

# Reach your target audience without relying on third-party cookies

## Access the same high-performing B2B audiences with additional identifiers

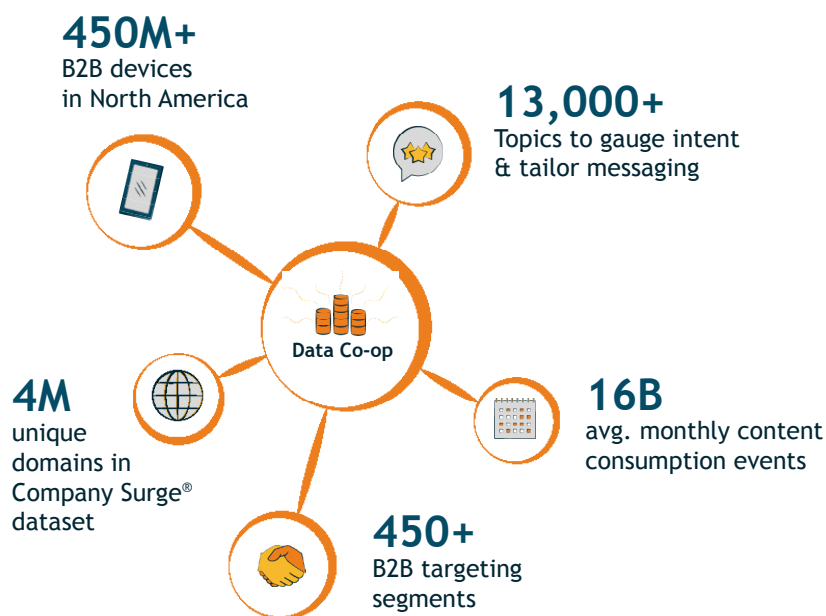
Bombora's firmographic and ABM digital audiences are available for targeting in the United States via identifiers that do not rely on third-party cookies. In addition to traditional demand-side platform (DSP) activation and technology partners, we have expanded into supply-side platform (SSP) activation, creating additional avenues for B2B brands and agencies to drive audience targeting and activation.

### Additional identifiers include:

- IP addresses can be activated through SSPs and technology partners
- Mobile Advertising IDs (MAIDs) can be activated through DSPs, SSPs, and technology partners
- Hashed Emails (HEMs) can be activated through DSPs and technology partners

### Activate reliable B2B segments at scale

Bombora Audience Solutions is the preferred choice of B2B marketers and agencies in every vertical, combining the precision and quality of ABM with the scale and reach of the world's largest B2B Data Co-op.



For a breakdown of all of our B2B targeting options, please contact your Audience Solutions Account Executive or email the Audience Solutions Desk at [AudienceDesk@bombora.com](mailto:AudienceDesk@bombora.com).