

Supply-side platform (SSP) audience activation with Bombora Digital Audience Targeting

Learn how Bombora is expanding into SSP activation starting in 2022

Bombora's programmatic advertising efforts have historically involved audience activation through demand-side platforms (DSPs) and various technology partners. Starting in 2022, Bombora is expanding audience activation capabilities to include integrations with industry-leading SSPs. These scalable audiences are delivered via PMP Deal IDs in order to provide maximum scale at the ad server layer, while also optimizing for publisher-direct ABM and firmographic media tactics.

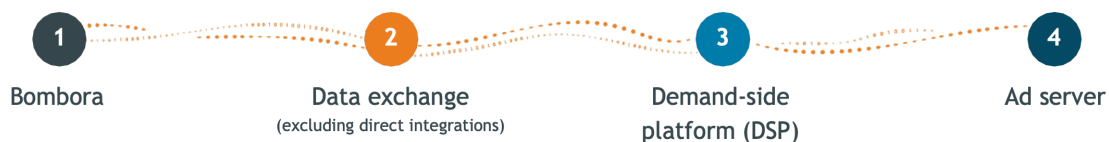
The key advantages of SSP audience activation with Bombora

- Faster activation speed of Deal IDs due to fewer links in the data supply chain
- Increased scale at the ad server layer by folding targeting into media inventory
- Enhanced media matching through direct cookie matching into SSP profiles and additional identifiers such as IPs and MAIDs
- Ability to forecast impressions for better campaign budget management

Direct matching into RTB through SSP activation means greater scale at the ad serving layer

Demand-side platform (DSP) audience activation

- Bombora cookies match into various DSP identifiers, such as cookies and MAIDs, via direct or indirect integration and crosswalk mapping
- DSP IDs match for the real-time bidding (RTB) process at the ad server
- Result: ≥ 2 degrees of match separation between Bombora audiences and RTB



Supply-side platform (SSP) audience activation

- Bombora identifiers match into SSP IDs via direct or indirect integration
- SSP IDs match for RTB process at the ad server
- Result: Only 1 degree of match separation between Bombora audiences and RTB



For further information and a breakdown of our B2B targeting options, please contact your Audience Solutions Account Executive or email the Audience Solutions Desk at AudienceDesk@bombora.com.