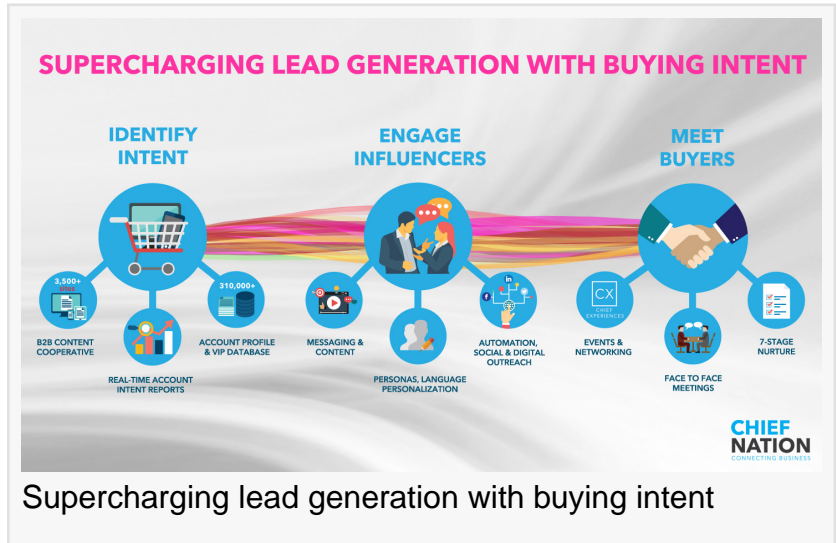


New B2B partnership to uncover global technology firms' buying intent

A new alliance between Chief Nation and Bombora means marketers can supercharge target account lead generation

LONDON, UNITED KINGDOM, March 6, 2018 /EINPresswire.com/ -- There's a new way for B2B marketers to unlock unprecedented insight to support their technology lead-generation campaigns. Chief Nation, a global technology marketing consultancy, will combine its lead-generation expertise with [Bombora](#), the leading provider of B2B intent data. Together, the partnership will offer B2B marketers a 'best of both worlds' way to target potential buyers.



Bombora is powered by the largest source of B2B intent data – a co-operative of 3,500+ B2B content publishers. Bombora analyses the business content consumption of millions of businesses that are

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engaging with content from these publishers. Bombora's Company Surge™ indicates changes in consumption on specific product-related topics from these businesses. Marketers can then use these insights into company intent to make hyper-relevant and timely contact to set up sales opportunities.

Chief Nation is a leading B2B technology consultancy, working with the likes of Microsoft, IBM, Adobe, Vodafone, Intel, and Digital Realty. Chief Nation clients taking advantage of the [Bombora partnership](#) will gain a highly targeted workflow for generating leads and meetings. This comprises multiple touchpoints for clients to engage with their target

accounts. Everything from emails and social media, to telemarketing and events. Along with reports showing which companies are consuming more B2B content on which topics, adding a new dimension to insight and KPIs.

"The Bombora partnership adds tremendous value to our Account-Based Marketing (ABM) offering," explains Craig McCartney, Sales and Marketing Director at Chief Nation. "We can send timely and relevant communication to decision-makers exactly when they enter the sales cycle. We've always employed a multi-touch process in our lead-generation funnels, so Bombora's data enables us to work smarter, with sniper-like accuracy, to increase conversions and pipeline for our clients."

“Chief Nation were one of our first UK partners,” says Sarah Nicholls, Director of EMEA Partnerships, Bombora. “Our intent data dovetails perfectly with their ABM model. We're happy to see the results of bringing it to bear on their database of 280,000+ senior executives.”

This intent monitoring approach is increasingly being used across the B2B industry to enhance Account Based Marketing (ABM) activities. Marketers have to go beyond merely identifying target accounts. And recognise when accounts are actively conducting research because this is when they're more receptive to sales discussions. The Chief Nation/Bombora alliance will be a crucial tool for any B2B marketer serious about succeeding with ABM.

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More information: Visit: <https://hubs.ly/H0bbWZh0> or contact Craig McCartney, Digital Marketing Director, 020 7329 3933

About Chief Nation

Chief Nation are a full-service B2B Marketing agency who specialises in helping technology providers to connect to decision makers digitally, socially and personally. They offer various account-based marketing, digital and C-level event marketing programs for their clients in the UK, EU and USA. To get in touch or to find out more about their B2B marketing services visit [their site](#).

About Bombora

Bombora is the leading provider of Intent data for B2B marketers. Bombora's data aligns marketing and sales teams, enabling them to base their actions on the knowledge of what companies are in market for which products. Bombora's Surge™ data reports on changes in consumption on specific product related topics from within businesses.

The source of this data is the first co-operative of premium B2B media companies. Members contribute content consumption and behavioural data about their audiences. In turn, they can better understand their audiences, serve advertisers and monetize their inventory. To learn more, visit www.bombora.com.

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