# **Bombora Audience Segments**

# The Business-to-Business (B2B) Intent data standard

# A cooperative approach to B2B data

B2B decision makers purchase decisions are influenced by a broad range of content sources across the B2B web. From downloading whitepapers, attending webinars, sharing articles, and registering for specialized information, B2B decision makers provide signals that indicate potential intent to take action.

Bombora captures these Intent signals across the B2B web through a data cooperative. From the largest media businesses on the planet to the most niche special interest destinations, cooperative members contribute privacy compliant, brand anonymous, visitor consumption data that can be used by Bombora's clients for ad targeting.

# Unparalleled scale of the B2B web

Bombora's B2B data Co-op is the largest of its kind, ensuring a valid historical baseline delivering scale exponentially greater than any one site:

- 16 billion content consumption events monitored
- Across 5,000 sites in the Data Co-op
- 4 million unique domains in our data set
- 450+ B2B audience segments

# Bombora collects Intent signals from across the world. More than a third of our data is sourced outside of the United States. North America B2B Devices: 480M B2B Interactions: 6B LATAM & Caribbean B2B Devices: 95M B2B Interactions: 2B APAC B2B Devices: 140.4M B2B Interactions: 5.1B



# **B2B** Demographic and Firmographic

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



# Professional Groups

- **Business** Professional
- Health **Professionals**
- **Business Travelers**
- **Human Resources Professionals**
- Finance **Professionals**
- IT Professionals
- Fortune 500 **Employees**
- Marketing **Professionals**
- High Income **Professionals**
- **Small Business** Professionals

# **Company Revenue**

- <\$1M
- \$100M \$200M
- \$1M
- \$200M \$1B

\$1B+

- \$10M \$50M
- \$50 \$100M

# Company Size

- 500 999
- 10 29
- 1,000 4,999
- 50 199
- 5,000 9,999
- 200 499
- 10,000+

# Industry

- Accounting
- Legal
- Adv/Marketing
- Manufacturing
- Agriculture
- Media & Internet
- Banking
- Non-Profit
- **Business Services**
- Real Estate
- Construction
- Recreation Resource

Retail

Sports

Software

Telecomm

& Travel

Utilities

Wholesalers

Transportation

Extraction

- Consumer Services
- Cultural
- Education
- Energy
- Finance
- Gaming
- Government
- Healthcare
- Hospitality
- Insurance

- **ு** Functional Area
- Account Management
- **HR Benefits HR** Diversity
- Accounting
- HR Recruiting
- Administration Advertising
- Information Technology
- **Branding**
- Legal
- **Building & Grounds** Maintenance
- Marketing

Medical/Health

- **Business** Development
- PR
- Change Management
- Product

Sales

Recruiting

Software

Surgeon

- - Compliance
- Consultants
- Creative
- Dentist
- Engineering
- Education
- Government
- Health Professional
- Wealth Management

Systems &

**Business Analysts** 

- Web
- - Development



Seniority

- Board & Ownership
- Non-management
- C-Suite
- Management
- Director
- Vice President



**Decision Makers** 

- Finance
   Marketing
- Healthcare





Small Business
 Human Resources

Information Technology

# **B2B Interest Groups**

Content consumption activity aggregated from the B2B web are bundled into segments called B2B Interest Groups. B2B Interest Groups help you reach engaged stakeholders in the content areas most relevant to your business.

#### **Business**

- Budgeting
- Planning & Strategy
- Capital Procurement
- Sales
- Compliance & Gov.

#### **Human Resources**

- **Benefits**
- Diversity
- **Employee Services**
- Hiring & Onboarding
- Legal & Regulatory
- Payroll & Compensation
- Performance
- Policy & Culture
- Recruitment
- Training & Development

#### Construction

- Tool and Electronics
- Construction Management

#### Energy

- Emissions
- Green Energy
- Renewables

#### Manufacturing

- Materials
- Plan Management
- Supply Chain
- Personal Protective Equipment

#### Marketing

- Agencies & Branding
- Content
- Creativity Software
- CRM & Marketing Automation
- Demand Gen
- **Email Marketing**
- Online Advertising
- Programmatic Adv
- Search Marketing
- Social Networks
- Strategy & Analysis
- Website Publishing

#### **Finance**

- Accounting
- Corporate Finance
- Finance IT
- Personal Finance
- Trading & Investment

#### Healthcare

- Administration
- Disease Control
- Health Insurance
- Health Tech
- Medical Research
- Patient Management

#### **Technology**

- Application & Software Dev.
- **Business Analytics**
- Cloud Computing
- **Data Centers**
- Databases & Storage
- Graphics
- Multimedia & Web Design
- Hardware
- IT Administration

- Mobility & Wireless
- Networking & VOIP
- **Operating Systems**
- **Productivity Software**
- Security
- Servers
- Smartphone & Mobile
- Virtualization

#### Install data

Know what software, hardware and technologies your current and potential target audiences have installed and deployed. Install data can be used to upsell current customers or conquest competitive technologies.

#### **Cloud Service**

- Cloud Infrastructure Computing
- Infrastructure AS A Service
- Platform AS A Service

#### Software (Basic)

- Server Technologies (Software)
- Hardware
- Mobility & Wireless
- Networking & VOIP
- **Operating Systems**
- Productivity Software

# **Productivity Solutions**

- Collaboration
- **Productivity Solutions**

#### Communication Tech.

- Mobile Enterprise Management
- Telephony

#### **Data Center Solutions**

- Data Archiving Back-Up & Recovery
- Database Management Software
- Disaster Recovery
- IT Infrastructure & Ops Management
- Security Information & Event Management
- System Analytics & Monitoring
- System Security Services

# **Customer Relationship Management**

- Contact Center Management
- Customer Relationship Management
- Help Desk Management

#### **Enterprise Applications**

- **Business Process Management**
- **Enterprise Business Solutions**
- **Enterprise Performance Management**
- **Enterprise Resource Planning**
- HR Management Systems/Human Capital Management

#### **Enterprise Content**

- Case Management
- **Enterprise Content Management**
- Information Technology Management
- Product Lifecycle Management

# **Networking Computing**

- Middleware Software
- Network Management (Hardware)
- Network Management (Software)

# Web-Oriented Architecture

- Hypervisor
- Virtualization: Platform Management Remote Computer/ Server Solutioons
- Virtualization: Application & Desktop Web & Portal Technology Web Content Management Systems

#### Hardware (Basic)

- · Mainframe Computers
- Server Technologies (Hardware)

#### Marketing Performance Management

- Business Intelligence
- Marketing Performance Measurement

# IT Governance

- Application Development & Management
- Software Configuration Management

# Verticial Markets

- Construction
- Manufacturing/Engineering



# **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.

#### Manufacturing

- Adhesives, Tapes & Sealants
- Aerospace & Aircraft
- Animal & Veterinary
- Apparel
- Arts & Crafts
- Baby Care Products
- Banking
- Cellular Phones Products
- Computer Supplies

- · Cosmetic Manufacturing
- Electrical & Electronic Components
- Flags
- Furniture & Accessories
- Jewelry
- Manufacturing Equipment
- Marine Products
- · Messaging Boards
- Military Equipment

- Musical Instruments
- Oil & Gas Exploration Equipment & Accessories
- Painting Supplies
- Pet Accessories
- Photography
- Promotional
- Textiles
- Traffic Control
- Vending Machines

For more information, please contact us at <a href="mailto:AudienceDesk@bombora.com">AudienceDesk@bombora.com</a>.

