Bombora data delivered when and how you need it

According to McKinsey, standardizing data across teams can significantly improve marketing strategies, leading to better-targeted and more successful campaigns.*

Enhance your prospect and customer insights with Bombora's historical data to identify consumer preferences, inform future trends and mitigate risk. Ongoing and real-time data combines first-party insights with Bombora Intent data to make more intelligent decisions about your campaigns, website and other initiatives.

Empower your go-to-market teams to activate the data

- Account scoring
- Lead scoring
- Personalized email campaigns
- Website personalization
- Chatbot personalization
- Paid social personalization
- Paid search retargeting

salesforce · Marketo™ An Adobe Company · Meta · HubSpot · LinkedIn · Google Ads · Optimizely · /LiveRamp

Equip data science and analytics teams with more resources

- Analytics and CDP
- Data orchestration and consolidation
- Account modeling
- Predictive analysis

snowflake · twilio segment · Power BI · Adobe Analytics

Data attributes

Firmographic data

- Company domain
- Company industry
- Company size
- Company revenue
- Company headquarters
- Install data

Demographic data

- Seniority
- Job function
- Professional group
- Decision-maker
- Visitor location

Interest data

- B2B interest*
- B2B interest group*

Custom Segments

- Target account lists
- Topic lists*

*Bombora Exclusive

Delivery methods

Whether you're looking for out-of-the-box solutions or custom delivery methods, the data can be delivered seamlessly however your team and workflows need it.

- SFTP & S3
- API
- Integrations
- Company Surge® UI
- Planning and Measurement Suite
- CDPs

For more information, please contact your Bombora representative.

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