



Audience Solutions Self-Service

Build your own audience, in real-time


Getting ROI from ad budgets requires targeting the right audience. Know the scale and relevance of your ABM audience before you buy. The Self-Service platform brings Bombora's 450+ targeting segments to power users in a UI for customizing audiences, in real time. Here are just a few:

 **Demographic**
Functional Area, Professional Group, Seniority

 **Technographic**
Technology Install Data

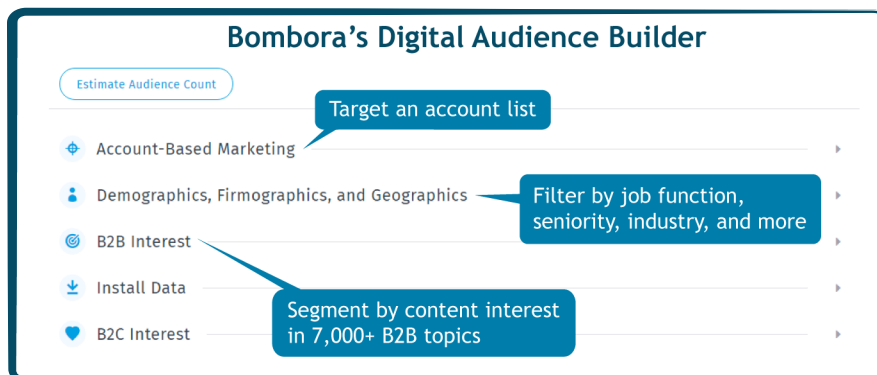
 **Firmographic**
Industry, Company Revenue, Company Size

 **Personal Interests & Lifestyle**
Sport, Hobbies, Lifestyle

 **Intent Topics**
Consumption of B2B Topics, Company Surge®

Account-Based Marketing to relevant prospects, at scale

Create custom B2B audiences of millions of devices and accounts from a comprehensive database of domains, demographic, firmographic, job function, technology install, and Intent segments. Through built-in integrations, activate those audiences seamlessly through your preferred programmatic platforms, data exchanges, and more.



Use Intent data to drive efficiency and performance

Bombora is the leading provider of Intent data for B2B marketers and agencies. Bombora's Company Surge® data provides insight into which businesses are in market for which products or services. When used for targeting in-market audiences, it increases campaign efficiency and performance. Unlike any other Intent data provider, this data is sourced from a co-operative of premium B2B media businesses that contribute privacy-compliant global content consumption data.

Audience insights for your next campaign or pitch

By simply uploading an ABM list or selecting any of our other 450+ segments, you can quickly assess the targetable audience scale and calibrate to meet your requirements, whether defined by an ABM list, demo/firmographics profile, or businesses actively researching relevant products or services. Get started with formalized training and discounted pricing for your next advertising campaign or advertiser client pitches.

For further information please contact Lisa Bilow, Director of Agency Development: lisa@bombora.com

StackAdapt

“The Bombora Self-Service UI allows us to fulfill the needs of our customers with more throughput in reduced time. The number of custom segment solutions we were able to provide more than doubled within six months of operating through this platform.”

Denis Loboda,
Director of Data
Solutions at
StackAdapt

bombora

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