Bombora Company Surge® in 6sense

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

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

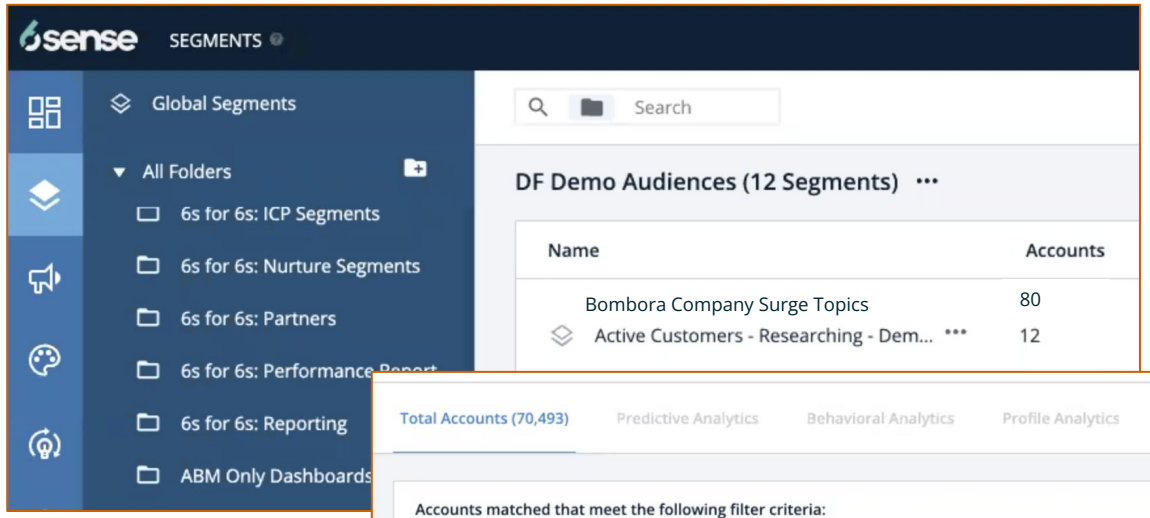
How 6sense ingests the data	How it can be used
1 **ABM Segmentation** Build **audiences** based on Bombora Intent data and topics	**Identify incremental ICP or target accounts** Company Surge® Intent data integrates with 6sense's account segmentation capabilities, adding 15%* more in-market target accounts 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*

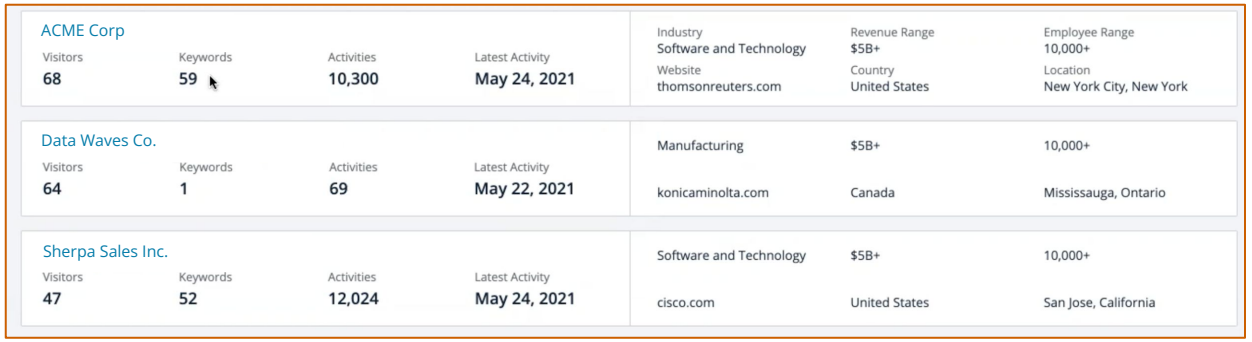
ABM Segmentation

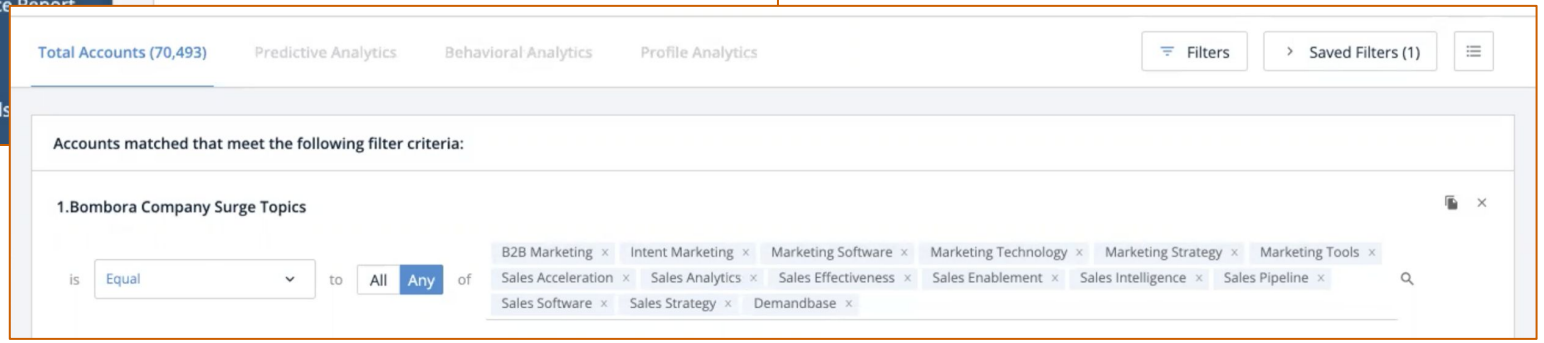
- Always-on segment criteria with your Bombora Intent topics create and deliver audiences for display, website personalization, and pushing audiences to MAP or Sales Engagement tech
- Bombora-generated segments will show which accounts are actively doing research on those topics

1 Create segment criteria with Bombora topics



2 View accounts showing activity each week, and their details

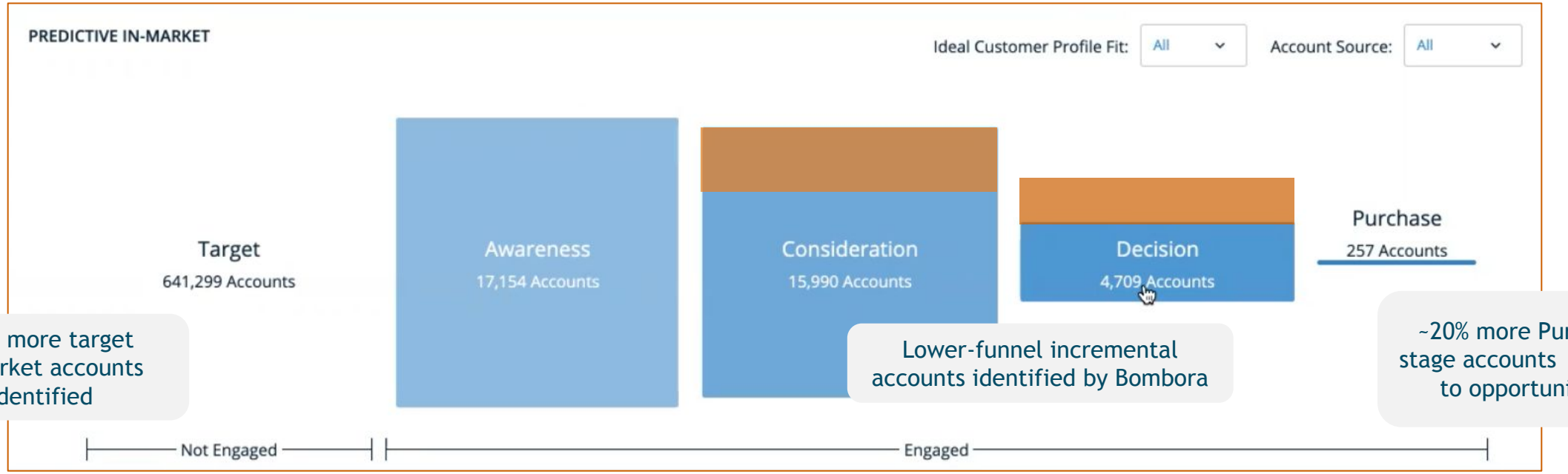




Know who to target with data-driven audience segmentation

Predictive Models

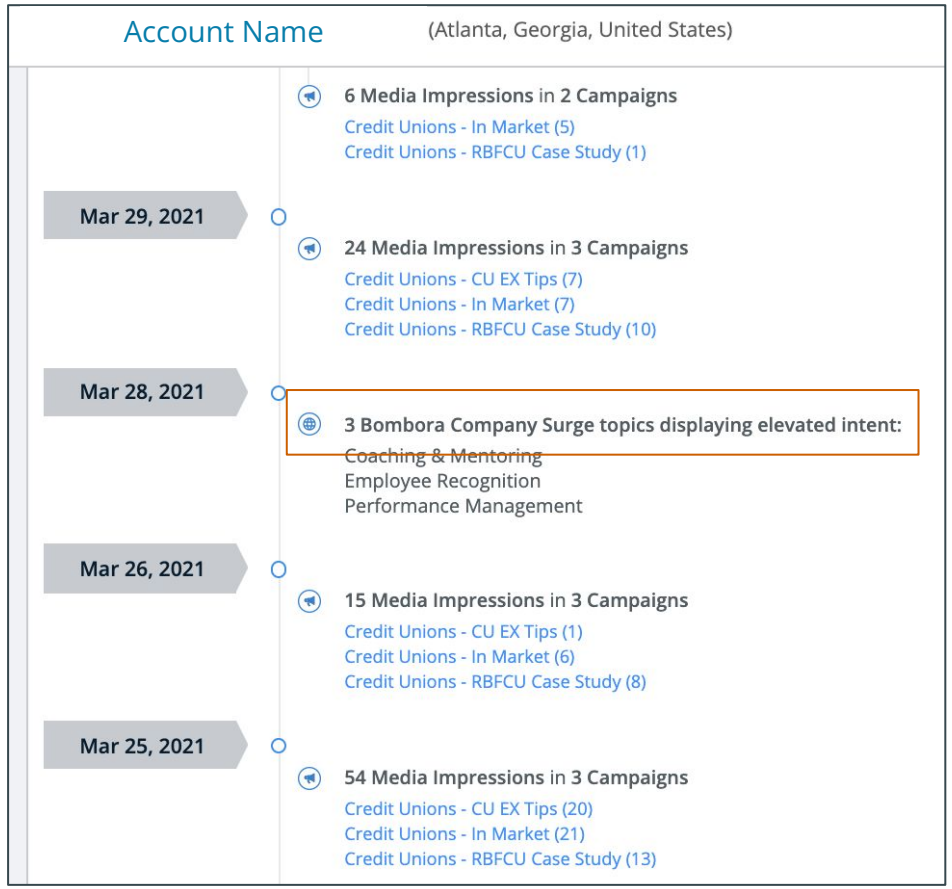
- All 1st and 3rd party data (CRM, website, etc.) is ingested into AI-driven models to identify trends related to purchase, and place accounts into journey stages

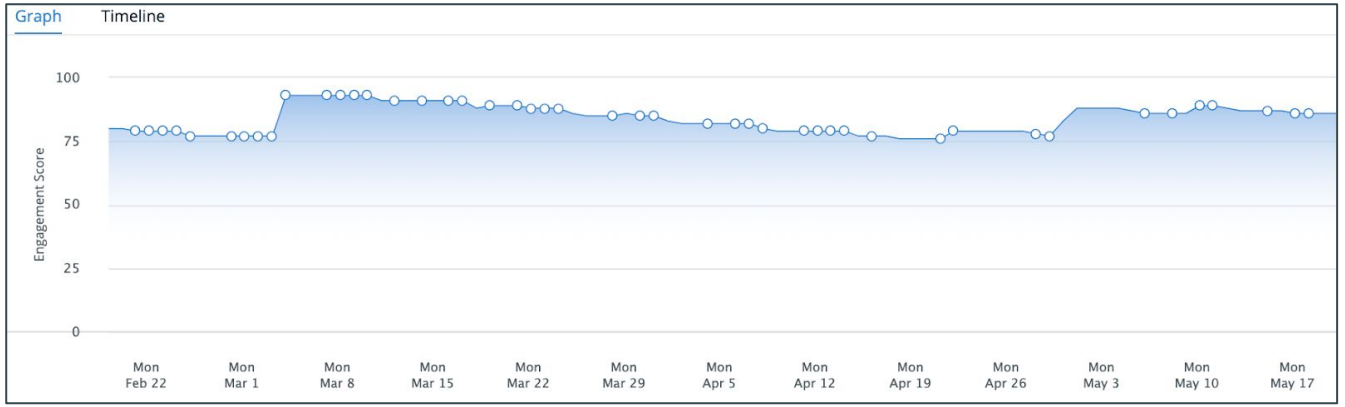


6sense predictive models aggregate all data and predict where accounts are in market

Account Insights

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



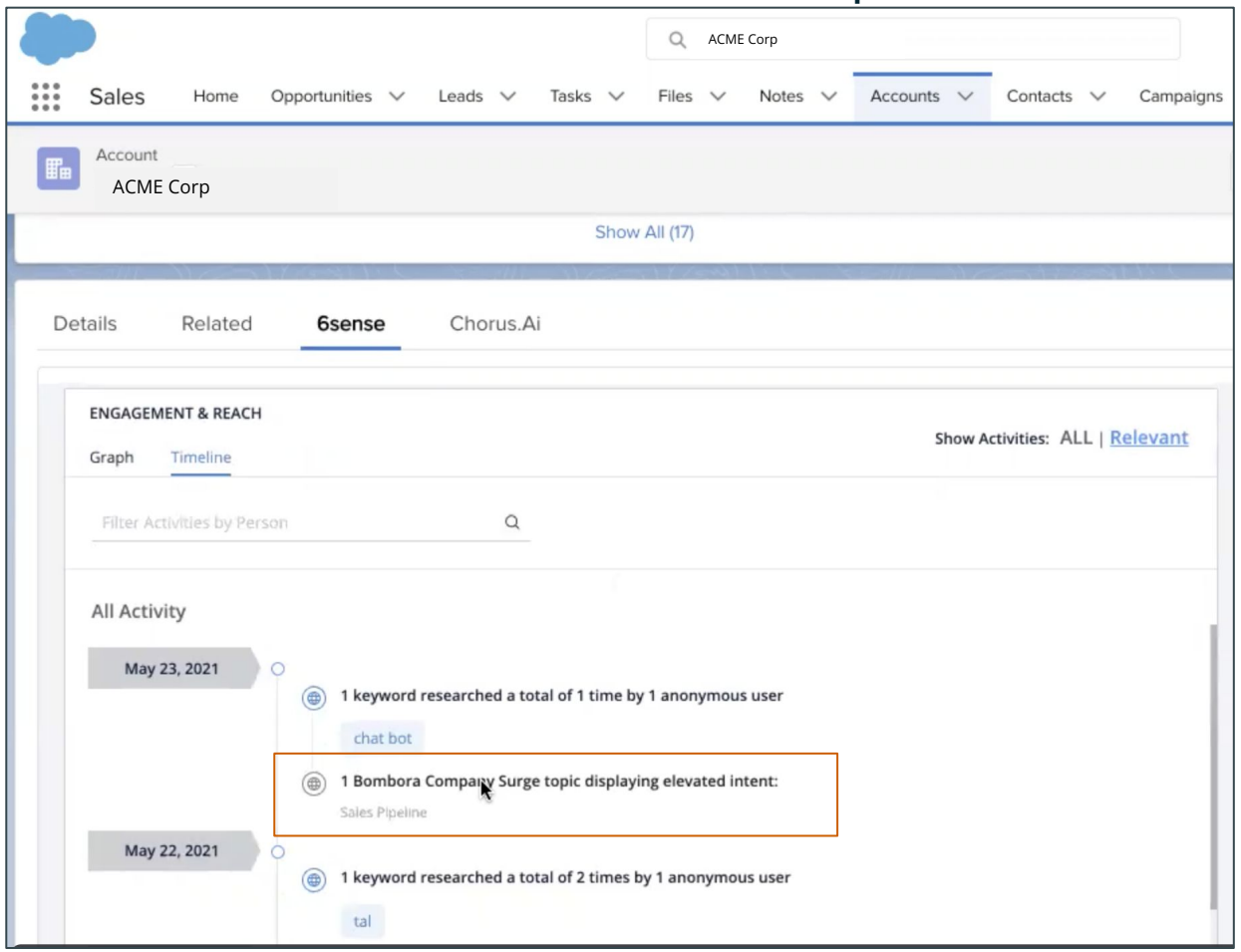


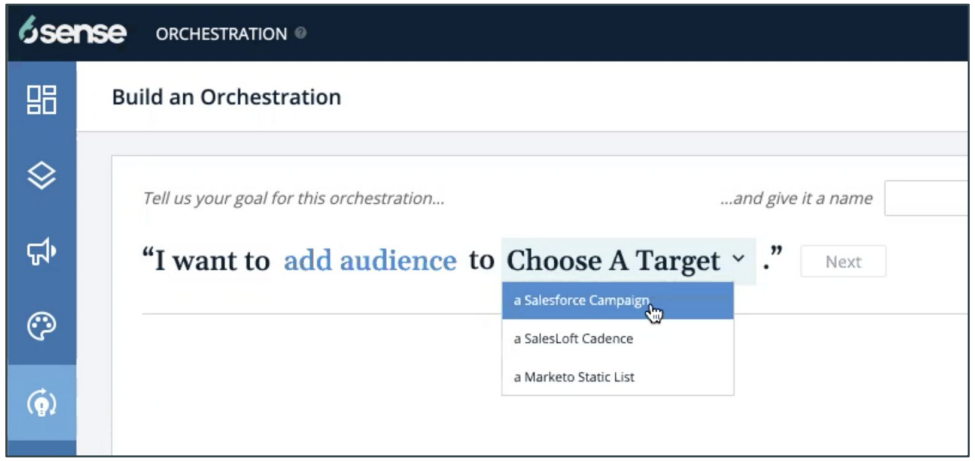
View account engagement activity in chronological order

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



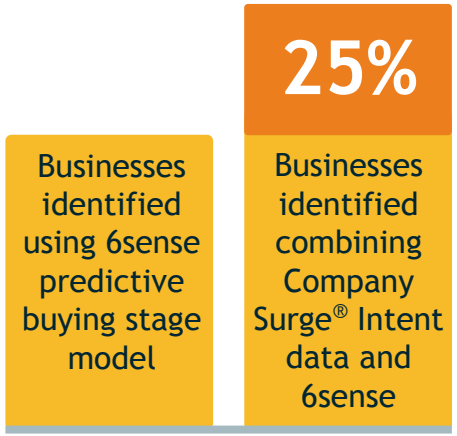


Kazoo combines 6sense and Bombora to identify more in-market accounts

"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

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.

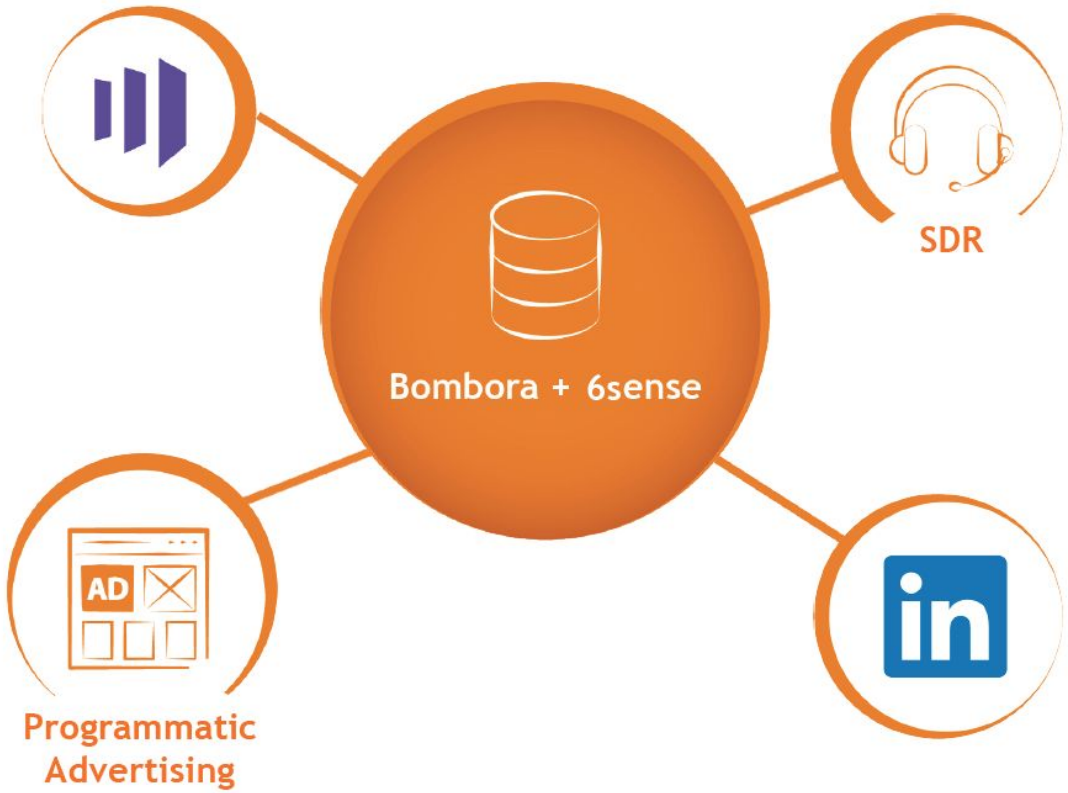


Incremental in-market businesses identified

Increase in businesses identified by Company Surge® in 'purchase' stage

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

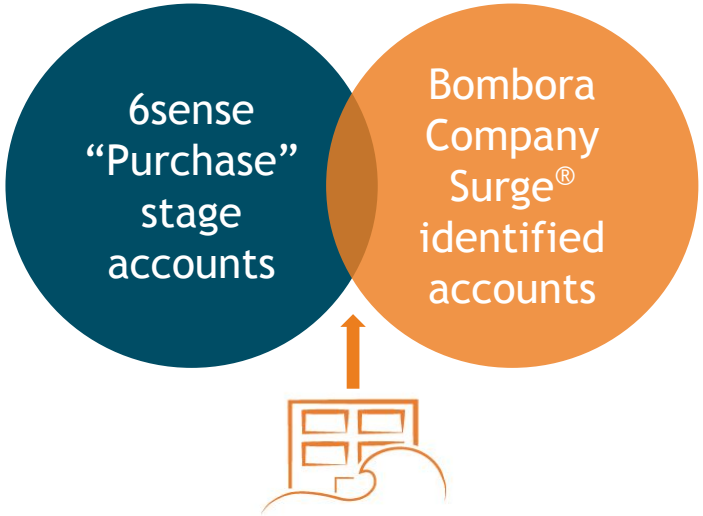
+33%
Q1 2021 MQLs YoY

+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
>
> snowflake®

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 Bajaria,
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	***Unlimited*** 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