



Google Analytics Sync

A feature of Bombora Measurement

bombora

A sunset over the ocean with a pier in the distance. The sun is a bright orange circle on the horizon, casting a reflection on the water. The sky is a gradient of orange and red. The pier is a long wooden structure extending into the water. The foreground shows waves breaking on a sandy beach.

Visitor Insights + Google Analytics

=

Google Analytics Sync

How Google Analytics Sync works

1

Place a Bombora tag on your website



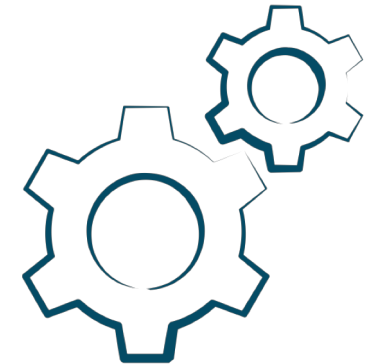
2

Bombora monitors your website traffic



3

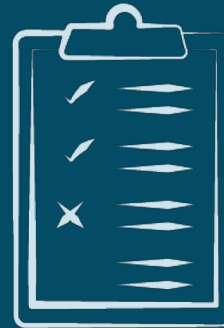
Synced directly with Google Analytics after implementation as a custom data dimension



White glove service and support to speed up time-to-value



1. A Bombora expert guides you through the implementation process



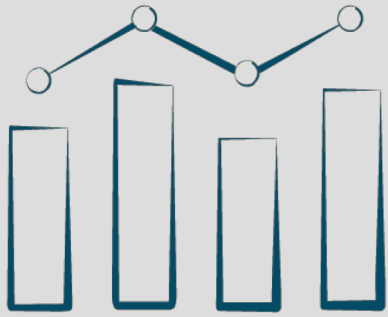
2. Up to 5 custom reports to help you get value from the data quickly



3. Ongoing customer success to help you continue to get value

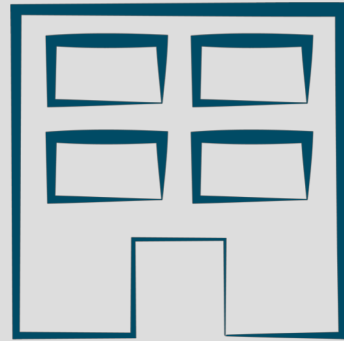
* For qualifying customers

Enrich Google Analytics reports with up to 11 custom data dimensions



Intent data:

Topics of interest for the user across the data co-op



Firmographic data:

Domain, company size, and company revenue



Demographic data:

Seniority, functional area, professional group and education

What are some use cases for Google Analytics Sync?



Measure ABM or ad
campaign impact



Understand
content
effectiveness



Optimize SEO
or Adwords
campaigns

Compare performance KPIs to target accounts and firmographics

1

Uncover the firmographics of your website visitors

2

Know how they are performing against your KPIs

3

Adjust website content based on performance against KPIs

Bombora & Google Analytics Sync

Bombora_Domain	Pageviews	Users	Bounce Rate	Goal Completions
	6,694 % of Total: 43.72% (15,312)	1,894 % of Total: 26.71% (7,090)	75.53% Ava for View: 80.35% (-6.01%)	53 % of Total: 41.09% (129)
1. netfactor.com	801 (11.97%)	15 (0.77%)	36.36%	7 (13.21%)
2. tcshealthcare.com	165 (2.46%)	2 (0.10%)	76.43%	0 (0.00%)
3. sysco.com	161 (2.41%)	1 (0.05%)	4.76%	0 (0.00%)
4. littlecaesars.com	134 (2.00%)	1 (0.05%)	64.29%	0 (0.00%)
5. equuscs.com	113 (1.69%)	4 (0.21%)	42.42%	1 (1.89%)
6. verandakingwood.com	107 (1.60%)	1 (0.05%)	86.81%	0 (0.00%)
7. unand.ac.id	95 (1.42%)	2 (0.10%)	43.33%	0 (0.00%)
8. sepfunds.com	90 (1.34%)	20 (1.03%)	38.18%	0 (0.00%)
9. kpmg.com	57 (0.85%)	3 (0.15%)	94.64%	0 (0.00%)
0. bombora.com	54 (0.81%)	0 (0.00%)	62.50%	0 (0.00%)

Measure the effectiveness of campaigns in driving landing pages visits

1

Learn the demographic and firmographic attributes of the people visiting specific landing pages

2

Adjust campaign strategies to attract the right visitors to your website

3

Evaluate website content based on Performance against KPIs

Bombora's Google Analytics Sync

Domain Functional Area Seniority Predictive Category

Plot Rows Secondary dimension Sort Type: Default

Bombora_Domain	Users	Pageviews	Pages / Session	Goal Completions
	549 % of Total: 9.65% (5,692)	2,296 % of Total: 17.34% (13,244)	1.35 Avg for View: 1.38 (-1.84%)	14 % of Total: 16.09% (87)
1. amazon.com	52 (9.17%)	193 (8.41%)	1.60	4 (28.57%)
2. frankmayer.com	14 (2.47%)	17 (0.74%)	1.13	0 (0.00%)
3. netfactor.com	11 (1.94%)	208 (9.06%)	2.34	1 (7.14%)
4. bombora.com	9 (1.59%)	65 (2.83%)	2.03	0 (0.00%)
5. google.com	7 (1.23%)	7 (0.30%)	1.00	0 (0.00%)
6. west.com	7 (1.23%)	10 (0.44%)	1.11	0 (0.00%)
7. leapthepond.com	6 (1.06%)	33 (1.44%)	1.10	0 (0.00%)
8. datexcorp.com	4 (0.71%)	8 (0.35%)	1.00	0 (0.00%)
9. aroptions.com	3 (0.53%)	4 (0.17%)	1.33	0 (0.00%)
10. bluevalleyinc.net	3 (0.53%)	21 (0.91%)	2.10	0 (0.00%)

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Identify the topic interests of your website visitors across the broader B2B web

1

Compare topic interests of visitors on and off your website

2

Discover new content categories that are relevant to your visitors

Bombora's Google Analytics Sync

Predictive Categories Topics Company Sizes

advanced

Bombora_Topic ?	Pages / Session ? ↓	Goal Completions ?
1. Lead Generation Software	16.00	0 (0.00%)
2. IT Careers	13.00	0 (0.00%)
3. Interactive Visualization	8.50	0 (0.00%)
4. Dosimetry	5.00	0 (0.00%)
5. Mailing List	5.00	0 (0.00%)
6. Microsoft Word	5.00	0 (0.00%)
7. NetSuite	5.00	0 (0.00%)
8. China Mobile (CHL)	4.50	1 (11.11%)
9. Windows Migration	4.33	1 (11.11%)
10. Advertising Solutions	4.00	0 (0.00%)

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Compare keywords to visitor demographics to optimize SEO strategies

1

Know which keywords are driving target visitors to your website

2

Adjust SEO strategies to focus on keywords driving the right visitors to your website

Bombora's Google Analytics Sync

Domains Predictive Categories Topics Functional Area

advanced

Bombora_Functional_Area ?	Keyword ?	Pages / Session ? ↓	Bounce Rate ?	Goal Completions ?
1. Medical/Health	bombora	60.00	0.00%	0 (0.00%)
2. Marketing	visitor +insights	24.00	0.00%	0 (0.00%)
3. Consultants	intent +data	20.00	0.00%	1 (10.00%)
4. Information Technology	audience +solutions	15.00	0.00%	0 (0.00%)
5. Operations > Compliance	data co-op	13.50	0.00%	0 (0.00%)
6. Marketing > Advertising	company surge	12.50	0.00%	0 (0.00%)
7. Sales	abm	12.00	0.00%	1 (10.00%)
8. Medical/Health	account based marketing	12.00	0.00%	0 (0.00%)
9. Marketing > Research	intent data	10.00	0.00%	2 (20.00%)
10. Engineering	visitor insights	8.00	0.00%	0 (0.00%)

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