Measurement tags data collection

Bombora's Data Cooperative

Bombora monitors the Business-to-Business (B2B) online research activity of 2.8 million businesses across a Data Co-op of 3,800+ websites. From the largest business media organizations on the planet to the most niche special interest destinations and brand websites, cooperative members contribute to a pooled data set that details business firmographics and buyer intent across the B2B web at massive scale.

Measurement tags

Bombora's Visitor Insights and Audience Verification features (part of Bombora Measurement) collect data through tags implemented on brand websites or digital ads. When utilized, the tags provide insight into your anonymous website visitors and the businesses reached through digital ad campaigns.

Why implement Measurement tags and contribute to the Data Co-Op?

In return for contributing privacy compliant, brand anonymous visitor consumption data, members will receive direct access to a massive pooled data set of:

- Intent topics of interest for website visitors recognized across the Data Co-op

- Demographic and firmographic attributes of your previously unknown website visitors, as well as their engagement behaviors

- Firmographic data on the businesses you reach with your digital ads

What is collected through the Measurement tags?

- Unique cookie IDs
- IP address and information derived such as geography
- Page URL and referrer URL*
- User agent: browser type and operating system (OS)
- User's browser language*
- Engagement level data including dwell time, scroll depth, scroll velocity, and time between scrolls*

*Indicates data collected through the Visitor Insights tag only

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

bombora