

Bombora Advanced TV

True B2B targeting for TV is here

While *consumer* targeting for Advanced TV has gotten crowded, business targeting remains largely untapped. To truly capitalize on TV, B2B advertisers need more relevant professional audiences still underserved by B2C datasets. That is why Bombora's business audience segments are suited for B2B advertisers to more effectively engage their audiences through Advanced TV.

B2B segments built for granularity and scale

Reach audience segments specific to your business. Bombora brings 450+ taxonomized audience segments to your advanced TV targeting across all major Advanced TV platforms, at scale. Top B2B targets include IT or finance professionals, business decision makers, C-suite, and small business professionals.



Demographic

Functional Area, Seniority, Professional Group



Technographic

Technology Install Data



Firmographic

Industry, Company Size, Company Revenue



Intent Topics

Consumption of B2B Topics, Company Surge®

Account Based Marketing (ABM) on TV

Have a set of target accounts? Bombora's industry-leading dataset of over three million businesses helps you reach key ABM targets across the Advanced TV ecosystem. With Bombora's B2B segments and account-level targeting, precision ABM is now possible on Advanced TV.

Reaching in-market prospects with Intent

Bombora is the leading provider of Intent data for B2B marketers and agencies. Bombora's Intent data provides insight into which businesses are interested in which topics, products, or services. Integrating Intent into TV targeting 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.

See why top Fortune 500 companies leverage Bombora for their Advanced TV B2B targeting. For further information please contact *J.P. Joyce*, **Senior Account Executive**, by email: jjoyce@bombora.com

bombora

© 2021 Bombora [@bomboradata](http://www.bombora.com/data)

