

Audience Segments

Business-to-Business (B2B) demographic and firmographic data

Bombora aggregates B2B demographic and firmographic data to provide targetable segments such as revenue, company size, professional group, functional area, industry, and seniority.

B2B Demographic

Type	Sub-segment	Description
Company Revenue	Large (\$100MM-\$200MM), Medium-Large (\$50MM-\$100MM), Medium-Small (\$10MM-\$50MM), Micro (\$0-\$1MM), Small (\$1MM-\$10MM), XLarge (\$200MM-\$1B), XXLLarge (\$1B+)	Users classified according to the annual revenues of the company they are working in
Company Size	Large (1,000-4,999 Employees), Medium (200-499 Employees), Medium-Large (500-999 Employees), Medium-Small (50-199 Employees), Micro (1-9 Employees), Small (10-49 Employees), XLarge (5000-10,000 Employees), XXLLarge (10,000+ Employees)	Users classified according the number of employees in the company they are working in
Functional Area	Building & Grounds Maintenance: Cleaners, Housekeepers, Janitors, Gardeners & Landscapers	People involved in the maintenance and upkeep of buildings, groundskeeping duties, cleaning of buildings, and growing and maintaining trees and other kinds of greenery
Functional Area	Compliance, Governance, and Risk	People concerned with ensuring organizations adhere to regulatory directives, that stakeholder interests are adequately addressed, and with evaluating, limiting, and mitigating exposure to various types of operational and other risk
Functional Area	Consultants	People acting in an advisory capacity, providing counsel and advice to organizations
Functional Area	Creative	People who create content for consumption by varied audiences, including writers, artists, and graphic designers
Functional Area	Education	People who are involved in the educational field
Functional Area	Engineering: Biomedical, Chemical, Civil, Electrical, Electronics, Industrial, Mechanical	People who apply scientific, economic and other knowledge in the design, creation and maintenance of systems
Functional Area	Finance: Accounting, Banking, Investment, Wealth Management	People involved with saving and investing money on an individual, institutional or public basis
Functional Area	Government: Elected Officials, Employees	People employed by any governmental entity at the local, state or federal levels
Functional Area	HR: Benefits, Diversity, Generalist, Recruiting	People responsible for the overall management and development of an organization's workforce
Functional Area	Information Technology: Database, Hardware, Operations, QA, Software, Systems and Business Analysts, Web Development	People involved in the design, creation, development, deployment, management and support of computer-based information systems

Type	Sub-segment	Description
Functional Area	Legal	People engaged in the field of law
Functional Area	Marketing: Advertising, Branding, Creative, Media Buyers, PR, Product, Research	People whose chief focus is the creation of consumer demand for organizations' product and service offerings
Functional Area	Medical/Health: Adolescent Medicine, Anesthesiology, Cardiology, Clinical Laboratory, Cosmetic, Critical Care Medicine, Dentist, Dermatology, Emergency Medicine, Endocrinology, General/Family Practitioner, Genetics, Geriatrics, Health Professional, Hematology, Herpetology, Imaging and Radiology, Infectious Disease, Internal Medicine, Nephrology, Neurology, Nursing, OB/GYN, Oncology, Otolaryngology, Ophthalmology, Orthopedic, Pathology, Pediatrics and Adolescent Medicine, Pharmacy, Physician's Assistant Physical Medicine and Rehabilitation, Psychiatry and Mental Health, Pulmonology, Rheumatology, Sports Medicine, Surgeon, Urology	People involved in the medical field
Functional Area	Operations: Administration, Buyers, Change Management, Compliance, Customer Relations, Facilities, Logistics	People involved with the day-to-day, recurring processes of an organization
Functional Area	Public Interest	People that provide advocacy for a given cause, i.e., environmental or social welfare concerns
Functional Area	Research	People engaged in the generation and production of fundamental knowledge
Functional Area	Sales: Account Management, Business Development, Support	People who work to gain new customers and increase market penetration and the number of products/services used by existing customers
Functional Area	Scientists	People involved in carrying out scientific work with the aim of developing new products and services
Functional Area	Service Industry	People that render services to businesses and consumers, such as restaurateurs/retail
Industry	Agriculture: Animals and Livestock, Crops, Forestry	Companies involved in the production and processing of crops, food and forest resources, livestock
Industry	Business Services: Accounting, Advertising and Marketing, Commercial Printing, Graphic Design, HR and Recruiting, Import/Export, Management Consulting, Waste Management	Companies that provide services to the business market
Industry	Construction: Architecture, Commercial Building, Contractors, Heavy Construction, Residential Building	Companies involved in the building and remodeling of residential or commercial structures

Type	Sub-segment	Description
Industry	Consumer Services: Auto Repair, Car Rental, Laundry and Dry Cleaning, Non-Auto Repair, Veterinary, Weight Health Management	Companies that provide services to the consumer market
Industry	Cultural: Libraries, Museums and Art Galleries, Performance Arts	Organizations that offer or support programming in a creative field i.e., arts, dance and music
Industry	Education: Colleges and Universities, K-12 Schools, Professional, Technical and Trade Schools	Organizations that create or deliver educational content and services
Industry	Energy, Utilities and Waste: Energy, Utilities, Waste Treatment	Companies involved in the generation and transmission of energy as well as the provision and maintenance of utility services, such as water and waste disposal
Industry	Finance: Banking, Investment Banking, Portfolio Management and Financial Advice, Trade Development	Companies that are involved with saving and investing money on an individual, institutional or public basis
Industry	Gaming	Companies involved in housing and facilitating gambling activities
Industry	Government: Federal, Public Safety, State and Province, Towns, Cities and Municipalities	Agencies or other entities that operate as a part of the government at any level
Industry	Healthcare: Hospitals and Clinics, Medical Offices, Pharmaceuticals	Companies or institutions involved in the creation, delivery or manufacture of medical services and products
Industry	Hospitality and Hotels: Lodging and Resorts, Restaurants	Companies involved in providing lodging and dining services
Industry	Insurance: Accident and Health, Property and Casualty	Companies involved in protecting against a specified loss or damage by providing compensation in exchange for the payment of a premium
Industry	Legal	Organizations that provide services or products for and in the field of law
Industry	Manufacturing: Aerospace and Defense, Automobile, Boats and Marine, Building Materials, Chemicals and Gases, Computer Equipment, Consumer Goods, Electronics, Food and Beverage, Furniture, Industrial Engineering, Machinery, Metals and Mining, Plastics, Synthetics and Rubber, Semiconductors, Textiles and Apparel, Wood and Paper Products	Companies involved in the production and distribution of goods
Industry	Media and Internet, Info Collection and Delivery, Media Broadcasting, Movie and Video, Music, Newspapers and News Services, Publishing, Search Engines and Internet Portals	Companies involved in the production, broadcast and dissemination of media content of any kind

Type	Sub-segment	Description
Industry	Military	Companies involved in the production and sale of items and services intended for use by military organizations; this segment also includes military organizations themselves
Industry	Non-Profit	Groups organized for purposes other than generating profit and whose assets may not benefit their members or principals
Industry	Real Estate: Commercial, Residential	Companies involved in the sale, purchase, lease or rental of residential, commercial or industrial property
Industry	Recreation	Companies that operate facilities intended for enjoyment and leisure such as amusement parks
Industry	Resource Extraction: Metals and Mining, Oil and Gas	Companies engaged in the removal of hydrocarbons, metals or minerals from the earth by mining and other methods
Industry	Retail: Apparel and Fashion, Consumer Electronics, Department Stores and Super Stores, Drug Stores and Pharmacies, eCommerce, Furniture, Gas Stations and Convenience, Grocery, Home Improvement and Hardware, Jewelry, Motor Vehicles, Office Products	Companies involved in the selling and distribution of consumer goods
Industry	Software: Business Intelligence, Database and File Management, Healthcare, Security	Companies that design and develop software solutions
Industry	Sports	Companies that own, manage or operate sports clubs and related facilities
Industry	Telecommunications: Cable and Satellite, ISPs, Telephony and wireless	Companies that either design and produce telecommunication devices or provide access to telecommunication services
Industry	Transportation and Travel: Aviation and Aerospace, Marine Shipping, Transit and Non-Aviation Passengers, Travel Agencies and Reservation Services, Trucking and Logistics, Warehousing	Companies that offer vehicles or transportation as well as provide and manage transportation infrastructure
Industry	Wholesalers: Durable Goods, Non-Durable Goods	Companies involved in the sale of merchandise to any non-consumer outlet such as retailers or institutional buyers
Professional Groups	Business Professional	People who work for any size company or any revenue range
Professional Groups	Finance Professional	People who belong to the Finance industry segment, the Finance functional area or the Finance intent category
Professional Groups	Fortune 500 Employee	Employees of Fortune 500 companies
Professional Groups	Healthcare Professional	People who belong to the Healthcare industry segment, the Healthcare functional area or the Healthcare intent category

Type	Sub-segment	Description
Professional Groups	Human Resources Professional	People who belong to the HR and Recruiting industry sub-segment, the HR functional area or the Human Resource intent category
Professional Groups	IT Professional	People who belong to the Software or Media and Internet industry, the functional area of IT or the Technology intent category
Professional Groups	High Income Professional	This group contains people who work for any company size and of any company revenue values and have a net worth of \$500,000 or more
Professional Groups	Marketing Professional	People who belong to the Marketing industry sub-segment, the Marketing functional area or the Marketing intent category
Professional Groups	Small Business Professional	People who work for companies with \$10M or less in annual revenue
Seniority	Board and Ownership	People on the Board of Directors for an organization, such as Chair and Secretary, as well as Founder
Seniority	C Suite	People at the topmost management level of an organization, such as CEO, COO, President
Seniority	Management	People with management responsibilities below the level of the C-suite group, such as Director or Vice President
Seniority	Non-Management	People with no explicit management responsibilities, such as Intern and Consultant
Seniority	Director	Recognized Devices working in Director Level Seniority Roles
Seniority	Vice President	Recognized Devices working in Vice President Seniority Roles
Decision Makers	Finance	Finance professionals with a title of director or above
Decision Makers	Healthcare	Healthcare professionals with a title of director or above
Decision Makers	Human Resources	HR professionals with a title of director or above.
Decision Makers	IT	IT professionals with a title of director or above.
Decision Makers	Marketing	Marketing professionals with a title of director or above
Decision Makers	Small Business Decision Maker	Small business professionals with a title of director or above

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Content consumption is a predictive signal for business buying

Bombora monitors the content consumption and research activities of over one million businesses. These activities include downloading whitepapers, attending webinars, sharing articles, and registering for specialized information. These activities are aggregated into over **60 bundled intent segments**, called **B2B Interest Groups**.

B2B Interest Groups

Category	Sub-category	Description
Business	Budgeting, Planning and Strategy, Capital Procurement, Compliance and Governance, Sales	Bundled Intent data pertaining to business-related content consumption
Construction	Construction Management, Tools and Electronics	Bundled Intent data pertaining to construction industry-related content consumption
Energy	Emissions, Green Energy, Renewables	Bundled Intent data pertaining to energy industry-related content consumption
Finance	Accounting, Corporate Finance, Finance IT, Personal Finance, Trading and investing	Bundled Intent data pertaining to finance industry-related content consumption
Healthcare	Administration, Disease Control, Health Insurance, Health Tech, Medical Research, Patient Management	Bundled Intent data pertaining to healthcare industry-related content consumption
Human Resources	Benefits, Diversity, Employee Services, Legal and Regulatory, Payroll and Compensation, Performance, Policy and Culture, Recruitment, Hiring and Onboarding, Training and Development	Bundled Intent data pertaining to human resources industry-related content consumption
Manufacturing	Materials, Personal Protective Equipment, Plant Management, Supply Chain	Bundled Intent data pertaining to manufacturing industry-related content consumption
Marketing	Agencies and Branding, Content, Creativity Software, CRM and Marketing Automation, Demand Generation, Email Marketing, Online Advertising, Programmatic Advertising, Search Marketing, Social Networks, Strategy and Analysis, Website Publishing	Bundled Intent data pertaining to marketing industry related-content consumption
Technology	Application and Software Development, Business Analytics and Applications, Cloud Computing, Data Centers, Databases and Storage, Graphics, Multimedia and Web Design, Hardware, IT Administration, Mobility and Wireless, Networking and VOIP, Operating Systems, Productivity Software, Security, Servers, Smartphone and Mobile, Virtualization	Bundled Intent data pertaining to business technology-related content consumption

B2C Interest Groups

Category	Segment	Description
Technology	Computers and Laptops, Gadgets and Wearables, Tablets and Readers	Bundled Intent data pertaining to consumer technology-related content consumption

Install Data

Category	Sub-category	Description
Cloud Services	Cloud Infrastructure Computing, Infrastructure As A Service (IaaS), Platform As A Service (PaaS)	Users at companies using computing resources that are cloud based
Communications Technologies	Mobile Enterprise Management, Telephony	Users at companies using software and hardware designed for telephony and mobile enterprise management
Customer Relationship Management	Contact Center Management, Customer Relationship Management (CRM), Help Desk Management	Users at companies using software designed to facilitate, manage, and derive insights from the relationships in which businesses engage with their employees as well as their customers
Data Center Solutions	Data Archiving Back-Up and Recovery, Database Management Software, Disaster Recovery (DR), IT Infrastructure and Ops Management, Security Information and Event Management (SIEM), System Analytics and Monitoring, System Security Services	Users at companies using software and hardware designed for the administration of organizations' data, including security, access control, and storage, as well as database applications and system analytics
Enterprise Applications	Business Process Management (BPM), Commerce, Enterprise Business Solutions (EBS), Enterprise Performance Management (EPM), Enterprise Resource Planning (ERP), HR Management Systems (HRMS)/Human Capital Management (HCM), Inventory Management, Partner Management, Procurement, Supplier Relationship Management (SRM), Supply Chain Management (SCM)	Users at companies using specified types of software for administering and managing diverse business operational functions
Enterprise Content	Case Management, Enterprise Content Management (ECM), Information Technology Management, Product Lifecycle Management (PLM)	Users at companies using software for administering and managing organizations' informational assets, including product lifecycle management and general IT management
Hardware (Basic)	Mainframe Computers, Server Technologies (Hardware)	Users at companies using mainframe computers and on-premises servers
IT Governance	Application Development and Management, Software Configuration Management	Users at companies using software for application development and management, as well as software configuration management
Marketing Performance Management	Business Intelligence, Marketing Performance Measurement	Users at companies using software designed for business intelligence and marketing performance measurement purposes
Network Computing	Middleware Software, Network Management (Hardware), Network Management (Software)	Users at companies using middleware applications, as well as software and hardware for network management
Productivity Solutions	Collaboration, Productivity Solutions	Users at companies using software for working collaboratively, as well as software used for such common tasks as writing documents, creating spreadsheets, and designing presentations
Software (Basic)	Server Technologies (Software)	Users at companies using system software for administering and managing server resources and policies

Category	Sub-category	Description
Vertical Markets	Construction, Manufacturing/Engineering	Users at companies using software designed for the construction, manufacturing, and engineering fields
Web-Oriented Architecture	Hypervisor, Virtualization: Platform Management, Remote Computer/Server Solutions, Virtualization: Server and Data Center, Virtualization: Application and Desktop, Web and Portal Technology, Web Content Management Systems (WCMS)	Users at companies using software designed for the various aspects of the virtualization process, systems for the creation, administration, and management of web-based content, and web and portal technology

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B2B Manufacturing Firmographics

Bombora provides company-level manufacturing data that represents businesses of all sizes in the industry. Through our manufacturing segments, you can reach an influential audience of professionals working in the various segments of the U.S. manufacturing and industrial sector.

B2B Manufacturing Categories

Segment	Sub-segment	Segment Description
Manufacturing	Adhesives, Tapes & Sealants	This category includes users at companies that manufacture, resell, or distribute products such as adhesives, applicators & dispensers, epoxies, glue, paste, sealants, and tape
Manufacturing	Aerospace & Aircraft	This category includes users at companies that manufacture, resell, or distribute products such as aerospace filters, air charter, aircraft brushes, airport runway beacons, gyro-horizons, helicopters, landing gear, military aircraft accessories, spacecraft, and weather balloons
Manufacturing	Animal & Veterinary	This category includes users at companies that manufacture, resell, or distribute products such as acrylic aquariums, animal & livestock feed, bird see, cattle leaders, dog kennels, pet feeders, poultry coops, veterinary equipment & supplies, and zoo equipment & supplies
Manufacturing	Apparel	This category includes users at companies that manufacture, resell, or distribute products such as active wear, athletic clothing, belt buckles, blazers, clothing, gowns, handbags, hats, jeans, leather, military uniforms, and shoes
Manufacturing	Arts & Crafts	This category includes users at companies that manufacture, resell, or distribute products such as art & craft supplies, bristles, carvings, easel binders, framed artwork, matte boards, posters, printable canvas, and stencil boards
Manufacturing	Baby Care Products	This category includes users at companies that manufacture, resell, or distribute products such as baby accessories, baby bottle warmers, baby carriages, baby pacifiers, baby safety straps, baby wipes, babysitter & nanny monitoring cameras, diapers, and strollers
Manufacturing	Banking	This category includes users at companies that manufacture, resell, or distribute products such as ATM kiosks, bank checks, bank equipment & supplies, cash transfer systems, credit cards, depositories, merchandise cards, pneumatic tube systems, and vaults

Segment	Sub-segment	Segment Description
Manufacturing	Cellular Phone Products	This category includes users at companies that manufacture, resell, or distribute products such as cell phone assembly systems, cell phone protection devices, cellular phone holders, and hands-free cellular telephone accessories
Manufacturing	Computer Supplies	This category includes users at companies that manufacture, resell, or distribute products such as CD Media, disk & diskette binders, DVD media, folders, graphic overlays, optical diffraction gratings, and static dissipative copy paper
Manufacturing	Cosmetic Manufacturing	This category includes users at companies that manufacture, resell, or distribute products such as bath & body cosmetics, cosmetic accessories, and cosmetic ingredients
Manufacturing	Electrical & Electronic Components	This category includes users at companies that manufacture, resell, or distribute products such as batteries, chambers & enclosures, electrical equipment & components, fuel cells, generators, magnets, power distribution equipment, power supplies, and transformers
Manufacturing	Flags	This category includes users at companies that manufacture, resell, or distribute products such as car flags, flag & banner stands, flagpoles, and all types of flags (national, state, religions, etc.)
Manufacturing	Furniture & Accessories	This category includes users at companies that manufacture, resell, or distribute products such as bedroom furniture, chairs, dining room furniture, stools, upholstery, and other furniture related products
Manufacturing	Jewelry	This category includes users at companies that manufacture, resell, or distribute products such as beading, bracelets, charms, jewelry buckles, lapel pins, pearls, pendants, diamond mountings, rhinestones, and rings
Manufacturing	Manufacturing Equipment	This category includes users at companies that manufacture, resell, or distribute products such as basins & sinks, burners, circulators, dampers, evaporators, heat exchangers, mixing equipment, reactors, distilling equipment, and heat treating equipment
Manufacturing	Marine Products	This category includes users at companies that manufacture, resell, or distribute products such as anchors, barges, boat bumpers, buoys dinghies, dock plates, life jackets, marine cement, nets, rudder arms, and yachts
Manufacturing	Military Equipment	This category includes users at companies that manufacture, resell, or distribute products such as army lockers, boresight equipment, combat survival knives, military medals, mess kits, military target systems, and other military equipment and supplies

Segment	Sub-segment	Segment Description
Manufacturing	Musical Instruments	This category includes users at companies that manufacture, resell, or distribute products such as music systems, instrument cases, musical instrument attachments & parts, tuners, piano keys, and other musical supplies and accessories
Manufacturing	Oil & Gas Exploration Equipment & Accessories	This category includes users at companies that manufacture, resell, or distribute products such as casing & tubing centralizers, crude oil desalting processes, oil well desanders, and tubing catchers
Manufacturing	Painting Supplies	This category includes users at companies that manufacture, resell, or distribute products such as painting brushes, paint markets, painting rollers, paint trays, plating & spray painting masking, and decorative painting supplies
Manufacturing	Pet Accessories	This category includes users at companies that manufacture, resell, or distribute products such as bird cages, bridles, cat carriers, fish bowls, horse grooming brushes, pet license tags, pet shampoos, and other types of pet supplies
Manufacturing	Photography	This category includes users at companies that manufacture, resell, or distribute products such as collodion, film chests, flash bulbs, photo etching, photograph cases, bulbs & tubes, pictures, polarizers, and other photographic equipment & supplies
Manufacturing	Promotional	This category includes users at companies that manufacture, resell, or distribute products such as advertising pens, badges, banners, awards, medallions, name badges, and other types of promotional products
Manufacturing	Textiles	This category includes users at companies that manufacture, resell, or distribute products such as various types of cloth, yarns, cords, netting, burlap, quilts, and woolen goods
Manufacturing	Traffic Control	This category includes users at companies that manufacture, resell, or distribute products such as delineators, flares, parking systems, signals, speed bumps, traffic cones, traffic intersection counters, traffic safety equipment, traffic signals, and turnstiles
Manufacturing	Vending Machines	This category includes users at companies that manufacture, resell, or distribute products such as candy, gum & snack vending machines, coffee vending services, glass front vending machines, and other types of vending machines

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