Using Company Surge®
Intent data with Recotap

What does Recotap do?

Recotap is an AI powered Account Based Marketing platform that provides the three key pieces you'll need to run a successful GTM program:

- B2B data (account, contact and Intent)

- Personalized multichannel engagement

- Real time account insights

How does Recotap use Intent data?

With a comprehensive dashboard, you can easily monitor and understand which accounts are highly engaged and ready for outreach.

Find in-market accounts: No more searching for the right-fit accounts. Your ICP + Intent data = Filtered list of in-market accounts that perfectly fit the criteria you are looking for.

Build account scores based on Intent data: Every account moves differently, and it is tracked on one dashboard to make it easy for you to understand when an account is highly-engaged.

What are the benefits of this integration?

The data-driven approach that Recotap and Bombora provide ensures that your marketing and sales teams focus their efforts on accounts that matter the most.

- No need to guess on picking which accounts to target

- Focus your resources only on high-value target accounts that show Intent

- Run 1:1 personalized multi-channel campaigns to the right fit accounts

For more information, please visit bombora.com or recotap.com/intent-data