

User Guide

Audience Solutions

Meta Activation

bombora[®]

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Audience Solutions for Meta

Introduction

Create relevant B2B audiences on Meta for full-funnel activation. Bombora has integrations with Meta's platform, enabling you to reach B2B data-enhanced custom audiences on Meta.

Custom Audiences for Meta

Bombora enables the creation of custom audiences for Meta in two ways:

- Use **Account-Based Marketing (ABM)** or a **Company Surge®** list of businesses demonstrating active Intent on topics of interest. Layer additional firm-level and persona-level attributes from below if desired.
- Select **firm-level and persona-level attributes** from our expansive list of options below to build a custom audience.

Interest and Company Surge®

- Target profiles at organizations with dramatically increased topics demand
- Select from 12,000+ topics
- Powered by the Data Co-op of 5,000+ websites

Company Size (employees)

- 1 - 9
- 10 - 49
- 50 - 199
- 200 - 499
- 500 - 999
- 1,000 - 4,999
- 5,000 - 10,000
- 10,000+

Company Revenue

- <\$1M
- \$1M - \$10M
- \$10M - \$50M
- \$50M - \$100M
- \$100M - \$200M
- \$200M - \$1B
- \$1B+

Industry

- Agriculture
- Business Services
- Construction
- Consumer Services
- Cultural
- Education
- Energy, Utilities, & Waste
- Finance
- Gaming
- Government
- Healthcare
- Hospitality and Hotels
- Insurance
- Legal
- Manufacturing
- Media and Internet
- Military
- Non-Profit
- Real Estate
- Recreation
- Resource Extraction
- Retail
- Software
- Sports
- Telecommunications
- Transportation and Travel
- Wholesalers

Job Function

- Building & Grounds Maintenance
- Compliance, Governance, & Risk
- Consultants
- Creative
- Education
- Engineering
- Finance
- Government
- HR
- Information Tech
- Legal
- Marketing
- Medical/Health
- Operations
- Public Interest
- Research
- Sales
- Scientists
- Service Industry

Other Attributes

- Seniority
- NAICS and SIC codes
- Software Installation



Reach B2B prospects on Meta with greater scale and efficiency for branding and awareness campaigns



Utilize ABM or Company Surge® audiences to optimize messaging and content for product consideration



Drive ROI and engagement among your ICP using personalized advertising on Meta

Get started

What you need

- 1 Meta Business Account
 - <https://business.facebook.com/>
 - [Steps for creating a Meta Business Account](#)
- 2 Meta Business Account
 - [Steps for creating a Meta Ad Account](#)
- 3 Bombora Business ID
 - 1723066267744507

Providing Bombora access to create your custom audience

Bombora delivers custom audiences to Meta via partner access to your existing Ad Account.

Partner Access: Bombora is added as a Partner with Manage Campaigns permission to an existing Ad Account. Bombora can then create custom audiences on your behalf and retrieve reporting information for the custom audiences created by us. Refer to page 5 for instructions.

What Bombora needs to create your custom audience

Bombora can access your Meta account in two ways in order to create your custom audience:

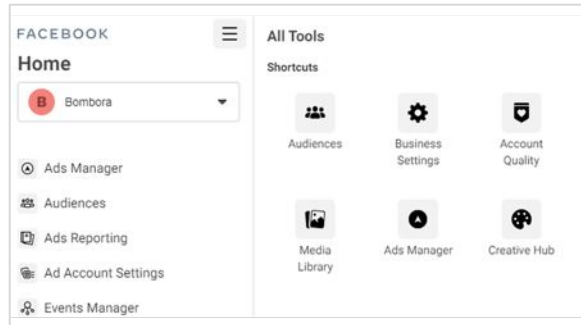
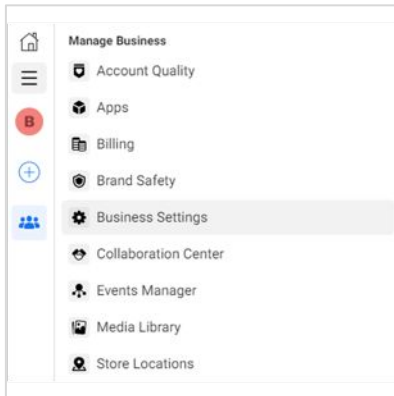
1. Signed and completed Bombora Paid Social paperwork. If paperwork is not in place, please contact an Audience Solutions team member at audiencesolutions@bombora.com to get this process started.
2. Specific details on the custom audience you would like to create:
 - An Account-Based Marketing or Company Surge® list of businesses, and any additional firmographic or persona-level audience attributes if applicable.
 - Or a selection of firm-level and persona-level audience attributes from the available options (see page 3).
3. Partner access for the associated Meta Ad Account ID.

Granting partner access

Getting started

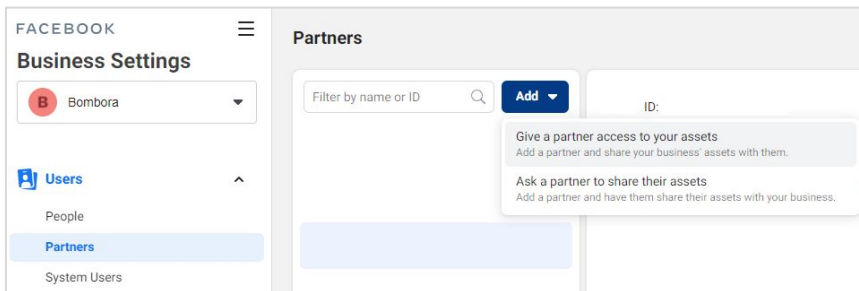
Log in to your Meta Ad account. Ensure you are a business admin for the account.

Navigate to **Business Settings** under **Manage Business** or **Shortcuts**.



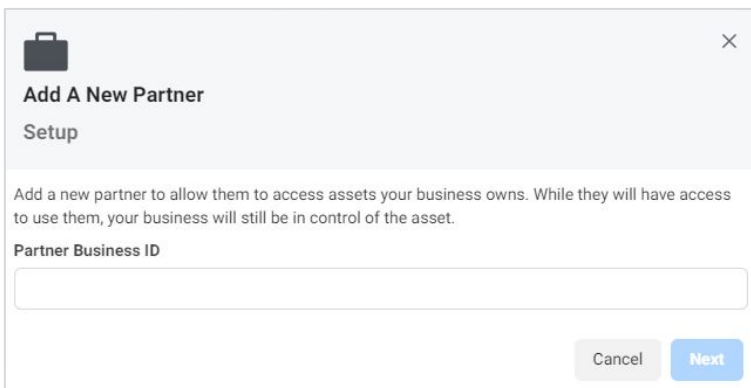
Step 1

Below **Users**, click on **Partners**, and click **Add**. A drop-down menu should appear.



Step 2

Click on **Give a partner access to your assets**. In the pop-up, enter the **Bombora Business ID 1723066267744507** and click **Next**.

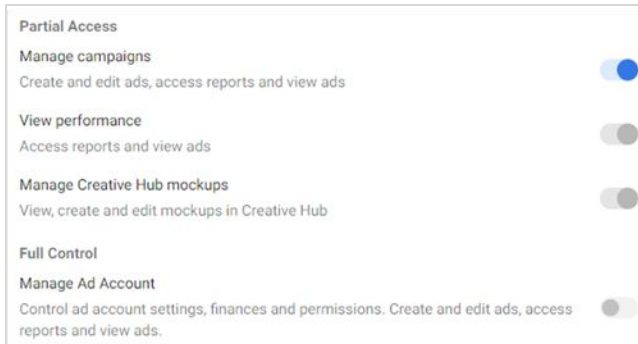


Granting partner access (cont.)

Step 3

On this new screen, you can add partners to specific assets. Under the **Ad Accounts Asset Type**, select **Manage campaigns** access under the **Partial Access** section.

From there, click **Save Changes** on the bottom right.



The screenshot shows a settings panel with the following sections and options:

- Partial Access**
 - Manage campaigns** (toggle is ON): Create and edit ads, access reports and view ads
 - View performance** (toggle is OFF): Access reports and view ads
 - Manage Creative Hub mockups** (toggle is OFF): View, create and edit mockups in Creative Hub
- Full Control**
 - Manage Ad Account** (toggle is OFF): Control ad account settings, finances and permissions. Create and edit ads, access reports and view ads.

Surf's up. Let's take off.

For more information or help
troubleshooting, please contact us at
audiencesolutions@bombora.com

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