

# 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.

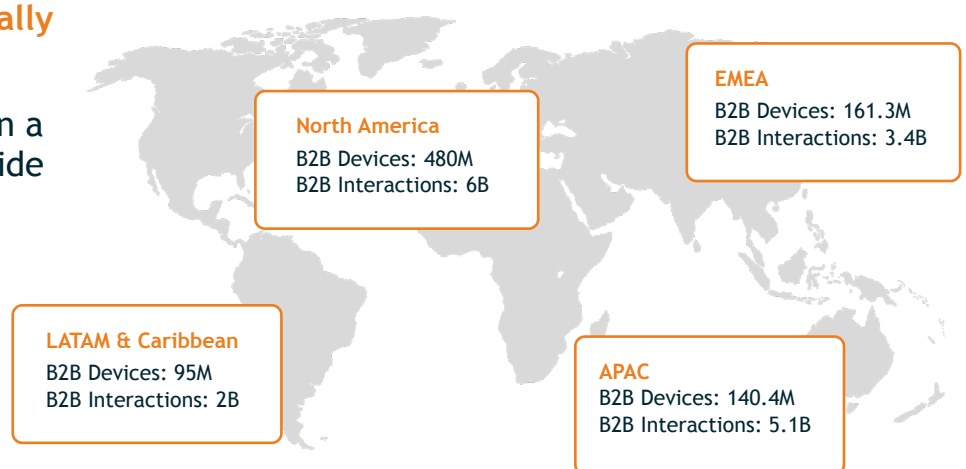
## Unparalleled scale of the B2B web

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

## Capturing business buying globally

Bombora collects Intent signals from across the world. More than a third of our data is sourced outside of the United States.



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

### Company Revenue

- <\$1M
- \$1M
- \$10M - \$50M
- \$50 - \$100M
- \$100M - \$200M
- \$200M - \$1B
- \$1B+

### Company Size

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

### Industry

- Accounting
- Adv/Marketing
- Agriculture
- Banking
- Business Services
- Construction
- Consumer Services
- Cultural
- Education
- Energy
- Finance
- Gaming
- Government
- Healthcare
- Hospitality
- Insurance
- Legal
- Manufacturing
- Media & Internet
- Non-Profit
- Real Estate
- Recreation
- Resource Extraction
- Retail
- Software
- Sports
- Telecomm
- Transportation & Travel
- Utilities
- Wholesalers

### Functional Area

- Account Management
- Accounting
- Administration
- Advertising
- Branding
- Building & Grounds Maintenance
- Business Development
- Change Management
- Compliance
- Consultants
- Creative
- Dentist
- Engineering
- Education
- Government
- Health Professional
- HR Benefits
- HR Diversity
- HR Recruiting
- Information Technology
- Legal
- Marketing
- Medical/Health
- PR
- Product
- Recruiting
- Sales
- Software
- Surgeon
- Systems & Business Analysts
- Wealth Management
- Web Development

### Seniority

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

### Decision Makers

- Finance
- Marketing
- Healthcare
- Small Business
- Human Resources
- Information Technology

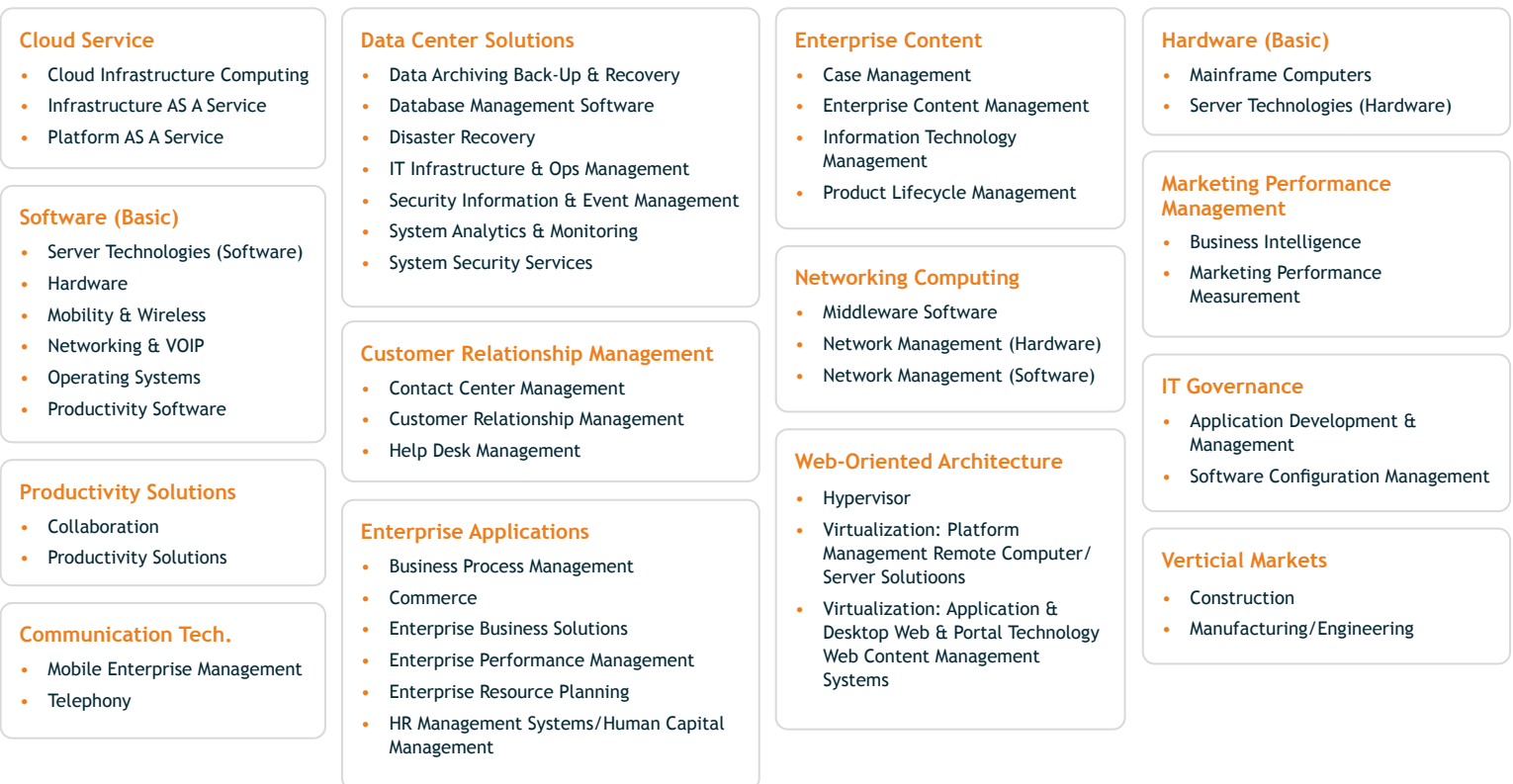
## B2B Interest Groups

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.



## 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.



## 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 [AudienceDesk@bombora.com](mailto:AudienceDesk@bombora.com).