

Audience Solutions overview

Reach B2B audiences with precision and scale

Bombora is the leading provider of Intent data for B2B marketers and agencies. Its unique Company Surge® Intent data provides insight into which businesses are in market for which products or services. Audience Solutions helps activate audiences in your target ABM list or based on intent and attributes such as firmographics and demographics. With integrations into every major DMP and DSP, Audience Solutions can provide highly scalable B2B audience reach with targeting precision in your ABM strategy.

Efficiently target in-market audiences with Always-On integrations

Make every impression count. Only 15% of your target businesses are in active research mode for your products or services. Why not focus advertising efforts on those most interested? Company Surge® data identifies businesses with greater intent. Choose from over 9,000+ topics related to B2B products and services and create clusters of related topics to focus your advertising. Always-On integrations automatically refresh and deliver your defined audience to you and your platform of choice weekly.

Access Intent data scale through Bombora's unique Data Co-op

Bombora monitors online content consumption and buyer interactions across the largest source for B2B Intent data, the Data Co-op. This first-of-its-kind Data Co-op is GDPR and CCPA compliant, with opt-in from 4,000+ websites to aggregate online business research consumption activity. Additional online and offline sources are used to augment digital audiences with demographic and firmographic information. This data is then aggregated into B2B segments for targeting and media activation.

Select from five unique attribute categories for reaching target B2B audiences

Profile	B2B Interest	Install	ABM	Company Surge®
Demographic, Firmographic, and Geographic	Business professional interest	Installed software or hardware category	Employee devices at specific organizations	Employee devices at organizations with increasing intent
<i>"Finance decision-makers at Enterprise accounts with >1,000 employees"</i>	<i>"Devices that have consumed specific content online"</i>	<i>"Organizations using competing product categories"</i>	<i>"Organizations from a target account list or CRM list"</i>	<i>"Organizations increasingly searching specific content and topics"</i>

"Bombora's Intent data has helped us better understand the organic and potential demand for our clients' products and services. It enables us to engage a brand's potential customers before the buying process even begins."

Bob Ray, Global CEO, DWA

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Activate omnichannel B2B audiences

Reach your B2B audiences across DSPs/DMPs, paid social, native ad platforms, advanced TV, and more.

Activate Bombora data throughout your omnichannel marketing stack



Connected TV/OTT



Programmatic display and video



Paid social (LinkedIn and Facebook)



Audio streaming and podcasts



Mobile in-app



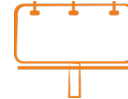
Addressable TV



Data-driven linear TV



Contextual



Digital out-of-home



Search marketing

Measure the effectiveness of your B2B audience reach

Use Bombora's Audience Verification and Visitor Insights products to verify that your impressions are reaching your target accounts and to identify site visitors.

Audience Verification tracks the success of your programmatic ABM by measuring your target account reach.

Visitor Insights identifies the target accounts on your website and the composition of visitors.

Audience Verification

Audience reach

Accounts Identified



94%
Accounts identified

942
Uploaded

887
Identified

Accounts Reached



95%
On-target accounts

887
Identified

843
On-target

Targeting Effectiveness

Impressions



97%
On-target impressions

9,252,945
On-target

Unique users



88%
On-target unique users

514,257
On-target

Visitor Insights

Engagement



12.47% 0.9% ↑
High Engagement

18.32% 7.1% ↓
Medium Engagement

69.21% 1.9% ↑
Low Engagement

Activity

672 60% ↓
Total accounts

2,583 57.3% ↓
Total unique users

3,633 59.4% ↓
Total sessions

6,098 58.2% ↓
Total page views

Accounts

The account domains that have been tracked in your audience.

Name	Engagement	Unique users	Sessions	Page views
Data Waves Co. datawaves.com		6 (0.23%)	9 (0.25%)	11 (0.18%)

For more information, please email AudienceDesk@bombora.com.

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