

An aerial photograph of a large group of surfers in turquoise ocean water. The surfers are scattered across the frame, some standing on their boards, others paddling. A large, white, foamy wave is breaking on the right side of the image. The water is a vibrant blue-green color. The overall scene is dynamic and captures the anticipation of a surf session.

# Bombora Planning & Measurement Suite

User Guide for General Navigation within  
Looker

January 2023

**bombora**

# Bombora Planning & Measurement Suite

Navigate to the different Insights products within the suite:

Product	Links	Definition
<b>Audience Insights</b>  <i>Website activity overlaid with business demo and interests</i>	<a href="#">Audience Composition</a>	<i>Firmographic and demographic data of your site visitors site-wide and by specific page URL</i>
	<a href="#">Audience Interests</a>	<i>Interest data of your visitors filtered by site and demographic data</i>
	<a href="#">Audience Intent</a>	<i>Understand the Bombora Intent topics and topic categories that visitors on your site(s) are signaling intent on across the entire Bombora Co-op. As well, see how their intent levels index against the rest of the companies tracked by Bombora. Furthermore, see a breakdown of the demographic and firmographic data on your website visitors.</i>
	<a href="#">Account Intelligence</a>	<i>Understand the on-site traffic for the companies that are visiting your website. See a high-level preview of the Bombora Intent topics and topic categories visitors on your site(s) are signaling intent on across the entire Bombora Co-op.</i>

# Bombora Planning & Measurement Suite

Navigate to the different Insights products within the suite:

Product	Links	Definition
<b>Campaign Measurement</b>  <i>Post-campaign insights for display only and integrated programs (display + content)</i>	<a href="#">Display Campaign Measurement</a>	<i>Campaign reporting on unique users, impressions, business domains, and topic intent that were exposed to a client's display advertising campaign (Combination of Audience Verification + Company Surge)</i>
	<a href="#">Integrated Campaign Measurement</a>	<i>Campaign reporting on display advertising and sponsored content in one single template (Combination of Audience Verification + Company Surge + Audience Insights)</i>
	<a href="#">Campaign Reach</a>	<i>Campaign reporting on user level data (Including unique users, impressions, business domains, interest categories, demographics, and firmographics) on client's display advertising campaign (Just Audience Verification)</i>
<b>Market Insights</b>  <i>Business research trends across Bombora's 30 billion pageview Data Co-op</i>	<a href="#">Intent Trends</a>	<i>Business research trends across Bombora's Data Co-op, filtered by topic, category, firmographics</i>
	<a href="#">Total Addressable In-Market</a>	<i>Intent by topic and research stages by company size and industry</i>
	<a href="#">Account Intent</a>	<i>Intent by topic and research stage by individual companies and target account lists (TAL)</i>

# Getting Started: Login & General Navigation

# Login at insights.bombora.com

**bombora**

Log In

Welcome to Bombora Insights!

Email

mchocky@bombora.com

Password

.....

LOG IN

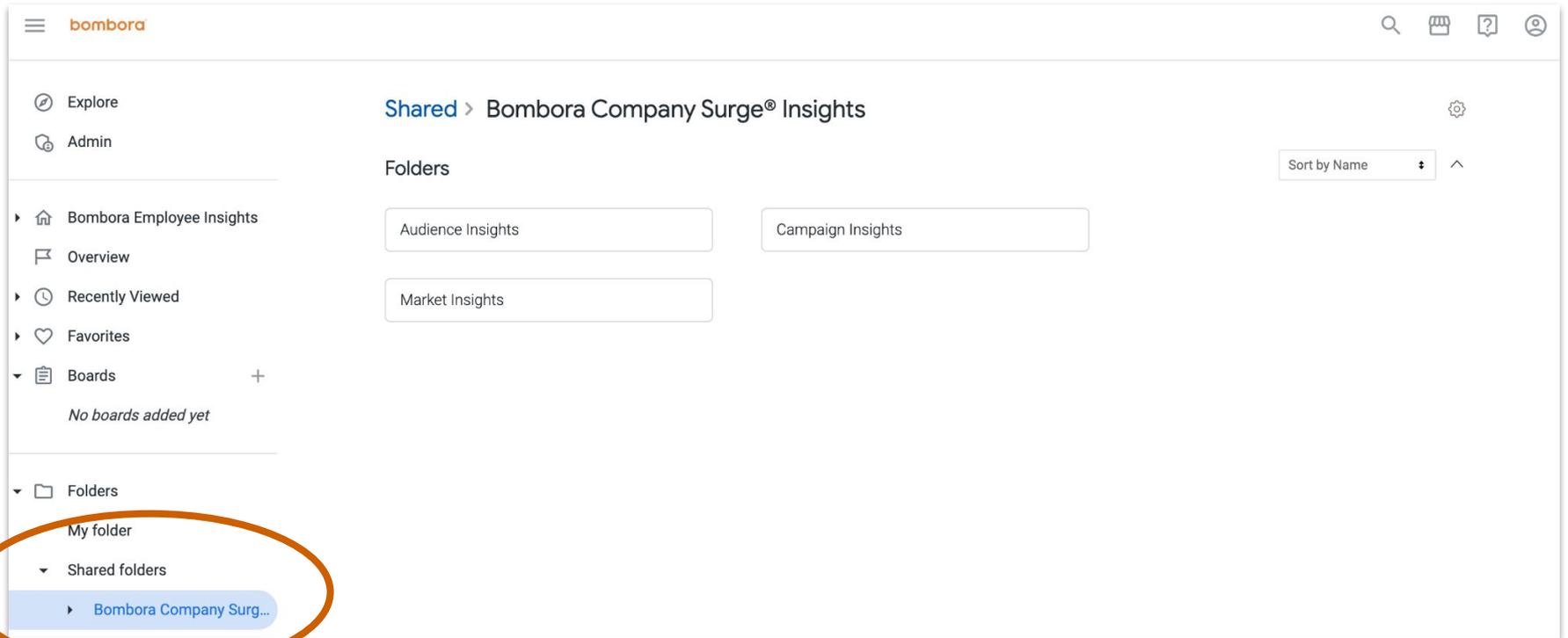
Stay logged in. This is a trusted computer.  
You will be logged out automatically after a short while unless you indicate that this is a trusted computer.

[Forgot your password?](#)

## TIPS:

1. When logging in, be sure to ✓ 'Stay logged in'
2. You cannot be logged into the Bombora UI and Insights in Looker simultaneously. If you try to login to Insights and see an error, check that you are not also logged in to the Bombora UI.

Click Bombora Company Surge® Insights under ‘Shared folders’ in order to access all available Insights folders.



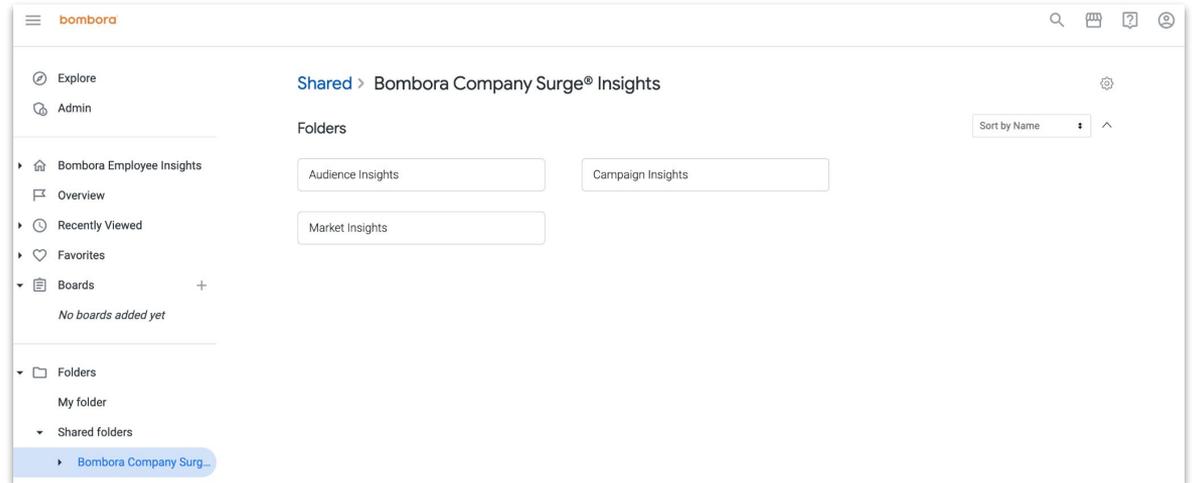
The screenshot displays the Bombora web application interface. The top navigation bar includes the Bombora logo, a search icon, a document icon, a help icon, and a user profile icon. The left sidebar contains a navigation menu with the following items: 'Explore', 'Admin', 'Bombora Employee Insights', 'Overview', 'Recently Viewed', 'Favorites', 'Boards' (with a plus sign and the text 'No boards added yet'), and 'Folders'. The 'Folders' section is expanded, showing 'My folder' and 'Shared folders'. Under 'Shared folders', the item 'Bombora Company Surge® Insights' is highlighted with a blue background and is circled in orange. The main content area shows the breadcrumb 'Shared > Bombora Company Surge® Insights' and a 'Folders' section with three insight folders: 'Audience Insights', 'Campaign Insights', and 'Market Insights'. A 'Sort by Name' dropdown menu is visible in the top right of the main content area.

TIP: Save these links to your web browser for easy access to each suite of dashboards.

 [Audience Insights](#)

 [Campaign Insights](#)

 [Market Insights](#)



# Within each folder, you'll be able to see the corresponding dashboards.

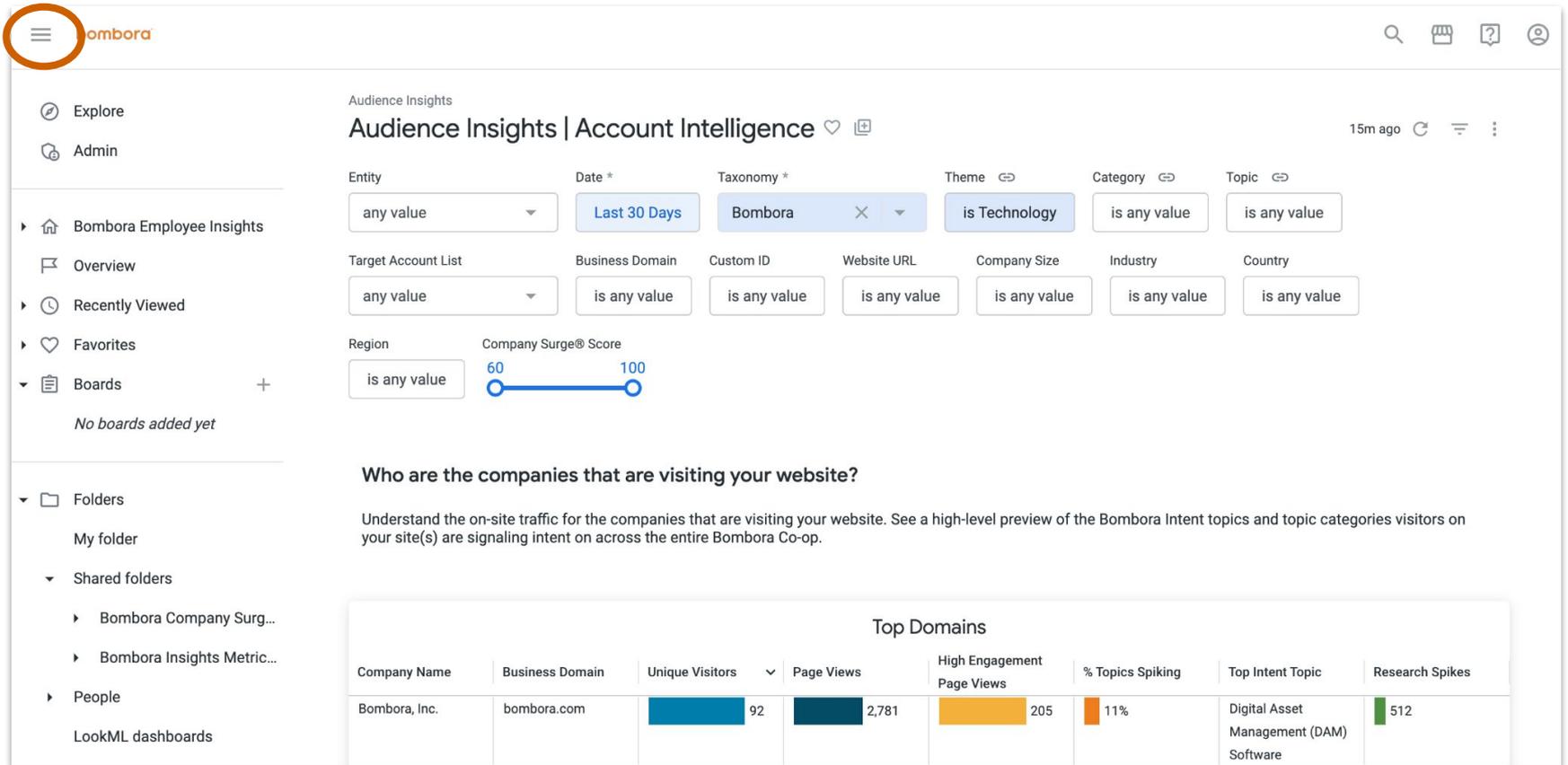
Click on the ♥ to save any dashboard to your favorites!

The screenshot displays the Bombora user interface. On the left is a navigation sidebar with sections for 'Explore', 'Admin', 'Bombora Employee Insights', 'Overview', 'Recently Viewed', 'Favorites', 'Boards' (with a plus sign and the text 'No boards added yet'), and 'Folders'. Under 'Folders', there is a 'My folder' section containing a folder named 'Sha Bombora Company Surge® Insights' and a sub-item 'Bombora Company Surg...'. The main content area is titled 'Shared > Bombora Comp... > Audience Insights' and features a 'Dashboards' section. A 'Sort by Name' dropdown menu is visible. The dashboard list includes:

- Name ^ Favorite
- Audience Insights | Account Intelligence  
2,602 Views, 20 Favorites, Created by Semeon Balagula
- Audience Insights | Audience Composition  
14,224 Views, 65 Favorites, Created by Semeon Balagula
- Audience Insights | Audience Intent  
1,832 Views, 16 Favorites, Created by Semeon Balagula
- Audience Insights | Audience Interests  
7,954 Views, 40 Favorites, Created by Missy Nelson

An orange oval highlights the 'Favorite' icons (hearts) for the second, third, and fourth dashboards in the list.

# TIP: Within any view, you can minimize the sidebar.



The screenshot shows the Bombora Audience Insights interface. The sidebar on the left contains navigation options: Explore, Admin, Bombora Employee Insights, Overview, Recently Viewed, Favorites, Boards (with a plus sign and the text "No boards added yet"), Folders (My folder, Shared folders, Bombora Company Surg..., Bombora Insights Metric..., People), and LookML dashboards. The main content area is titled "Audience Insights | Account Intelligence" and includes a search bar, a refresh icon, and a settings icon. Below the title are several filter sections: Entity (any value), Date \* (Last 30 Days), Taxonomy \* (Bombora), Theme (is Technology), Category (is any value), and Topic (is any value). Another set of filters includes Target Account List (any value), Business Domain (is any value), Custom ID (is any value), Website URL (is any value), Company Size (is any value), Industry (is any value), and Country (is any value). A Region filter (is any value) and a Company Surge® Score slider (ranging from 60 to 100) are also present. The main content area features a section titled "Who are the companies that are visiting your website?" with a sub-header "Top Domains". Below this is a table with the following data:

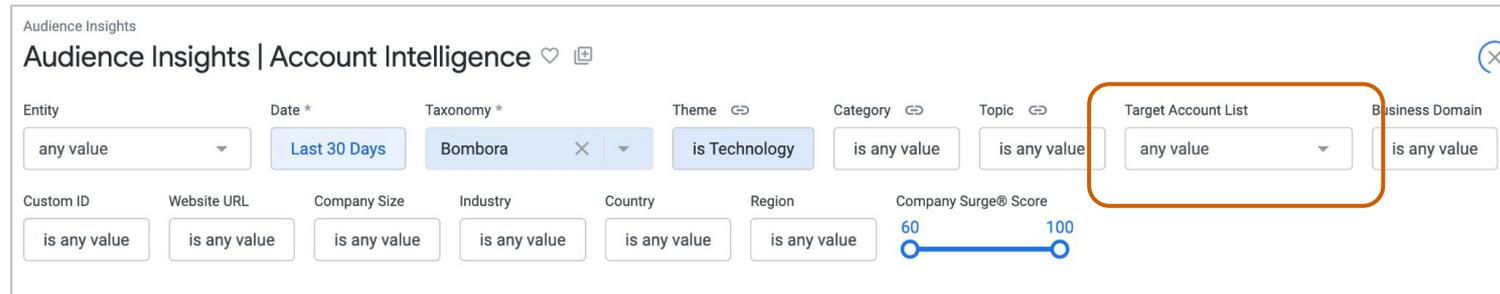
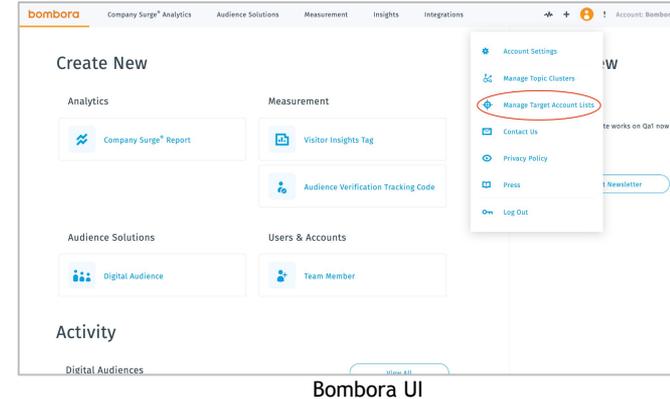
Company Name	Business Domain	Unique Visitors	Page Views	High Engagement Page Views	% Topics Spiking	Top Intent Topic	Research Spikes
Bombora, Inc.	bombora.com	92	2,781	205	11%	Digital Asset Management (DAM) Software	512

# TIP: Upload target account lists

Upload lists of domains to utilize in all Insights dashboards by using the Bombora UI Target Account List Manager. 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 Admin section of your Bombora UI account.
2. Click the dropdown and select, “Manage Target Account Lists”.
3. Click the orange button to upload a fresh list to the manager.
4. 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.
5. When you navigate back to a Market Insights, you will be able to find the saved list in the Target Account List filter.



# TIP: Upload target account lists (cont'd)

## 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
- 

Now, let's take a closer look at navigation and filters once you open the dashboards

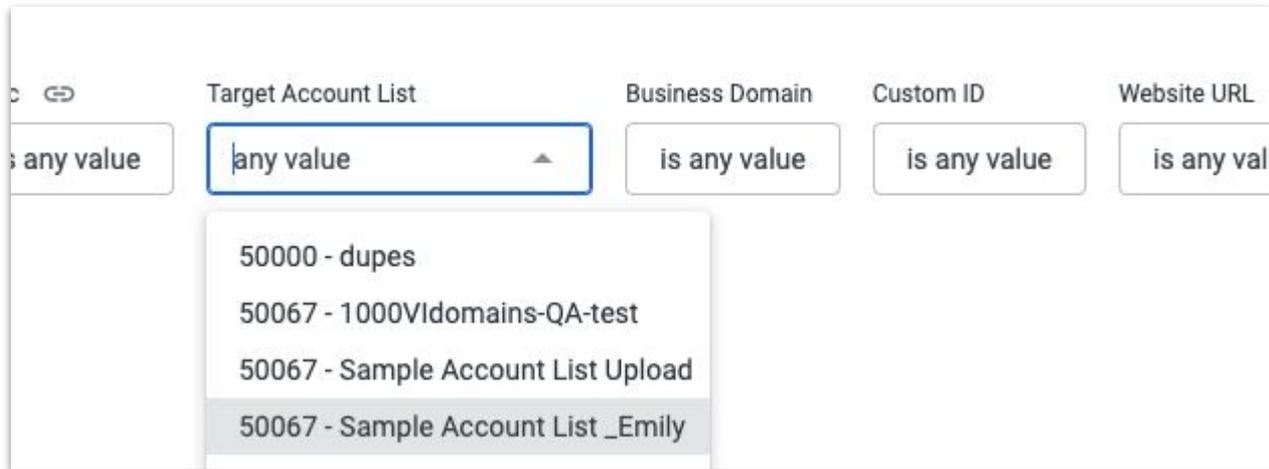
# Dashboard general navigation and filters

The screenshot shows the Audience Insights dashboard interface. At the top left, there is a breadcrumb trail: 'Audience Insights' followed by 'Audience Insights | Account Intelligence'. Below this, there are several filter sections. The first row includes 'Entity' (set to 'any value'), 'Date' (set to 'Last 30 Days'), 'Taxonomy \*' (set to 'Bombora'), 'Theme' (set to 'is Technology'), 'Category' (set to 'is any value'), 'Topic' (set to 'is any value'), 'Target Account List' (set to 'any value'), and 'Business Domain' (set to 'is any value'). The second row includes 'Custom ID' (set to 'is any value'), 'Website URL' (set to 'is any value'), 'Company Size' (set to 'is any value'), 'Industry' (set to 'is any value'), 'Country' (set to 'is any value'), 'Region' (set to 'is any value'), and 'Company Surge® Score' (a slider set between 60 and 100). Seven numbered callouts are overlaid on the interface: 1 points to the breadcrumb trail; 2 points to the Date filter; 3 points to the Taxonomy and Theme filters; 4 points to the Target Account List and Business Domain filters; 5 points to the Custom ID and Website URL filters; 6 points to the Company Size, Industry, Country, and Region filters; and 7 points to the Company Surge Score slider.

1. Takes you back to that folder of dashboards
2. Date range filter
3. Topic & taxonomy filters
4. Target market filters
5. Filter by specific website(s) vs. all data for your entire portfolio
6. Filter by specific firmographic or demographic attributes.
7. Toggle the Company Surge score

# How to use the Target Account List filter

*Use the Target Account List filter to see traffic from specific companies that you've loaded to the Bombora UI through the Target Account list manager.*



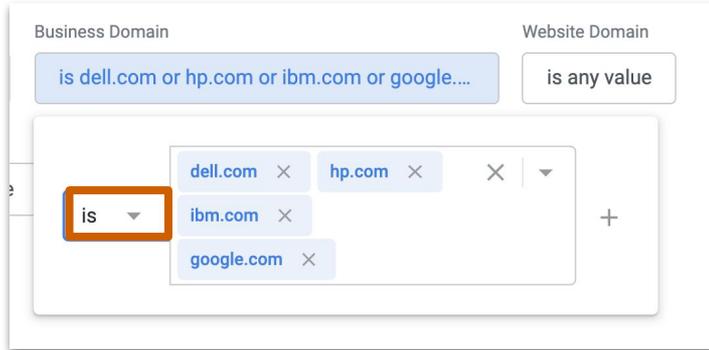
## TIPS:

1. Type in key words in the list name to easily find the TAL you are searching for.
2. You can also use a TAL plus filter further within the list in the view by using the domain filter. (See the next slide.)

# How to use the Business Domain filter?

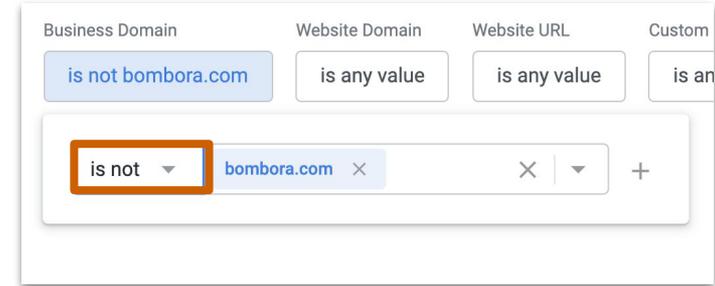
*Use the Business Domain filter to see traffic from specific companies*

→ **INCLUDE** a specific list of companies by filtering **'is'** and type in OR cut/paste your list of domains



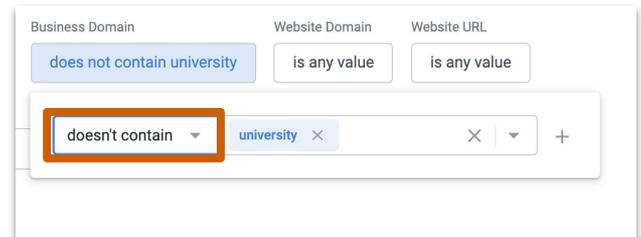
The screenshot shows the 'Business Domain' filter interface. The main input field contains the text 'is dell.com or hp.com or ibm.com or google...'. Below this, a dropdown menu is open, showing the filter type 'is' (highlighted with an orange box) and a list of domains: 'dell.com', 'hp.com', 'ibm.com', and 'google.com'. Each domain has a small 'x' icon to its right. A plus sign is visible to the right of the list.

→ **EXCLUDE** a list of companies, such as your own by filtering **'is not'** and type in or cut/paste your list of domains



The screenshot shows the 'Business Domain' filter interface. The main input field contains the text 'is not bombora.com'. Below this, a dropdown menu is open, showing the filter type 'is not' (highlighted with an orange box) and the domain 'bombora.com' with a small 'x' icon to its right. A plus sign is visible to the right of the input field.

**Pro tip! Use 'contain' and 'doesn't contain' filter to include/exclude a group of domains that share words in their name - i.e., university or college**

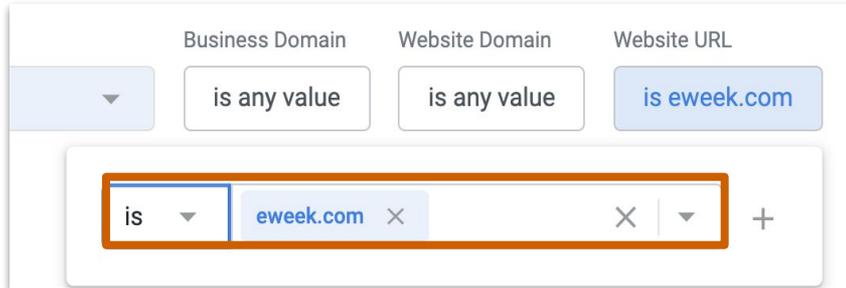


The screenshot shows the 'Business Domain' filter interface. The main input field contains the text 'does not contain university'. Below this, a dropdown menu is open, showing the filter type 'doesn't contain' (highlighted with an orange box) and the word 'university' with a small 'x' icon to its right. A plus sign is visible to the right of the input field.

# How to use the Website Domain filter?

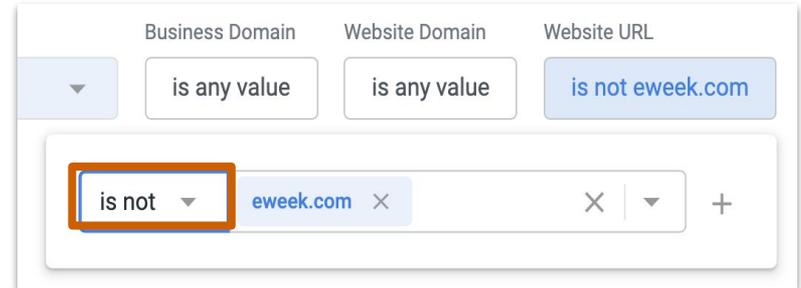
*Use the Website Domain filter to look at specific website within your organization*

→ To look at data for a **specific site** in your portfolio type in that website with the **'is'** filter. This will include only results for that website



The screenshot shows a filter configuration interface with three columns: Business Domain, Website Domain, and Website URL. The Business Domain filter is set to 'is any value'. The Website Domain filter is set to 'is any value'. The Website URL filter is set to 'is eweek.com'. Below these, a search bar contains the filter 'is' followed by 'eweek.com' with a close button (X) and a plus sign (+).

→ **EXCLUDE** a specific website from your data pull, use the **'is not'** filter



The screenshot shows a filter configuration interface with three columns: Business Domain, Website Domain, and Website URL. The Business Domain filter is set to 'is any value'. The Website Domain filter is set to 'is any value'. The Website URL filter is set to 'is not eweek.com'. Below these, a search bar contains the filter 'is not' followed by 'eweek.com' with a close button (X) and a plus sign (+).

# Dashboard general navigation and filters

Audience Insights

Bombora | Audience Insights | Audience Composition    

Entity: any value  Date Range: is in the last 30 days Date Comparison: weekly  Business Domain: is any value Website Domain: is any value

Website URL  1 Custom ID: is any value Engagement: is any value Company Size  2 Industry  3 Country  4

is any value is any value

1. Filter to a single URL or group of URLs based on a specific word
2. Filter by Company Size
3. Filter by Industry (includes sub-industries)
4. Filter by Country

# How to use the Website URL filter?

*Use the Website filter to look at data for a specific URL or group of URLs*

→ Use the **'is'** filter AND pull data for a single URL or group of URLs by copying and pasting into the box

The screenshot shows the 'Website URL' filter interface. The 'Website URL' field contains the text 'is https://www.eweek.com/sponsored/spon...'. The 'Custom ID' field contains 'is any value'. Below this, a dropdown menu is open, showing the 'is' filter selected. A list of URLs is displayed below the dropdown, including 'https://www.eweek.com/s...'. The 'is' filter and the list of URLs are highlighted with orange boxes.

Copy/paste multiple URLs to get data for a grouping of pages

→ Use the **'contains'** filter to find all pages that have the same word in the URL string

The screenshot shows the 'Website URL' filter interface. The 'Website URL' field contains the text 'contains sponsored'. The 'Custom ID' field contains 'is any value'. The 'Engagement' field contains 'is any value'. Below this, a dropdown menu is open, showing the 'contains' filter selected. The word 'sponsored' is entered in the input field next to the dropdown. The 'contains' filter and the input field are highlighted with orange boxes.

Examples include:

- sponsored
- subscribe
- sustainability
- cloud
- climate-change
- health-insurance

*Pro tip! Use the 'contains' filter to pull data for a site section.*

# Using firmographic filters in the top navigation

- Use the **'is'** filter on the top navigation to include data on specific sub-industries, company sizes and countries

The screenshot displays a search interface with a dropdown menu for the 'is' filter. The dropdown menu lists the following options:

- Manufacturing
- Manufacturing > Aerospace & Defense
- Manufacturing > Automobile
- Manufacturing > Boats & Marine
- Manufacturing > Building Materials
- Manufacturing > Chemicals & Gases
- Manufacturing > Computer Equipment
- Manufacturing > Consumer Goods
- Manufacturing > Electronics
- Manufacturing > Food & Beverage

The 'is' filter is selected in the top navigation, and the 'Manufacturing' option is highlighted in the dropdown menu. The background shows a search interface with a 'Date Comparison' dropdown set to 'weekly', an 'Industry' dropdown set to 'is any value', and a 'Site Domain' dropdown set to 'any value'. The 'is' filter is highlighted with an orange box, and the 'Manufacturing' option in the dropdown is highlighted with a blue box.

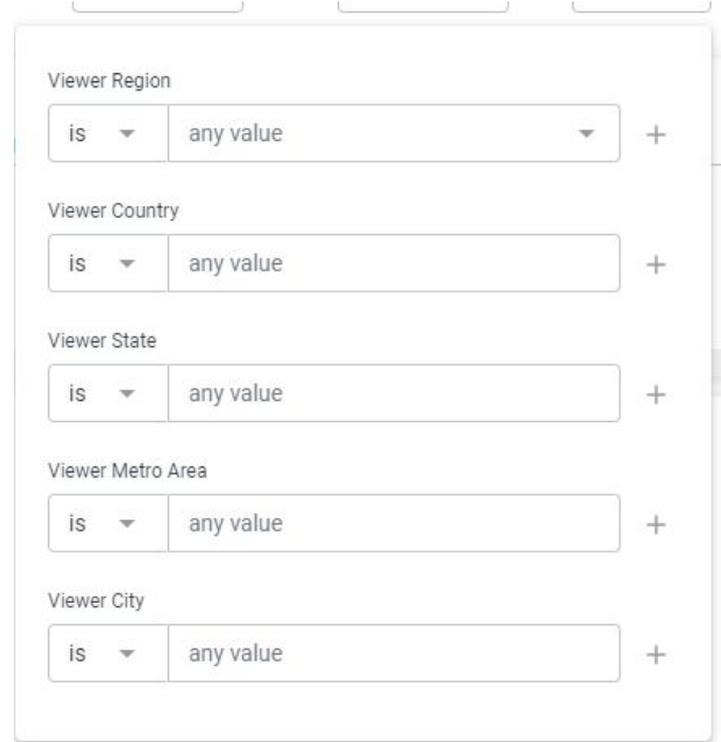
The background is a solid teal color. On the left side, there are several white, wavy, vertical lines that resemble topographical contour lines or stylized waves. These lines are of varying thickness and some are solid while others are dotted. They curve and flow from the top to the bottom of the frame.

# Filtering Company Surge by Geography

# Market Insights

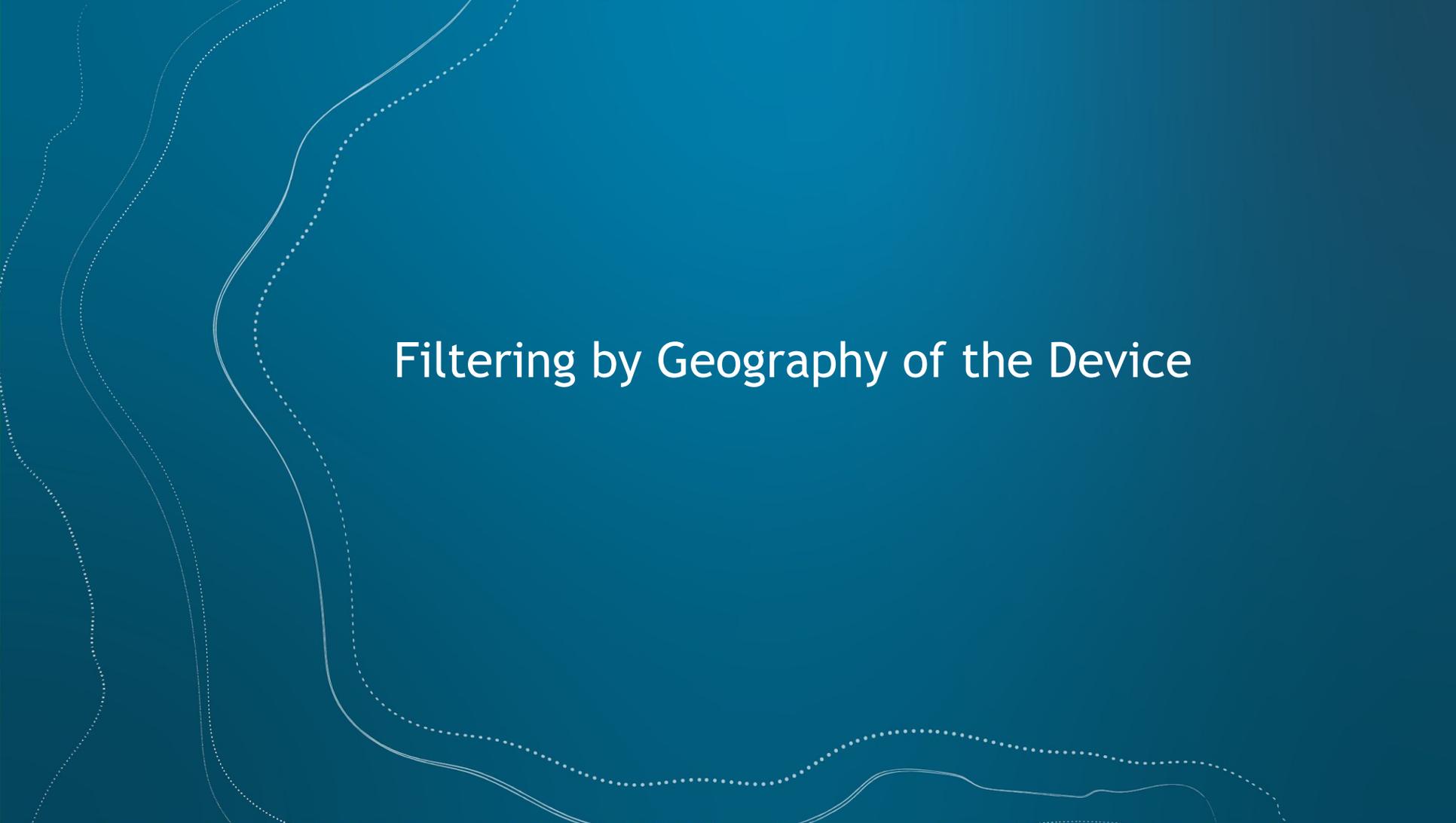
In Market Insights, you can filter by where the Company Surge for an account is predominantly taking place. You can only choose 1 score at a time.

**TIP:** A business might be showing Surge in a specific location, but not across all locations - and vice versa. Keep in mind that Company Surge is acceleration of research at the account level, so depending on the location, the acceleration may be higher and therefore showing Intent.



The image shows a screenshot of a filter interface for Market Insights. It features five filter rows, each with a label, a dropdown menu, a text input field, and a plus sign. The filters are:

- Viewer Region: is [dropdown] any value [input] +
- Viewer Country: is [dropdown] any value [input] +
- Viewer State: is [dropdown] any value [input] +
- Viewer Metro Area: is [dropdown] any value [input] +
- Viewer City: is [dropdown] any value [input] +

The background is a solid teal color. On the left side, there are several white, wavy, vertical lines that resemble topographical contour lines or stylized waves. These lines are composed of both solid and dotted segments, creating a layered, organic feel. The text is centered horizontally and vertically on the right side of the image.

# Filtering by Geography of the Device

# Campaign Insights: Campaign Reach

In the Campaign Reach module within Campaign Insights (which shows 1st party data against impressions from campaigns), you can filter by the location of the viewer's device is when the impression was served.

Campaign Insights  
Campaign Reach  

Entity: any value  
Date: Last 30 Days  
Date Comparison: weekly  
Custom Segment Name: is any value  
Segment ID: is any value

Professional Group: is any value  
Seniority: is any value  
Primary Functional Area: is any value  
Functional Area: is any value  
Company Size: is any value  
Industry: is any value

B2B Interest Topic: is any value [More · 5](#)

Viewer Region: is any value +  
Viewer Country: is any value +  
Viewer State: is any value +  
Viewer Metro Area: is any value +  
Viewer City: is any value +

D Selector ⓘ

Camp:

# Audience Insights: Audience Composition

In the Audience Composition module in Audience Insights (which shows 1st party data), you can filter by where the viewer's device is located.

Audience Insights

## Audience Insights | Audience Composition ♥ 🔗

just now 🔄 ☰ ⋮

Entity: any value | Date Range \*: Last 30 Days | Date Comparison: weekly | Target Account List: any value | Business Domain: is any value | Website Domain: is any value | Website URL: is any value | Custom ID: is any value

Engagement: is any value | Company Size: is any value | Industry: is any value | Taxonomy \*: Bombora ✕ | B2B Interest Theme: is any value | B2B Interest Category: is any value | B2B Interest: is any value | More · 5

### How does a specific page perform with an audience?

This dashboard highlights the website visitors' demographics and firmographics data on a particular page graphs.

66,931 Page Views

Segment	Page Views
1	12,870
2	16,360
3	10,100

Visitor Region: is any value +

Visitor Country: is any value +

Visitor State: is any value +

Visitor Metro Area: is any value +

Visitor City: is any value +

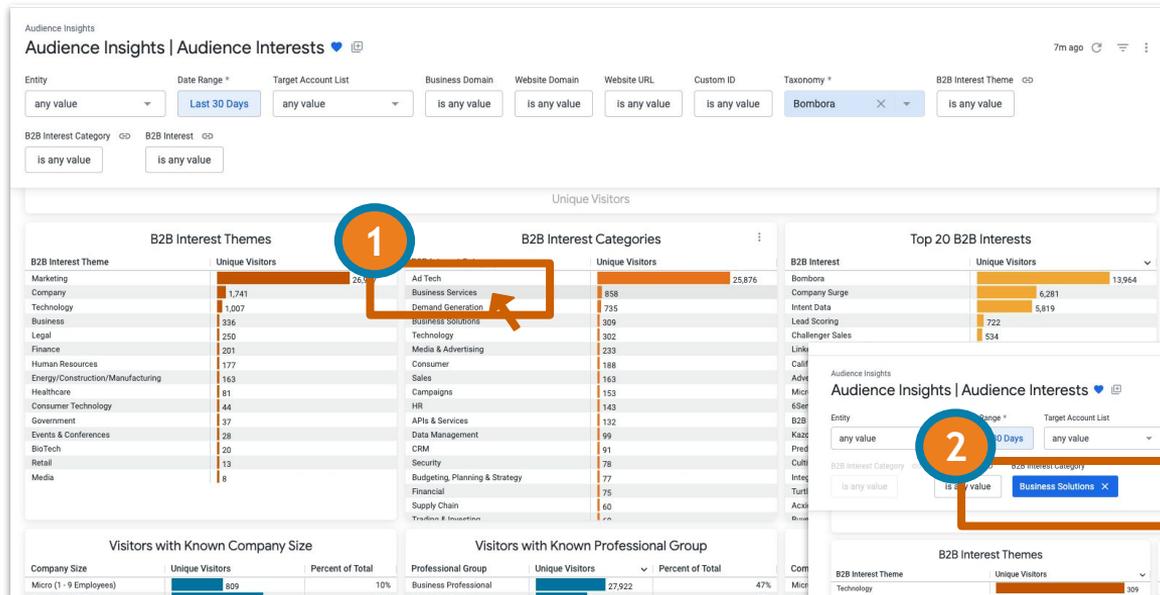
## NOTE: Geolocation Profile data before 12/1/22

Due to an update to our location tables, we were not able to collect State, Metro or City profile geolocation data before 12/1/22. Therefore, setting the date filter to include dates before 12/1/22 will result in missing data.

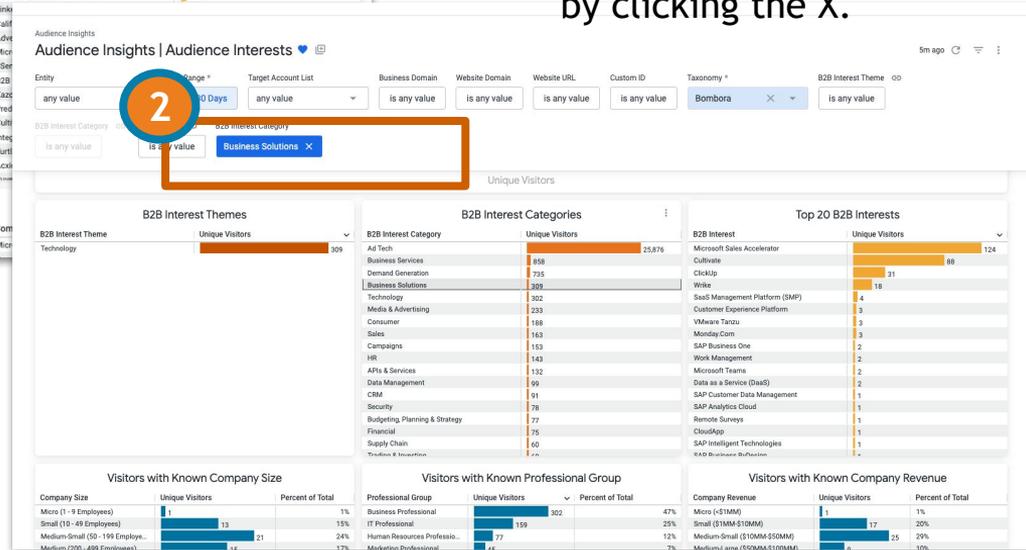
We recommend customers do not reference the tiles that include geolocations (“Known State,” “Known Metro,” or “Known City”) in these two dashboards for dates before 12/1/22 or a timeframe that spans before 12/1/22.

# How to refine your results

Each dashboard can be further refined by clicking into a selection. The dashboard will automatically refresh with only data from the selection.



1. Click the selection you want to refine.
2. Note the selection at the top of the dashboard. You can remove the refinement by clicking the X.



# Click multiple attributes within the same table

Hold 'Command' (Mac users) or Hold 'Control' (PC users) and click to filter to more than 1 attribute in the same table

Audience Insights | Audience Interests

7m ago

Entity: any value | Date Range \*: Last 30 Days | Target Account List: any value | Business Domain: is any value | Website Domain: is any value | Website URL: is any value | Custom ID: is any value | Taxonomy \*: Bombora | B2B Interest Theme: is any value

B2B Interest Category: is any value | B2B Interest: is any value

Unique Visitors

### B2B Interest Themes

B2B Interest Theme	Unique Visitors
Marketing	26,997
Company	1,741
Technology	1,007
Business	336
Legal	250
Finance	201
Human Resources	177
Energy/Construction/Manufacturing	163
Healthcare	81
Consumer Technology	44
Government	37
Events & Conferences	28
BioTech	20
Retail	13
Media	8

### B2B Interest Categories

B2B Interest Category	Unique Visitors
Ad Tech	25,876
Business Services	858
Demand Generation	735
Business Solutions	309
Technology	302
Media & Advertising	233
Consumer	188
Travel	163
Campaigns	153
HR	143
APIs & Services	132
Data Management	99
CRM	91
Security	78
Budgeting, Planning & Strategy	77
Financial	75
Supply Chain	60
Tradition & Innovation	22

### Top 20 B2B Interests

B2B Interest	Unique Visitors
Bombora	13,964
Company Surge	6,281
Intent Data	5,819
Lead Scoring	722
Challenger Sales	534
LinkedIn Sponsored Content	343
California Consumer Privacy Act (CCPA)	162
Advertising Campaign	153

### Visitors with Known Company Size

Company Size	Unique Visitors	Percent of Total
Micro (1 - 9 Employees)	809	10%

### Visitors with Known Professional Group

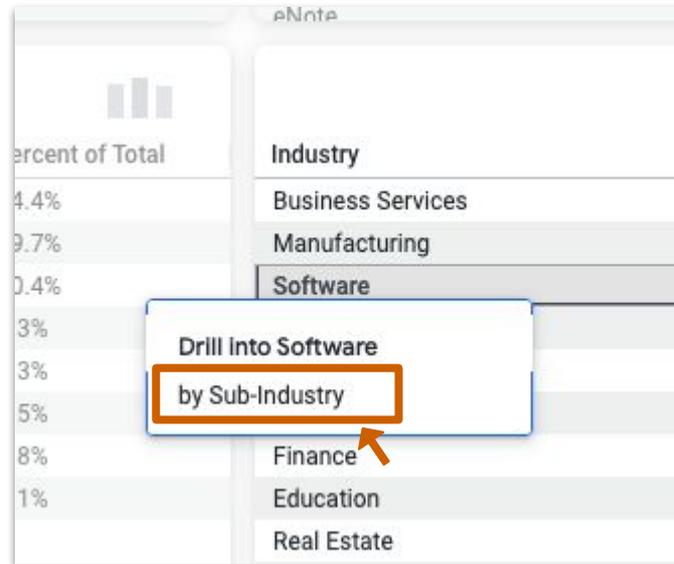
Professional Group	Unique Visitors	Percent of Total
Business Professional	27,922	47%

### Micro (<\$1MM)

Company Size	Unique Visitors	Percent of Total
Micro (<\$1MM)	915	11%

**Tip: If you are looking for your visiting audience of Companies with < 500 employees, filter by multi-clicking the 4 attributes within the Company Size table that are <500 employees**

# See Intent by Sub-Industry

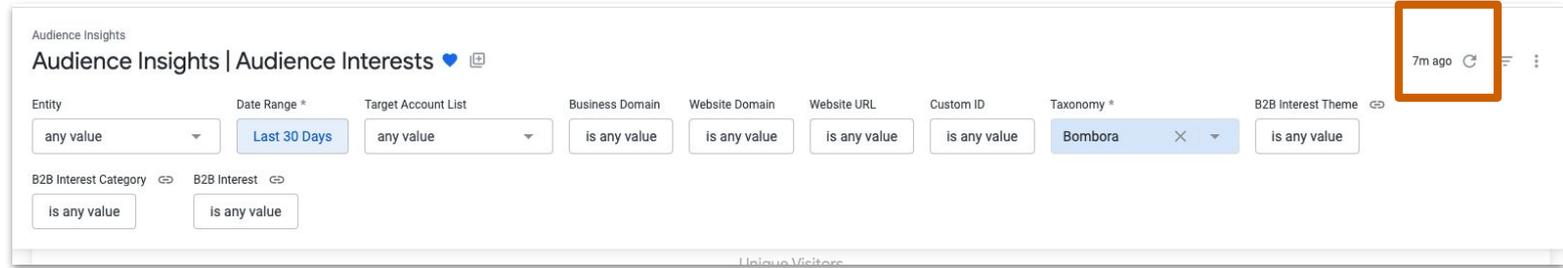


1. Right-click the Industry you want to refine.
2. Click “by Sub-Industry”
3. A pop up window will appear and load the bar chart for sub-industry intent.

# How to refresh, download and share data

# Refresh data

Click the refresh button in the upper right corner to update the dashboard whenever you make changes



A screenshot of the Audience Insights dashboard. The top navigation bar includes the text "Audience Insights | Audience Interests" with a heart icon and a share icon. In the upper right corner, there is a refresh button labeled "7m ago" with a circular arrow icon, which is highlighted by an orange rectangular box. Below the navigation bar, there are several filter controls: "Entity" (dropdown menu with "any value"), "Date Range \*" (button labeled "Last 30 Days"), "Target Account List" (dropdown menu with "any value"), "Business Domain" (input field with "is any value"), "Website Domain" (input field with "is any value"), "Website URL" (input field with "is any value"), "Custom ID" (input field with "is any value"), "Taxonomy \*" (dropdown menu with "Bombora" and a close icon), and "B2B Interest Theme" (input field with "is any value"). At the bottom left, there are two more filters: "B2B Interest Category" (input field with "is any value") and "B2B Interest" (input field with "is any value"). The bottom of the dashboard shows the start of a chart labeled "Unique Visitors".

# Download data - entire dashboard

Right click the 3 vertical dots in the right hand corner and select 'Download'

The screenshot shows the Audience Insights dashboard for 'Audience Interests'. The top navigation bar includes filters for Entity, Date Range (Last 30 Days), Target Account List, Business Domain, Website Domain, Website URL, Custom ID, Taxonomy (Bombora), and B2B Interest Theme. The main content area features two tables: 'B2B Interest Themes' and 'B2B Interest Categories'. A context menu is open over the 'B2B Interest Categories' table, with the 'Download' option highlighted. A secondary dialog box is open, showing the 'Download Bombora | Audience Insights | Audie...' window with the 'Format' set to 'PDF'. Three numbered callouts (1, 2, 3) indicate the steps: 1. Clicking the three vertical dots in the top right corner of the dashboard; 2. Clicking the 'Download' option in the context menu; 3. Clicking the 'Download' button in the download dialog.

**1** Click the three vertical dots in the top right corner of the dashboard.

**2** Click the 'Download' option in the context menu.

**3** Click the 'Download' button in the download dialog.

B2B Interest Theme	Unique Visitors
Marketing	26,997
Company	1,741
Technology	1,007
Business	336
Legal	250
Finance	201
Human Resources	177
Energy/Construction/Manufacturing	163
Healthcare	81
Consumer Technology	44
Government	37
Events & Conferences	28
BioTech	20
Retail	13
Media	8

B2B Interest Category	Unique Visitors
Ad Tech	858
Business Services	735
Demand Generation	309
Business Solutions	302
Technology	233
Media & Advertising	188
Consumer	163
Sales	153
Campaigns	143
HR	132
APIs & Services	99
Data Management	91
CRM	78
Security	77
Budgeting, Planning & Strategy	75
Financial	60
Supply Chain	22
Tradition & Innovation	22

Company Size	Unique Visitors	Percent of Total
Micro (1 - 9 Employees)	809	10%

Professional Group	Unique Visitors	Percent of Total
Business Professional	27,922	11%

# Download data - individual tables

Right click the 3 vertical dots in the right hand corner of each table and select 'Download data.' You can then select your preferred format

Business Domains				
Business Domain	Company Name	Unique Visitors	Page Views	High Engagemer
bombora.com	Bombora, Inc.	106	4,472	
salesforce.com	Salesforce	34	44	2
terminus.com	Terminus	14	51	7
essensys.tech	Essensys PLC	10	17	2
ibm.com	IBM	9	20	1
workday.com	Workday Inc	9	18	1
rollworks.com	Growlabs	9	17	2
triblio.com	Triblio, Inc.	9	42	0
netdocuments.com	NetVoyage Corporation	9	36	5
accenture.com	Accenture plc	8	23	6
trustwave.com	TrustWave Holdings, Inc.	7	24	3
gartner.com	Gartner, Inc.	7	11	4
integrate.com	Integrate.com, Inc.	7	16	1
snowflake.com	Snowflake Computing Inc.	7	16	0
microsoft.com	Microsoft Corporation	6	19	2
3ds.com	Dassault Systemes SE	6	16	2
autodesk.com	Autodesk, Inc.	6	23	3
lookout.com	Lookout, Inc.	5	9	1
sas.com	SAS	5	11	4
nuance.com	Nuance Communications, Inc.	4	6	0

Explore from here

**Download data**

Autosize all columns

Reset all column widths

### Download Business Domains

Format

PNG (Image of Visualization)

TXT (tab-separated values)

Excel Spreadsheet (Excel 2007 or later)

CSV

JSON

HTML

Markdown

PNG (Image of Visualization)

# Share data

Right click the 3 vertical dots in the right hand corner and select 'Schedule delivery'  
Customize your frequency and choose who to share your report with by entering emails

The image shows a screenshot of the Bombora Audience Insights dashboard. The main chart displays 'Visits' over time, with a total of 7,471 Page Views. The chart shows three bars with values 1,784, 1,493, and 2,271. A callout box labeled '1' highlights the three vertical dots in the top right corner of the dashboard. A callout box labeled '2' highlights the 'Schedule delivery' option in the context menu. A callout box labeled '3' highlights the 'Schedule' dialog box, which is titled 'Schedule Bombora | Audience Insights | A'. The dialog box has tabs for 'Settings', 'Filters', and 'Advanced options'. Under 'Settings', the 'Recurrence' is set to 'Monthly', the 'Day' is '1st', and the 'Time' is '06:00'. The 'Destination' is set to 'Email'. Under 'Email addresses', the email 'mchocky@bombora.com' is listed. The 'Format' is set to 'PDF'. There are 'Test now', 'Cancel', and 'Save' buttons at the bottom of the dialog.

Category	Value
Page Views	7,471
Visits (Bar 1)	1,784
Visits (Bar 2)	1,493
Visits (Bar 3)	2,271



Surf's up.  
Let's take off.

[coop@bombora.com](mailto:coop@bombora.com)

**bombora**