

Using Intent data with Loominance

What does Loominance do?

We're the first Universal Data Orchestration Platform, designed to continuously deliver actionable account intelligence to a company's teams and systems. Sales, marketing, and channel teams rely on Loominance to easily transform disconnected data from across the enterprise into prioritized opportunities and accelerated revenue.

How does Loominance use Intent data?

- 1. Sales** - Loominance uses Company Surge data along with Visitor Insights, your CRM, and other available datasets to produce weekly "Territory Priority Summary Reports" that are emailed directly to your sales teams. These customizable reports provide sales with an "always-on" curated view into their unique account opportunities, ranked and continuously monitored.
- 2. Account Based Marketing** - Loominance attaches account intelligence to lead and contact data sources to allow companies to leverage their investment in Company Surge and Visitor Insights data. Our system delivers continuous account intelligence into your Marketing Automation tool or reporting infrastructure (Tableau, etc.) to better inform your lead life cycle.
- 3. Partner List Enrichment** - Loominance transforms channel partner account and contact lists, quickly enriching and prioritizing them using Company Surge and Visitor Insights data so your partners can focus on the right accounts at the right time and with the right messages. As a bonus, we also use your 1st-party data to avoid channel partner conflicts.

What are the benefits of this?

- Dramatically improve conversion rates by 2-3x and reduce the number of days-to-close deals by 40%.
- Align your company's Sales and Marketing account prioritization processes and deliver repeatable and attributable revenue, including through your partners.
- See value in days instead of months by building your account-based workflows on a scaled, automated, data orchestration platform.

"Not only has Loominance yielded better conversation rates, but this data has encouraged senior sales reps who were initially closed off to call blitz days to participate since they can better understand how to approach a cross-sell conversation with their existing customers."

- Senior Global Partner Go-to-Market Manager,
Leading Networking Company

