

Activate Bombora's high-value B2B digital audiences across premium inventory from leading SSPs

SSP audience activations for truly unified omnichannel campaigns

Leverage increased control over when, where and how you activate

Unmatched audience granularity and flexibility for targeting precision

Bombora's audiences enable highly precise segmentation with account, firmographic, B2B demographic and behavioral attributes including our proprietary B2B Interest and Intent data.

bombora

High-quality, omnichannel inventory from trusted publishers

Advertisers can be confident their campaigns are activated on quality inventory with high visibility, curated and surrounded by brand-safe content.

OpenX ■ **PubMatic** **audigent.**

Advertisers leveraging direct SSP audience activation typically see

Maximized reach and scale

Gain greater scale through higher match rates, driven by direct matching of audiences to SSPs.

Significantly accelerated activation time

Activate quality data and smarter campaigns, faster – cut activation time to 24-48 hours.

Persistent, durable activation

Powered by integrated alternative identifiers across Bombora and SSP identity graphs.

Increased trust in your campaigns

Pair Bombora's trusted data with greater transparency into inventory.

Fast and easy activation through Deal ID setup

1

You provide:

1. Your target audience parameters
2. Your desired SSP and DSP
3. Your campaign details*

2

Bombora builds your unique Deal ID, and sends it directly into your desired DSP for activation.

*DSP seat ID, flight dates and media formats

Measure campaigns activated across leading SSPs and DSPs with B2beacon™

Intentionally designed to address the needs of B2B advertisers, B2beacon™ turns impression data into unique, actionable insights – allowing advertisers to measure, optimize and prove the true impact of their B2B campaigns. Direct partnerships and expanding integrations with leading platforms ensure B2beacon™ is available wherever advertisers activate.

For questions and more information, reach out to your audience solutions representative or AudienceSolutions@bombora.com.

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