

Bombora Haddock Taxonomy: Merging Similar Topics

Recommendations for removing similar topics from your Workflows

Summary:

There will be changes to 124 existing topic pairs with topic similarities and duplications in our taxonomy. These changes will be live in the next taxonomy release, *Haddock*, on Jan 22, 2024.

As part of our topic monitoring process, we have identified a list of topics within our taxonomy that are extremely similar to other topics. As such, in our January 22nd taxonomy release we will consolidate these duplicate topics and produce one score for each topic duo moving forward. While both topics will remain in the taxonomy for the time being, the scores will be duplicates of one another.

Moving forward, we recommend only leveraging the primary topics identified by our Data Science team in your reports/tools/systems. This recommendation is not required to continue using the data, and continuing to use the legacy topics is not expected to impact your overall use of Company Surge.

Impacted Topics

[See full list here.](#)

- **One-to-one duplication** = Where 2 topics are so similar in description and name that they should be the same topic. The DS team has determined the primary topic by the relevance of the training data, and the secondary topic is now reflective of the score from the primary topic.
 - Example: “Fidelity” and “Fidelity investments”. Where “Fidelity” has a score of 75 and Fidelity Investments has a score of 62, they both will reflect the same data and score from Fidelity=75. Both topics will remain in the taxonomy and the topic names and topic IDs will not change, but reflect exactly the same score and data.
- **One-to-many** = Where a single topic should be split into multiple topics already present in the taxonomy. In this scenario, the single topic that reflects multiple concepts will now reflect the score of one of the topics it represents. Each week, it will reflect the topic that shows the highest Surge score.

Instructions/Action Items:

- Audit usage of these topics within the Bombora products leveraged (Company Surge Reports, Audiences, Planning & Measurement Dashboards, Integrations, etc.)
- Ensure duplicate topics are not in usage at the same time (Clusters/audiences/etc.)
- Long term, we encourage you to shift usage from the legacy topic to the future topic
- Confirm thresholds, outputs and other workflows continue to flow as normal

ADAT:

If you receive our ADAT file, these will still contain both topics. Be sure that any models/data lakes/ BI tools, etc. are not double counting these topics.

Custom File:

Be sure to identify if any of the topics listed are part of your custom file and ensure only the future topic is leveraged moving forward by our support team when delivering the data.

UI Reports:

Reach out to your Bombora contact for a list of the impacted reports for your organization. Replace the legacy topics within these reports and ensure the topic thresholds are proportionally updated.

API:

API calls will continue as normal, however, we recommend proactively updating your call to leveraging only one of each duplicate topic pairing moving forward. It's advised to use the future Topic and Topic ID moving forward.

Audiences:

Audiences that contain both topics do not need to be altered and will continue to flow as normal.

Partners:

Partners leveraging a topic limitation for their customers will want to identify which customers leverage duplicate topics and recommend only leveraging one topic moving forward to avoid duplicate data.

Joint customers will need to be evaluated based on their topic limitations and downstream workflows on a case-by-case basis. Please reach out to your partner manager

No topics/topic IDs will be deprecated and data will continue to be available to partners.

Integrations

Be sure to identify if any of the topics listed are included in your integration and ensure your integration settings are updated to reflect the future topic. All integrations will continue to work as normal and data will continue to sync post taxonomy release.

Cluster Manager

Identify if duplicate topics are present in clusters within our UI and update clusters accordingly.