

Bombora Audience Solutions

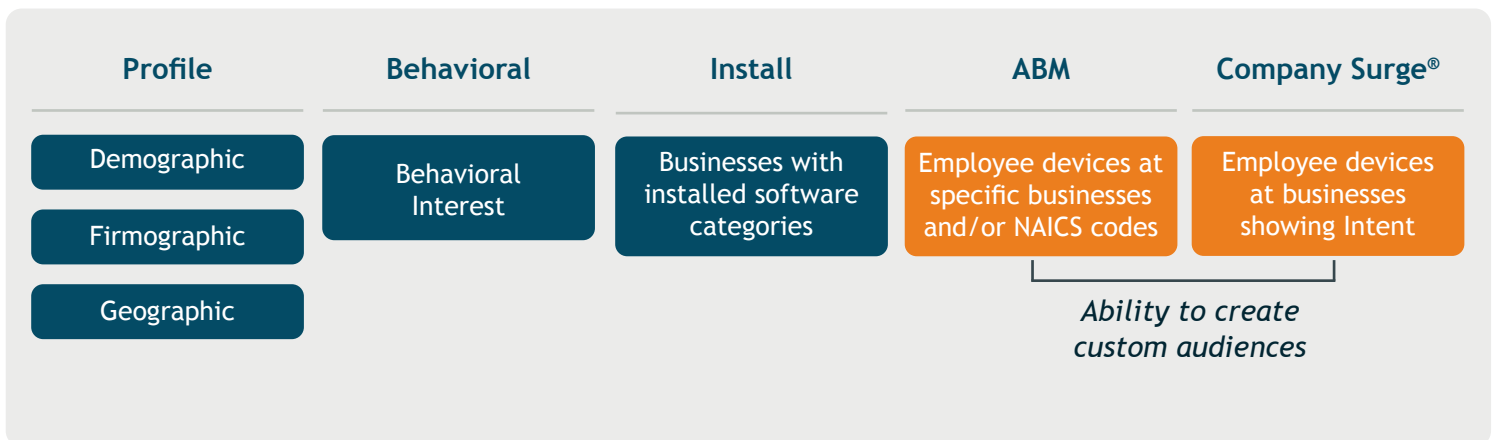
Reach B2B audiences with precision and scale

Combine true Intent data attributes such as firmographics and demographics to activate your desired audience across your entire omnichannel marketing stack. With deep integrations into every major global DMP, DSP, SSP, and over **450+ off-the-shelf audiences** to choose from, Bombora meets all of your targeting needs. Maximize your advertising spend by targeting the right customers across programmatic, paid social, native ad platforms, advanced TV and more.

Access Intent data scale through Bombora's unique Data Co-op

Bombora monitors billions of online research events, including content consumption and buyer interactions such as downloading whitepapers, filling out forms, and more. This data is accessible thanks to a first-of-its-kind B2B Co-op, which is GDPR and CCPA compliant with 5,000+ websites opted-in. Additional online and offline sources are used to augment digital audiences with demographic and firmographic information. This data is aggregated into B2B segments for targeting and media activation.

Five unique datasets accessible for audience creation:



For more information, please visit bombora.com/contact or email sales@bombora.com.