

Company Surge[®] Analytics

User Guide

October 2022



bombora

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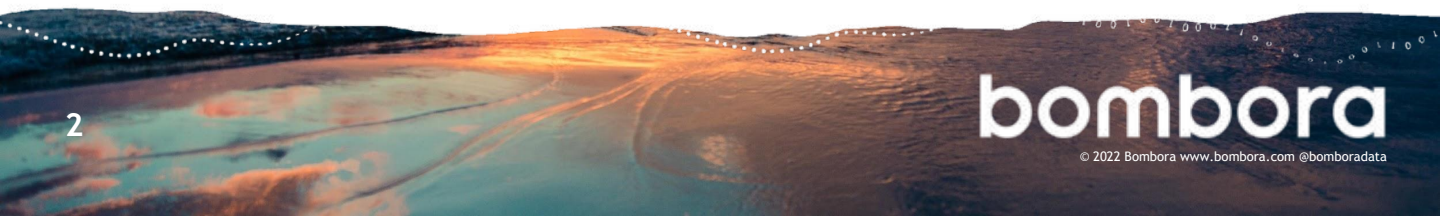
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Introduction

What is Company Surge®?

Company Surge® aggregates the content consumption activity of millions of Business-to-Business (B2B) organizations and informs you when target organizations are indicating active demand for your products or services.

What does it mean if an organization is showing an increase in intent?

An increase in intent is detected when an organization that Bombora monitors in its ecosystem demonstrates an identifiable pattern of elevated content consumption compared to its historical baseline.

- **# of topic events** - the number of interactions between a business and a topic
- **# of unique users** - the number of people researching a topic from a business
- **Topic relevancy weight** - the relevancy of the content to the topic (i.e., is the topic the focus of the piece or simply mentioned)
- **Content engagement** - the depth of engagement of the interaction (e.g., scroll velocity, dwell time, etc.)

How can Company Surge® help your business?

- Prioritize key accounts for marketing and sales outreach
- Customize engagement and messaging with the knowledge of which organizations are interested in what topics
- Identify new businesses or geographies showing intent for your products or services

Objective

The objective of this guide is to provide our Company Surge® users a comprehensive document for using the product.

Company Surge® features include:

- Total recommendation tool for curating relevant topics
- Company Surge® Score and topic count threshold options to support all use cases
- Multiple output options for high-level or detailed reports
- Synced with Digital Audience Builder to create Always-on Company Surge® segments

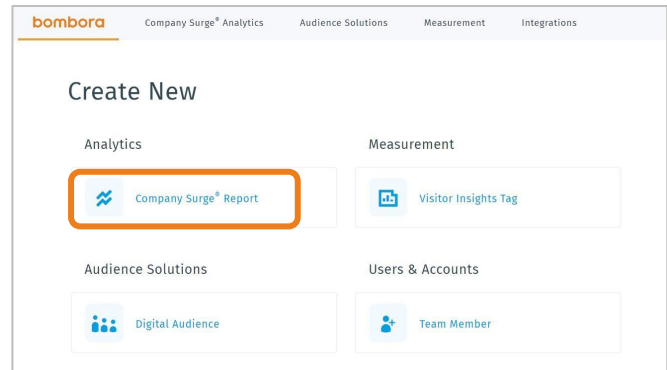
Creating a Company Surge[®] report in the Bombora UI

Creating a new report

Create a new Company Surge[®] report in one of two ways:

Option One:

On the Bombora UI homepage, click on 'Company Surge[®] Report' under the 'Create New' section of the homepage.



Option Two:

Navigate to your Company Surge[®] Report dashboard by hovering over 'Company Surge[®] Analytics' at the top of the screen and selecting 'Company Surge[®].'



Click the 'Generate New Report' button on the top-right hand side of the page.

Choosing your target market

Set a target market to monitor for research activity. There are two options for choosing your addressable market: providing your own market or using Bombora's database.

A. Provide my own market

If you choose to upload your own list of accounts, there are multiple options within the user interface and report builder.

Best Practices for Uploading a List:

- Upload your file in either .csv or .xlsx format
- The organization's root domain must be in the first column of your file
- Include the header of Column A as "Domain"
- If your target account list only includes business names, you can file a ticket at <https://bombora.com/customer-support-forms/> to have your business names translated to domains
- Download a sample template for the correct formatting found at the top of the Target Account List Manager page

Choosing your target market

Provide My Own Market

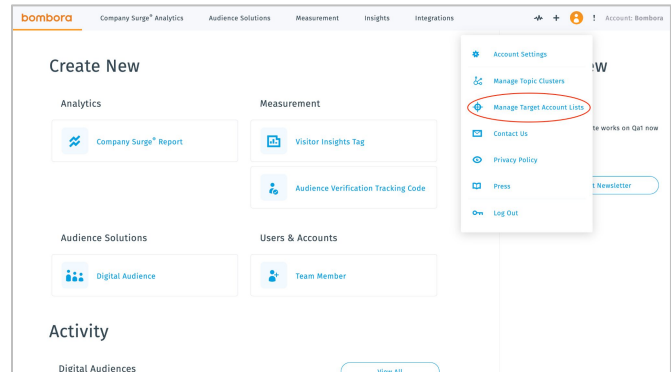
Recommended option: Use the Target Account List Manager

The Target Account List Manager is found in the Admin section of your Bombora UI account.

By utilizing this tool, you can access these target account lists in Company Surge Reports or Insights views at any time. You can also delete and edit the name of the list.

How to Use the Tool:

1. Navigate to the dropdown and select, "Manage Target Account Lists".
2. Click the orange button to upload a fresh list to the manager.
3. To create your new target account list, the tool will prompt you to upload a CSV or XLSX file with a list of your target business domains.
4. When you navigate back to a Company Surge Report, you will be able to find the saved list in the Target a new account list, we will save this account list in the list manager tool.



Target Accounts List Manager

Download sample template

Search: [New Target Account List](#)

Name	Number of Domains	Created On	Last Modified	
test.xlsx	4	Sep 16, 2022 by ipiccitino@bombora.com	Sep 16, 2022 by jveskaranam@bombora.com	✓ ⌵
used to be empty	2	Aug 16, 2022 by Bombora	Sep 15, 2022 by ipiccitino@bombora.com	✓ ⌵
multiple-columns.xlsx	4	Sep 4, 2022 by Bombora	Sep 15, 2022 by ipiccitino@bombora.com	✓ ⌵
domain_table_copy.csv	1	Sep 9, 2022 by ipiccitino@bombora.com	Sep 15, 2022 by ipiccitino@bombora.com	✓ ⌵
one-domain.xlsx	1	Sep 16, 2022 by ipiccitino@bombora.com	Sep 15, 2022 by selenistat@bombora.com	✓ ⌵
one-domain-@1314763.xlsx	1	Sep 16, 2022 by miglesias@bombora.com	Sep 16, 2022 by owestrapp@bombora.com	✓ ⌵
one domain @651576322.csv	1	Sep 16, 2022 by miglesias@bombora.com	Sep 16, 2022 by miglesias@bombora.com	✓ ⌵
multiple-columns.xlsx	4	Sep 15, 2022 by miglesias@bombora.com	Sep 15, 2022 by miglesias@bombora.com	✓ ⌵
multiple-columns.xlsx	4	Sep 9, 2022 by miglesias@bombora.com	Sep 9, 2022 by miglesias@bombora.com	✓ ⌵
same column name.xlsx	4	Sep 9, 2022 by miglesias@bombora.com	Sep 9, 2022 by miglesias@bombora.com	✓ ⌵
10000domains-21933502524.csv	997	Sep 9, 2022 by ipiccitino@bombora.com	Sep 9, 2022 by ipiccitino@bombora.com	✓ ⌵
10000domains-21933502524 (2).csv	997	Sep 9, 2022 by ipiccitino@bombora.com	Sep 9, 2022 by ipiccitino@bombora.com	✓ ⌵

1 Choose Target Accounts

Provide my own market Use Bombora's Database

Target Account List
Choose your companies to be monitored for increased interest.

Select a Target Account List
Select pre-set Account Lists from the list below.

- Sample Account List Upload
- Sample Account List _ Jay
- Sample Account List _ Emily

Manage Target Account Lists

OR

Upload Target Account List
Choose from a previously uploaded CSV file or upload a new Target Account List.

[Choose or Upload File](#)

Is your list more than 100,000 domains?

Choosing your target market

Provide My Own Market

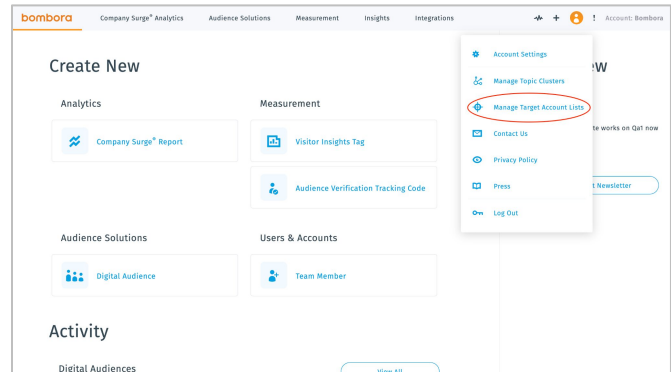
Option 2: Upload a list directly to the Surge Report

Within the Company Surge report builder, you can upload a list directly to the report.

Note: this method will not upload the list to the Target Account List Manager.

How to Use the Tool:

1. Navigate to the dropdown and select, "Manage Target Account Lists".
2. Click the orange button to upload a fresh list to the manager.
3. To create your new target account list, the tool will prompt you to upload a CSV or XLSX file with a list of your target business domains.
4. When you navigate back to a Company Surge Report, you will be able to find the saved list in the Target a new account list, we will save this account list in the list manager tool.

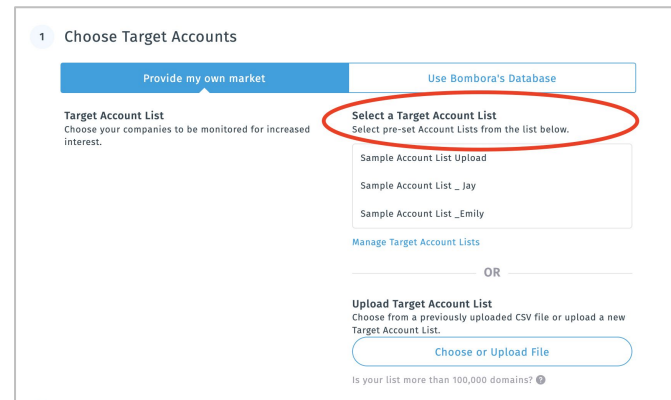


Target Accounts List Manager

Download sample template

[New Target Account List](#)

Name	Number of Domains	Created On	Last Modified	
test.xlsx	4	Sep 16, 2022 by ipiccini@bombora.com	Sep 16, 2022 by jveskaranan@bombora.com	✓ ±
used to be empty	2	Aug 15, 2022 by Bombora	Sep 15, 2022 by ipiccini@bombora.com	✓ ±
multiple-columns.xlsx	4	Sep 4, 2022 by Bombora	Sep 15, 2022 by ipiccini@bombora.com	✓ ±
domain_subset_copy.csv	1	Sep 9, 2022 by ipiccini@bombora.com	Sep 15, 2022 by ipiccini@bombora.com	✓ ±
one-domain.xlsx	1	Sep 16, 2022 by ipiccini@bombora.com	Sep 16, 2022 by sales@bombora.com	✓ ±
one-domain-@1514743.xlsx	1	Sep 16, 2022 by miglesias@bombora.com	Sep 16, 2022 by owestrapp@bombora.com	✓ ±
one domain 1@5574522.csv	1	Sep 16, 2022 by miglesias@bombora.com	Sep 16, 2022 by miglesias@bombora.com	✓ ±
multiple-columns.xlsx	4	Sep 15, 2022 by miglesias@bombora.com	Sep 15, 2022 by miglesias@bombora.com	✓ ±
multiple-columns.xlsx	4	Sep 9, 2022 by miglesias@bombora.com	Sep 9, 2022 by miglesias@bombora.com	✓ ±
same column name.xlsx	4	Sep 9, 2022 by miglesias@bombora.com	Sep 9, 2022 by miglesias@bombora.com	✓ ±
10000domains-21033503254.csv	997	Sep 9, 2022 by ipiccini@bombora.com	Sep 9, 2022 by ipiccini@bombora.com	✓ ±
10000domains-21033503254 (2).csv	997	Sep 9, 2022 by ipiccini@bombora.com	Sep 9, 2022 by ipiccini@bombora.com	✓ ±



Choosing your target market

Using Bombora's Database

Option two: Use Bombora's database

If you do not have an existing target account list of organizations, create one using Bombora's database.

Select from the list of industries and/or 'Company size' to build your target account list.

Additional options: Domain suppression

If there are organizations, you would like to exclude from your report, upload a suppression list of business domains by navigating to 'Use Bombora's Database' and selecting the 'Upload' button under the 'Domain Suppression List' section.

1 Choose Target Accounts

Provide my own market Use Bombora's Database

Industry (0 Selected)
The industry of your target audience.

Search

- Agriculture
- Agriculture > Animals & Livestock
- Agriculture > Crops
- Agriculture > Forestry
- Business Services
- Business Services > Accounting
- Business Services > Advertising & Marketing
- Business Services > Commercial Printing
- Business Services > Graphic Design
- Business Services > HR & Recruiting
- Business Services > Import/Export
- Business Services > Management Consulting
- Business Services > Waste Management
- Construction
- Construction > Architecture
- Construction > Commercial Building

Company Size (0 Selected)
Select Company sizes to be included in report.

- Micro (\$0 - \$1MM)
- Small (\$1MM - \$10MM)
- Medium-Small (\$10MM - \$50MM)
- Medium-Large (\$50MM-\$100MM)

Company Revenue (0 Selected)
Select Company Revenue ranges to be included in report.

- Micro (\$0 - \$1MM)
- Small (\$1MM - \$10MM)
- Medium-Small (\$10MM - \$50MM)
- Medium-Large (\$50MM-\$100MM)

Domain Suppression List
Upload domains to be blacklisted from your report.

[Choose or Upload File](#)

Manage Top Level Domains
Select top level domains to exclude from your report.

Exclude .edu

Buttons: Add Label, Estimate Interested Companies, Autogenerate: None, Generate Report

Selecting your Intent topics

Select the Intent topics to monitor for our taxonomy of 9,000+ topics.

There are three ways to select topics:

1. Select topics by searching or by filtering topics by vertical and category.
2. Upload a .csv or .xlsx document using the 'Upload' button under the 'Selected Topics' section with your list of topics ensuring that the format and casing of the topics matches the Bombora Topic Taxonomy. For an updated topic taxonomy, please visit bombora.com.

When you upload a new topic list, we will save this topic list in the list manager tool. You will be able to search for previously used topic lists or you can upload a new topic list using this tool.

3. Under the 'Generate Topics' section, enter a URL or upload a PDF and our Topic Classification Engine will automatically return topics from the Bombora Topic Taxonomy relating to the content of the URL or PDF.

Select Intent Topics

Single Topics | Topic Clusters

Generate Topics
Let Bombora generate a list of topics for you.

Topics (Select up to 20)
To be monitored for surge consumption.

Search

Filter Topics By Theme

Filter Topics By Category

- .NET +
- 1&1 IONOS +
- 1105 Media Inc +
- 2-in-1 PCs +
- 21Vianet (VNET) +
- 2Checkout +
- 2D Animation +
- 2D Animation Software +
- 3D Animation +

Selected Topics (0 Selected)
View your selected topics below, remove if needed.

Suggest topics based on my selection

Topic Threshold
Minimum number of topics that domains are surging on.

[Download the full Intent topic taxonomy](#)

Topic recommendation tool

The topic recommendation tool will recommend additional topics based upon topics that you've currently selected.

1. Once you've selected a few topics, at the bottom of the 'Selected Topics' box, choose the number of suggested topics you'd like returned and click the arrow.

Selecting your Intent topics (cont.)

- Once you click the arrow, a box will appear containing your suggested topics based on the topics you've already selected. You can add these topics to your report by just clicking the '+' sign next to the topic you want to add or click the 'Add All Topics' button to add all of the suggested topics to your report. Once you've selected the additional topics you want to include click the 'Add Topics' button.

The screenshot shows the 'Select Intent Topics' interface. On the left, under 'Topics (Select up to 20)', there is a search bar and two filter dropdowns: 'Filter Topics By Theme' and 'Filter Topics By Category'. Below these is a list of suggested topics with '+' signs next to them: .NET, 1&1 IONOS, 1105 Media Inc, 2-in-1 PCs, 21Wanet (VNET), 2Checkout, 2D Animation, 2D Animation Software, and 3D Animation. On the right, the 'Selected Topics (0 Selected)' section is empty, with a note: 'View your selected topics below, remove if needed.' Below this is a 'Suggest 50 topics based on my selection' button and a 'Topic Threshold' section with a value of 1. At the bottom right are 'Choose or Upload File' and 'Download CSV' buttons.

Topic clusters

After Intent topic clusters are groups of likeminded granular topics representative of all facets of a product or service that provide a broader understanding of interest on interrelated topics.

There are two ways to include Intent topic clusters in your report.

First, navigate to the 'Topic Clusters' tab and upload a .csv or .xlsx file with the first row being the name(s) of the topic cluster, and each subsequent row with its associated topics. For more information on how to format your Intent topic cluster file, download the sample template.

The second option is to create your topic cluster(s) in the UI. Navigate to 'Account Settings,' select 'Manage Topic Clusters' and then 'New Topic Cluster.' Name the cluster, select relevant topics and then 'Save.' Now when you go to create a Company Surge® report, you can select one of the Intent topic clusters you've created.

For the summary report, you will see the average Company Surge® Score and topic count by cluster. For the comprehensive report, you will see the cluster associated with each granular topic.

This screenshot shows the 'Select Intent Topics' interface with the 'Topic Clusters' tab selected. It includes a 'Choose or Upload File' button and a 'Download sample template' link.

This screenshot shows the 'Create New' and 'Topic Cluster Manager' interfaces. The 'Create New' section has a 'Manage Topic Clusters' button. The 'Topic Cluster Manager' section has a 'New Topic Cluster' button and a modal window for creating a new cluster. The modal window has a search bar, filter dropdowns, a list of suggested topics, and a 'Selected Topics (5 Selected)' list. The 'Save Cluster' button is highlighted.

This screenshot shows the 'Select Intent Topics' interface with the 'Topic Clusters' tab selected. It includes a 'Choose or Upload File' button and a 'Download sample template' link.

Selecting your Intent topics (cont.)

Topics threshold

After selecting your Intent topics, you can optionally add a topics threshold filter. The filter enables you to require a minimum number of topics (from those selected earlier) that a business spikes on to be returned in your report. For example, if you select 12 topics and want only businesses spiking on 3 or more topics, increase the threshold to 3 in 'Topic Threshold' section.

Topic score threshold

An additional filter that can be applied is the score threshold. The score threshold slider lets you select a maximum and minimum score. For example, if you only want businesses with a score between 21 to 61, you can use the score slider to set the score threshold between 21 and 61.

Company Surge® Scores range from 0-100. Businesses with scores of 60 or more on a given topic are considered spiking as they have shown a statistically significant increase in consumption of the given topic compared to their baseline activity. Businesses with scores of 40-60 have a similar amount of consumption on a given topic compared to their historical baseline and businesses with scores of 40 or below have shown a decrease in consumption compared to their historical baseline.

Topic Threshold

Minimum number of topics that domains are showing increased research activity on.

1

Company Surge® Score Threshold

Scores above 60 represent an increase in intent.



Specifying geography

This section allows you to filter your report by metro area, state, and country.

Choose countries

Use this field to filter your report by specific countries. There are two ways to filter by country:

1. **Filter on domain origin:** The domain origin is the country where we see the most activity for the given business. A business can only be assigned to one domain origin.
2. **Filter on country showing increase in intent:** The country showing increase in intent is the country where we've seen activity from a given country on a given topic. A business can show increase in activity in multiple countries if we see activity from that business across multiple countries.

Choose state or providence

Use this field to filter your report by specific states or providences where a business has shown consumption activity for a given topic.

Choose metro area

Use this field to filter your report by specific metro areas where a business has shown consumption activity for a given topic.

Geography score threshold

The country, state/providence, and metro areas all have a composite score associated with them that shows whether the activity of a business for a given geo location and topic is consuming less than, the same, or more content compared to its historical baseline.

Use the geography score threshold slider to increase or decrease the geography score thresholds.

Specify Geography

Choose Countries
Quick Select: [North America](#), [EMEA](#), [APAC](#), [LATAM](#)

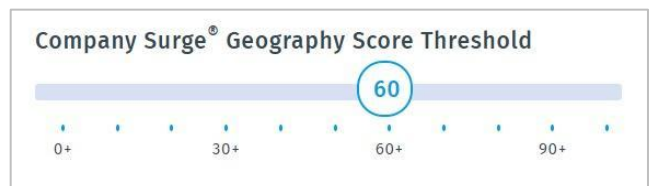
Intent by Country ▾ Specify Country [🌐]

Or Choose a State or Province
Search State or Province 🔍

Or Choose Metro Area
Search Metro Area 🔍

Company Surge® Geography Score Threshold
0+ 30+ 60+ 90+ (Slider set to 60)

Chosen Locations
We'll show you domains from the following locations.



Specifying output settings

This section allows you to specify your report output settings.

Choose report output

Use this field to select your report output and any additional columns to add:

- 1. Summary report:** Overall summary of Company Surge® data aggregated at the business domain level.
- 2. Comprehensive report:** Report of Company Surge® data for each individual topic.

Note: See definitions for additional columns on page 12

Company Surge® summary report output example

Company Name	Domain	Company Size	Company Revenue	Industry	Address 1	Address 2	HQ City	HQ State	HQ Zip	HQ Country	Average Score	Topic Count
Blink Health LLC	Blinkhealth.com	Medium-Small (50-199 Employees)	Medium-Small (\$10MM-\$50MM)	Healthcare> Hospitals & Clinics	299 Chrystie ST	STE 621	New York	NY	10002	United States	67	8
Mercy Children's Hospital	Childrensmrcy.org	XXLarge (10,000+ Employees)	XXLarge (\$1B+)	Healthcare> Hospitals & Clinics	2401 Gillham RD		Kansas City	MO	64108	United States	64	7
Lipscomb University	Lipscomb.edu	Large (1,000-4,999 Employees)	Large (\$100MM-\$200MM)	Education> Colleges & Universities	One University Park DR		Nashville	TN	37204	United States	65	3
Sanky Inc.	Sankyinc.com	Small (10-49 Employees)	Small (\$1MM-\$10MM)	Business Services	599 11 th Ave	6 th FL	New York	NY	10036	United States	95	1
BOSS, ARRIGHI & HOAG, PL	Protectyourfuture.com	Small (10-49 Employees)	Small (\$1MM-\$10MM)	Legal	9887 4 th ST N	STE 202	Saint Petersburg	FL	33702	United States	76	1
Meredith Computer Repair	Meredithcomputers.com	Micro (1-9 Employees)	Micro (<\$1MM)		252 Sunnyside RD		Norwood	MA	2062	United States	73	1

Output settings

Choose the format and information you would like to receive in your Company Surge® report.

Report information

The Summary report contains the following information:

- **Company name** - The name of the business
- **Domain** - The domain of the business
- **Average composite score** - The average of the scores for each topic that the given business is spiking on
- **Topic count** - The number of topics from the list of selected topics for which the given country is spiking on

The Comprehensive report contains the following information:

- **Company name** - The name of the business
- **Domain** - The domain of the business
- **Topic ID** - The ID of the topic that the business is spiking on
- **Topic name** - The name of the topic that the business is spiking on
- **Composite score** - The Company Surge® Score of the given business for the given topic

Additional Information

Choose to include any additional information to your Comprehensive report.

- **Company size** - The business size for the given organization (sourced from third-party sources)
- **Company revenue** - The annual revenue of the given organization (sourced from third-party sources)
- **Company headquarter** - The place and address where a business' executive management and key leaders are located (sourced from third-party sources)
- **Industry** - The industry in which the given business belongs (sourced from third-party sources)
- **Metro areas & metro composite score** - This will return the metro areas and metro area composite score where we see activity from the given business on the given topic
- **State & providences** - This will return the state/providence and state/providence composite score where we see activity from the given business on the given topic
- **Country showing increase in intent** - This will return the country and country composite score where we see activity from the given organization on a given topic
- **Domain origin** - This will return the country for the given business where we see the most activity for that organization
- **Compare previous report** - This will return an additional column that shows the comparison to the previous week's report and whether the topic count (for summary) or composite score (for comprehensive) has increased, decreased, stayed the same, or is new compared to the previous week

Generating your Company Surge[®] report

Estimating businesses showing increase in research activity

Before generating your Company Surge[®] report, run an estimate to see how many organizations are spiking on the selected topics based upon all of the options you have selected. To get an estimate just click 'Estimate Surging Companies' at the top of the page and the estimated number of organizations will populate.

Adding labels to your report

You can add label(s) to your report to organize your Company Surge[®] reports and filter your reports in the dashboard view.

Autogenerating your reports

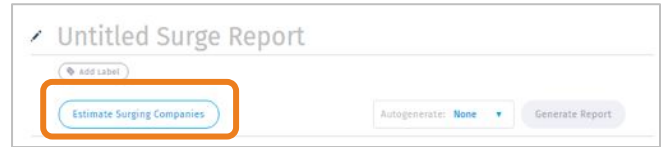
Automatically update your report on a weekly or monthly basis to receive the most recent Company Surge[®] data. Use the 'Autogenerate' dropdown to choose either 'Weekly' or 'Monthly.' When a new report is ready for download each week or month, an email will be sent to you.

Report delivery

Enter up to 20 email addresses (separated by a comma or semi-colon) for your report to be delivered to at the frequency set under 'Autogenerate.'

Generating your report

Once you have made your selections, click the 'Generate Report' button on the top-right of the page. Reports typically take about 15 minutes to run. You will receive an email letting you know when your report is available.



Untitled Surge Report

Add Label

Estimate Surging Companies

Autogenerate: None

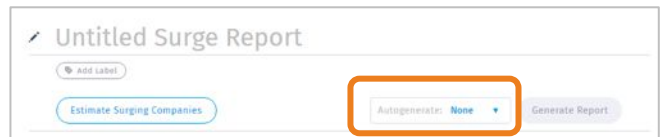
Generate Report



Untitled Surge Report

Add Label

Estimate Surging Companies



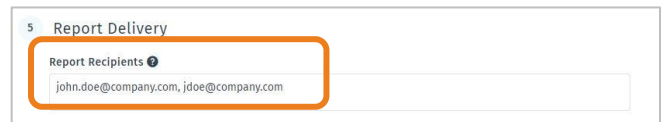
Untitled Surge Report

Add Label

Estimate Surging Companies

Autogenerate: None

Generate Report



5 Report Delivery

Report Recipients

john.doe@company.com, jdoe@company.com



Untitled Company Surge[®] Report

Add Label

Estimate Interested Companies

Autogenerate: None

Generate Report

Company Surge® dashboard

Navigating to the Company Surge® dashboard

The Company Surge® dashboard provides an overview of all your Company Surge® reports.

You can navigate to the dashboard by hovering over 'Company Surge® Analytics' on the ribbon at the top of the page and then clicking on 'Company Surge®.'

Dashboard features & tools

There are many actions that you can perform on the dashboard from copying and deleting to downloading and filtering reports.

Creating a new report

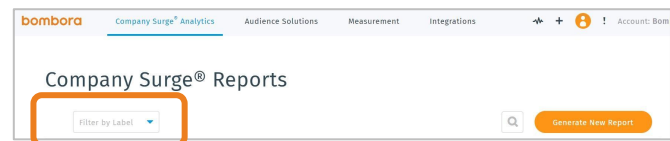
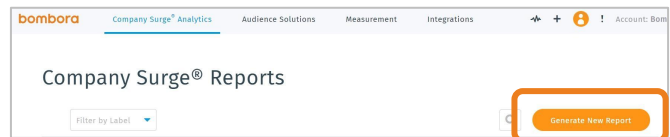
Create a new Company Surge® report from the dashboard by clicking the 'Generate New Report' button in the top right-hand corner.

Searching for a report

Search for a report by using the search tool in the top right-hand side of the page.

Filter reports by label

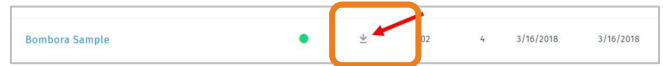
If you have added labels to your Company Surge® reports, you can filter the reports by those labels using the label filter on the top left of the page.



Company Surge® dashboard (cont.)

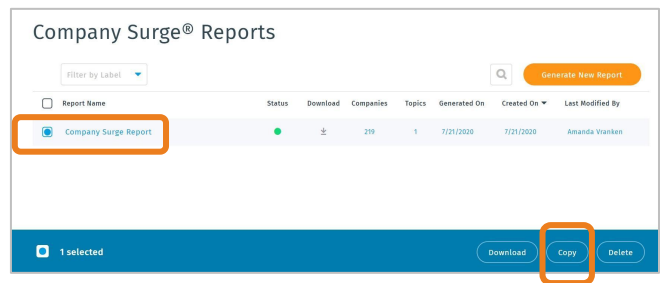
Quickly download an existing report

The Quickly download an existing, active Company Surge® report by finding your report and then clicking the download button.



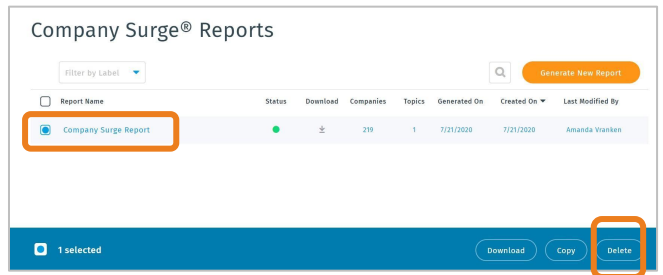
Copy an existing report

There Copy an existing report into a new report by finding the report you want to copy, checking the box to the left of the report name, and clicking the 'Copy' button on the blue bar at the bottom of the page.



Deleting an existing report

Create Quickly delete existing report(s) by checking the box next to the left of the report(s) that you would like to delete and then click the 'Delete' button in the blue bar at the bottom of the page.



User roles

Manage and assign role-based access to the Company Surge® user interface

Ensure the security of your intent-based strategy by taking control of who at your organization can administer, edit, or view your Company Surge® data.

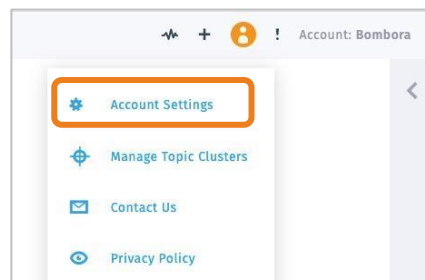
- **Administrator** - has the highest privilege and can perform any activities on your account
- **Editor** - has all the privileges of an Administrator except for adding, deleting, or changing users and Intent topic clusters
- **Viewer** - can only view other users, reports, Intent topic clusters, and modules—no editing privileges

Feature	Administrator	Editor	Viewer
User management			
Add new users	X		
Delete users	X		
Change user roles	X		
View users	X	X	X
Company Surge® Analytics			
Create report	X	X	
Modify report	X	X	
Delete report	X	X	
Download report	X	X	X
Add/remove/manage labels	X	X	
Add new topic clusters	X		
Delete topic clusters	X		
Change topic clusters	X		
View topic clusters	X	X	X
Company Surge® Activations			
View module	X	X	X
Add/edit connection to platform(s)	X	X	
Disconnect from platform(s)	X		
Digital Audience Builder			
Create audience	X	X	
Modify/set active audience	X	X	
Delete/suspend audience	X	X	
View audience	X	X	X

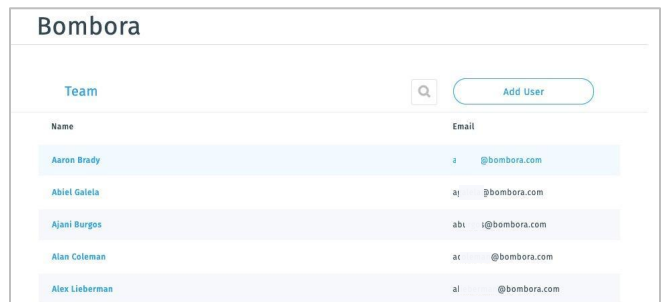
User roles (cont.)

Feature	Administrator	Editor	Viewer
Visitor Insights			
View report	X	X	X
Edit tag settings	X	X	
Audience Verification			
View report	X	X	X
Generate tracking code	X	X	
Export	X	X	
Set active	X	X	
Suspend	X	X	

Navigate to 'Account Settings' under the person icon on the top right corner.



Select the user to assign a role.



Under 'Permissions,' select 'Administrator,' 'Editor,' or 'Viewer,' and click on 'Save.'

Bombora Market Insights dashboards

What is Market Insights?

Now available in Company Surge® UI, Market Insights is a group of dashboards that visualize historical Company Surge® data to help you interpret Intent data against your B2B marketing and sales targets.

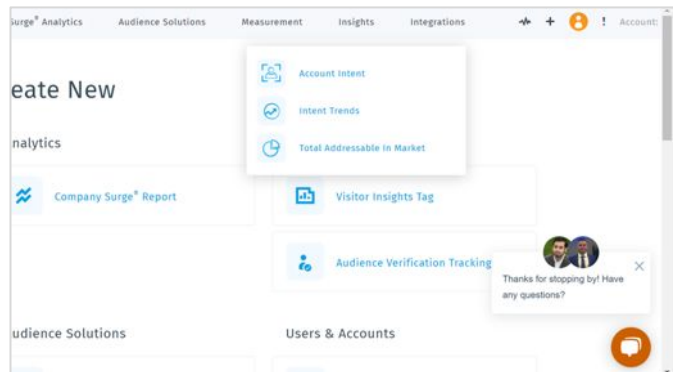
How can Market Insights help your business?

Account-based sales and marketing starts with data. But data is only valuable if it can be interpreted. Market Insights delivers actionable intelligence for sales and marketing through easy-to-understand visualizations.

Click on 'Insights' in the main navigation bar of the Bombora UI to see the drop-down list of Market Insights dashboards. Select one of the three options to view the dashboard:

- **Total Addressable In-Market** - Build Target Account Lists (TAL) using your topics and ideal customer profiles to see which businesses and industries are in-market
- **Intent Trends** - Research topics and categories that are currently trending based on business intent
- **Account Intent** - Research trends by specific businesses

***Please view the Market Insights User Guide for more information.



Frequently asked questions

What if the topic I want to monitor isn't on the list of topics?

New Intent topics are added on a quarterly basis, and we gladly accept your topic suggestions. Submit your topic suggestions to: <https://bombora.com/topic-suggestions-form/> and include the topic, short description, and any related content links.

I only have business names, not domains. Can you append business domains to my list of business names?

Yes, we do have a process to append domains to business names. Please reach out to your account representative and they will be able to help get your list translated.

What does increase in intent mean?

An increase in intent is when an organization Bombora monitors in its ecosystem demonstrates an identifiable pattern of elevated content consumption compared to its historical baseline.

How do I interpret Company Surge[®] Score?

Company Surge[®] Scores range from 0-100, both at the business level and at the location level. Businesses with scores of 60 or more on a given topic are considered spiking on that topic as they have shown a statistically significant increase in consumption of that topic compared to their baseline activity. Businesses with scores of 40-60 have a similar amount of consumption on a given topic compared to their historical baseline and businesses with scores of 40 or below have shown a decrease in consumption compared to their historical baseline.

What factors go into calculating a Company Surge[®] Score?

The factors that identify a Company Surge[®] include the number of topic interactions, the number of unique users, topic relevancy, and content engagement.

What is the difference between a composite score and a metro composite score?

A composite score is the Company Surge[®] Score for a business on a given topic. A metro composite score is a Company Surge[®] Score that represents how much of the organization's consumption activity in the metro area contributes to the organizations overall consumption activity for a given topic.

Frequently asked questions (cont.)

I have a list of business domains, but I would also like to include other information I have for the business, such as addresses or phone numbers, is it possible to include this in my report?

Yes! You can include this information in your report output by uploading your CSV or XLSX file under the 'Choose Your Target Accounts' section with domains in the first column and any additional information you would like included in the following columns.

How long will it take before my report is ready?

Reports generally take 15-20 minutes to process before they are ready for viewing and downloading.

What can I do with my Company Surge® report?

There are many ways to get value out of your Company Surge® reports across your marketing and sales initiatives. Here are a few ways that clients have used it to drive qualified demand down the funnel:

- **Account-Based Marketing (ABM)** - align sales and marketing resources to focus on a single account list, and use that list to create highly targeted sales plays and marketing campaigns across programmatic display, video, email, social, etc
- **Lead generation** - focus lead generation marketing efforts on spiking businesses and/or topics of interest at target businesses
- **Lead scoring** - add more value to leads generated from spiking businesses in your lead scoring model to help BDR teams prioritize inbound leads
- **Content creation** - by knowing which topics your target business are interested in, content marketers can create or customize content that resonates
- **Content discovery** - partner with content discovery platforms to target publisher articles relevant to spiking topics with your content pieces
- **Inside sales prioritization** - help SDRs and inside sales teams prioritize the businesses they should be calling on a weekly basis by focusing on businesses that are currently showing an increase in intent on topics relevant to their product or service
- **Account intelligence** - better understand the topics that target businesses are interested in for sales and marketing teams to tailor engagement
- **Field marketing** - prioritize events and field marketing activities based on the location of spiking businesses

Frequently asked questions (cont.)

Can I use these reports to create cookie pools of users at those businesses for display?

Yes, these reports can be used to create cookie pool of users. Please contact your sales representative for further explanation of this process.

How do you derive the domain and location of Company Surge®?

Domain and location are derived from a combination of data from our B2B Co-op and other sources such as business card databases, first-party registration forms and login pages. When B2B research is done across our Data Co-op of 4,000+ publisher sites, the IP address of the person consuming the content is sent to us via a pixel. The IP address contains information about the location of the device that's used to consume the content. By using third-party partners, IP addresses can be matched with company domains and location on the zip+4 level. We aggregate individual consumption events (quarterly average 22 billion) in addition to our external sources to determine spikes by company domain and location and analyze how those activities compare to historical baselines.

How do you associate content with the topics in your taxonomy?

We actively monitor 9,000+ B2B topics in our taxonomy. When a topic is added to the taxonomy, i.e., cloud security, we use machine learning to train our models using hundreds of relevant content pieces that focus on cloud security to identify the context and patterns associated with that topic. When content is consumed across our Co-op, the URL of the page is sent to us via a pixel. Our technology scans the page and scores the relevance (i.e., is the topic the focus of the content piece or mentioned briefly) of the content against our topics. Beyond simply scanning for keywords, it also considers the greater context of the page (i.e., content about Facebook is also associated with social media). It then associates the content piece to all the appropriate topic(s).

Further help and contact information

For additional help, please contact your account representative or file a ticket at <https://bombora.com/customer-support-forms/>

Glossary of terms

Average Score - The Company Surge® Score for a business based upon user-defined parameters. See the Company Surge® Scoring section for scoring information.

Company Size - The size of the business based upon the number of people employed by the organization.

Composite Score - The Company Surge® Score for a specific topic. Company Surge® Scores range from 0-100. Businesses with scores of 60 or more on a given topic are considered spiking on that topic as they have shown a statistically significant increase in consumption of that topic compared to their baseline activity.

Domain Name - The name used to identify one or more IP addresses for a specific business/person. Domain names are also used in URLs to identify specific web pages.

For example, the domain name for Bombora is bombora.com.

Domain Origin - The country where we see the most activity for a given business.

Industry - A group of businesses that provide a similar product or service.

Metro Area - A region consisting of a core urban area and the surrounding, less-populated territories.

Metro Composite Score - The Company Surge® Score for a specific metro area for a given organization and topic. This score represents how much of the organization's consumption activity in the metro area contributes to the organizations overall consumption activity for a given topic.

State/Providence Composite Score - The Company Surge® Score for a specific state/providence for a given organization and topic. This score represents how much of the organization's consumption activity in the state/providence contributes to the organizations overall consumption activity for a given topic.

Country Composites Score - The Company Surge® Score for a specific country for a given organization and topic. This score represents how much of the organization's consumption activity in the country contributes to the organizations overall consumption activity for a given topic.

Target Market - The domains of businesses of which the user would like to monitor for increase in research activity. See 'How do I interpret the Company Surge® Score?' under the FAQ section.

Surf's up. Let's take off.

For technical support or questions, please file a ticket at <https://bombora.com/customer-support-forms/>.



bombora

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