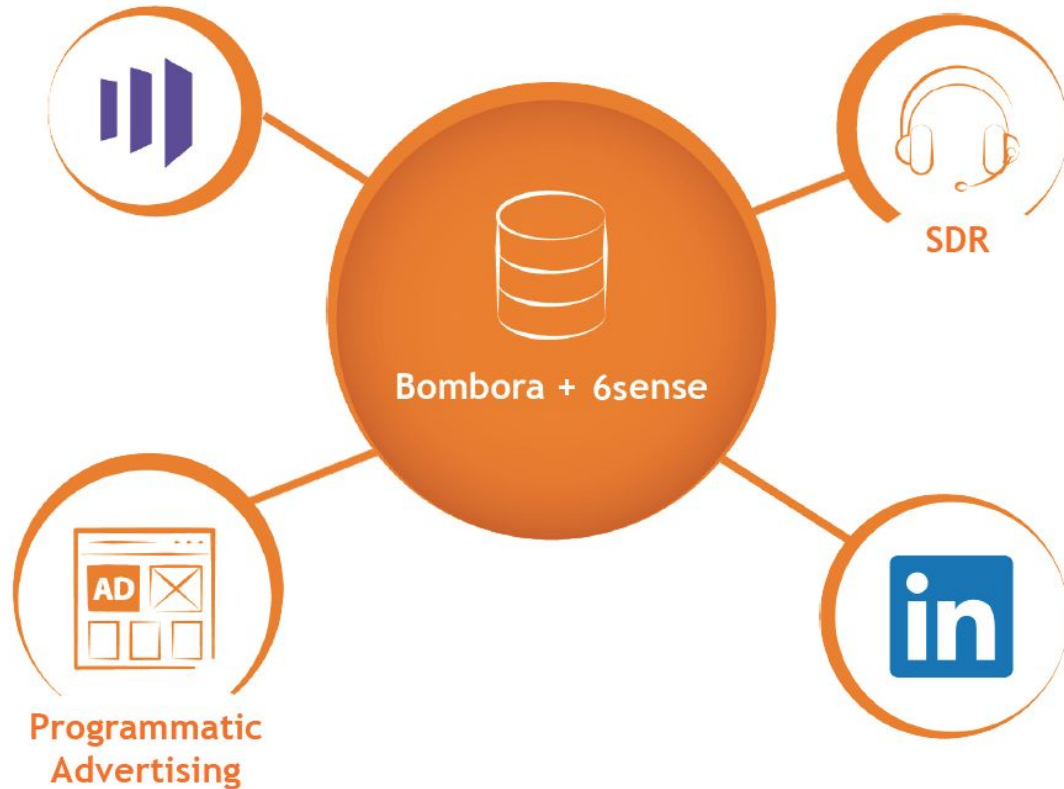


Kazoo combines 6sense’s Account Engagement Platform with Bombora’s Company Surge[®] Intent data to identify incremental in-market accounts, and specifically those in the ‘purchase’ buyer stage that convert to pipeline opportunities at a much higher rate.



Kazoo's predictive and intent-based approach drives marketing results

Applying Bombora and 6sense strategy across highly targeted, relevant, and integrated campaigns



kazoo Results:

+63%
MQL quality

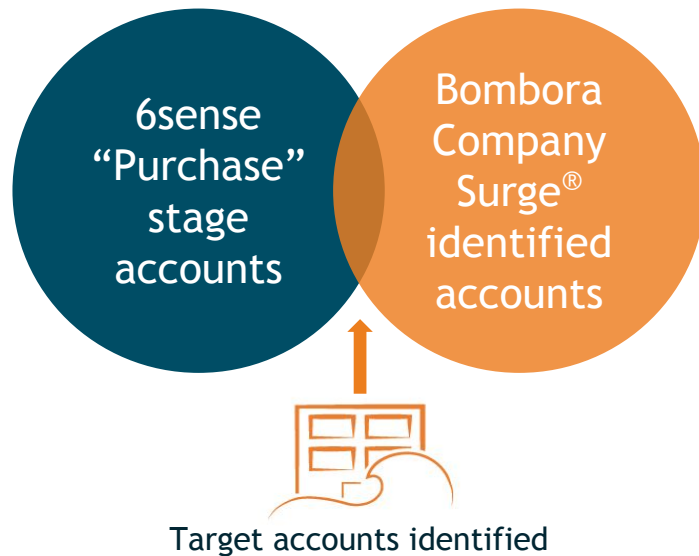
+33%
Q1 2021 MQLs YoY

+14%
Deal win rate

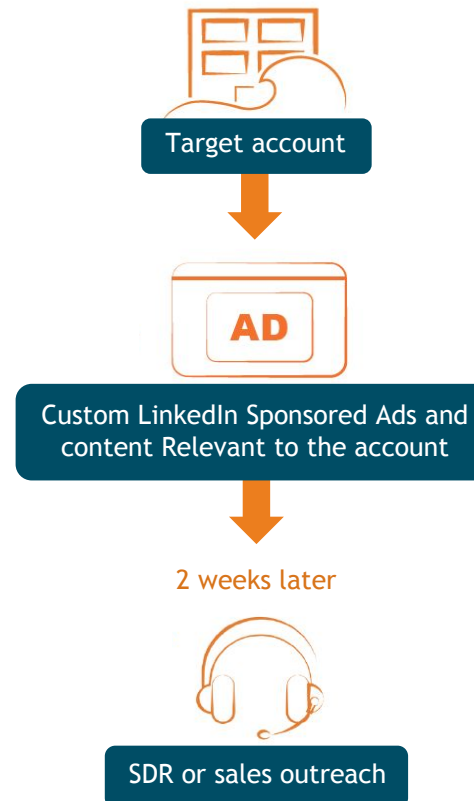
+307%
Organic traffic

Snowflake wins competitive deal in just three months with high-touch Account-Based Marketing strategy

Snowflake combines 6sense's "Purchase" stage accounts and Bombora's Company Surge[®] Intent data to refine its target account list and understand the messages and content that resonate



Each target receives a personalized approach with corresponding activities and content based on Intent topic interest



“With Bombora, we're able to know the why and when to go after an account. It's become critical to every salesperson at Snowflake, and this validates that. We were so excited with this recent win that we shared it at our Sales Kick-off to get everyone revved up on using the data.”

Christopher Marshall,
ABM Manager



Leading ABM platforms partner with Bombora to better identify and engage in-market accounts

*“Customers can now shine a light on their Dark Funnel™ and **engage the best accounts for their sales and marketing teams.** Partnering with Bombora helps us achieve our mission to deliver **the most comprehensive account engagement platform on the market.**”*

- Viral Bajarria,
CTO and Co-Founder of 6sense.

*“6sense and Bombora are integral components of our account-based sales and marketing tech stack. **With Bombora’s intent data now integrated in 6sense, our sales and marketing team is even better positioned to identify customer demand and engage with the right buyers at the right time.**”*

- Gladys Alegre-Kimura,
Head of Marketing Operations, Aruba, a
Hewlett Packard Enterprise company.

6sense customers receive discounted pricing for Bombora Intent data

| Package options | | Kickstart Package | Expansion Package |
|-----------------|------------------------------|--------------------------------------|--------------------------------------|
| What you get: | Intent topics | 8 topics | <i>Unlimited</i> Intent topics |
| | Company Surge® signal volume | 40% | 100% |
| Cost | 24-month subscription | Included with 6sense subscription | Contact for pricing. |
| | Discount | | 53-60% off from Bombora rate card |