

# Which Visitor Insights Tag is right for you?

Bombora offers two visitor tags each designed to power specific business use cases.

Standard tag enables:



Deanonymize visitors



Site and campaign measurement



Retarget site visitors

Real-Time powers the above and also unlocks:



Dynamic audience creation



Real-Time personalization

Each tag provides unique data points to power specific use cases:

Offering	Standard	Real-Time
Delivery Method	Flat File	Javascript Response
Availability	Daily+Weekly	Real-Time
Visitor Intent	X	X
Business Intent	X	X
Professional Group	X	X
Seniority	X	X
Company Domain	X	X
Industry	X	X
Company Size	X	X
Company Revenue	X	X
Job Function	X	X
Company Headquarters		X
Install Data		X
Target Account List		X
Topic Cluster		X
Decision Maker		X
Visitor Location		X

For additional information, visit our [resource center](#).