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
Audience Insights *Website activity overlaid with business demo and interests*	Audience Composition	*Firmographic and demographic data of your site visitors site-wide and by specific page URL*
	Audience Interests	*Interest data of your visitors filtered by site and demographic data*
	Audience Intent	*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.*
	Account Intelligence	*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.*

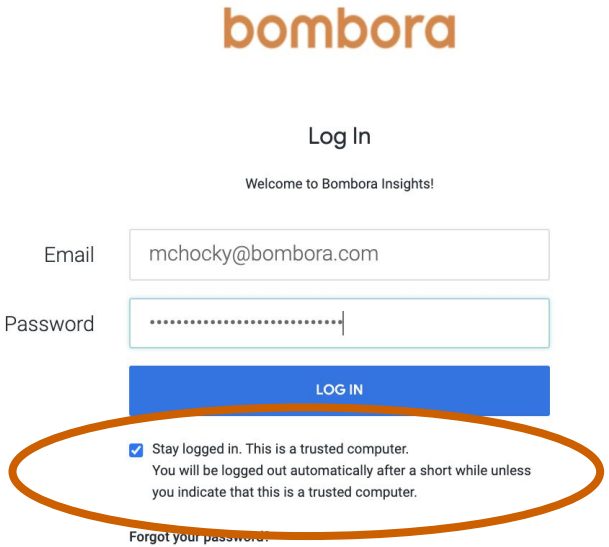
Bombora Planning & Measurement Suite

Navigate to the different Insights products within the suite:

Product	Links	Definition
Campaign Measurement *Post-campaign insights for display only and integrated programs (display + content)*	Display Campaign Measurement	*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)*
	Integrated Campaign Measurement	*Campaign reporting on display advertising and sponsored content in one single template (Combination of Audience Verification + Company Surge + Audience Insights)*
	Campaign Reach	*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)*
Market Insights *Business research trends across Bombora's 30 billion pageview Data Co-op*	Intent Trends	*Business research trends across Bombora's Data Co-op, filtered by topic, category, firmographics*
	Total Addressable In-Market	*Intent by topic and research stages by company size and industry*
	Account Intent	*Intent by topic and research stage by individual companies and target account lists (TAL)*

Getting Started: Login & General Navigation

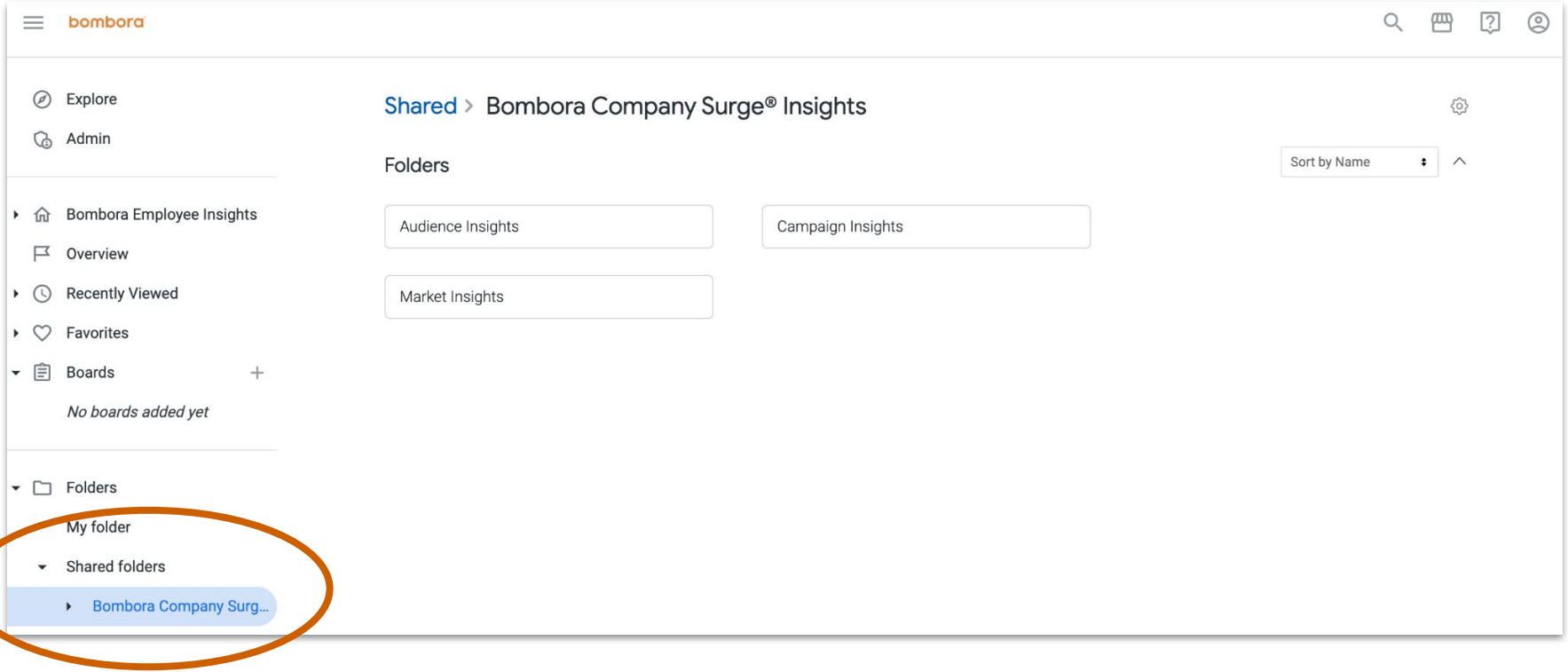
Login at insights.bombora.com



TIPS:

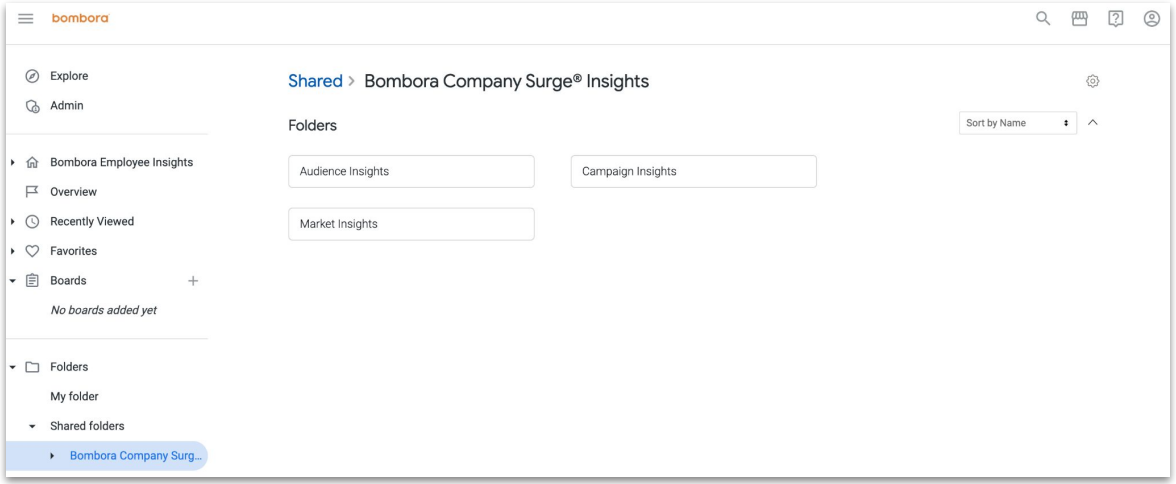
1. When logging in, be sure to ✓ ‘Stay logged in’
2. You cannot be logged into the Bombora UI and Insights in Looker simultaneously. If you try to login to Insights and see an error, check that you are not also logged in to the Bombora UI.

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

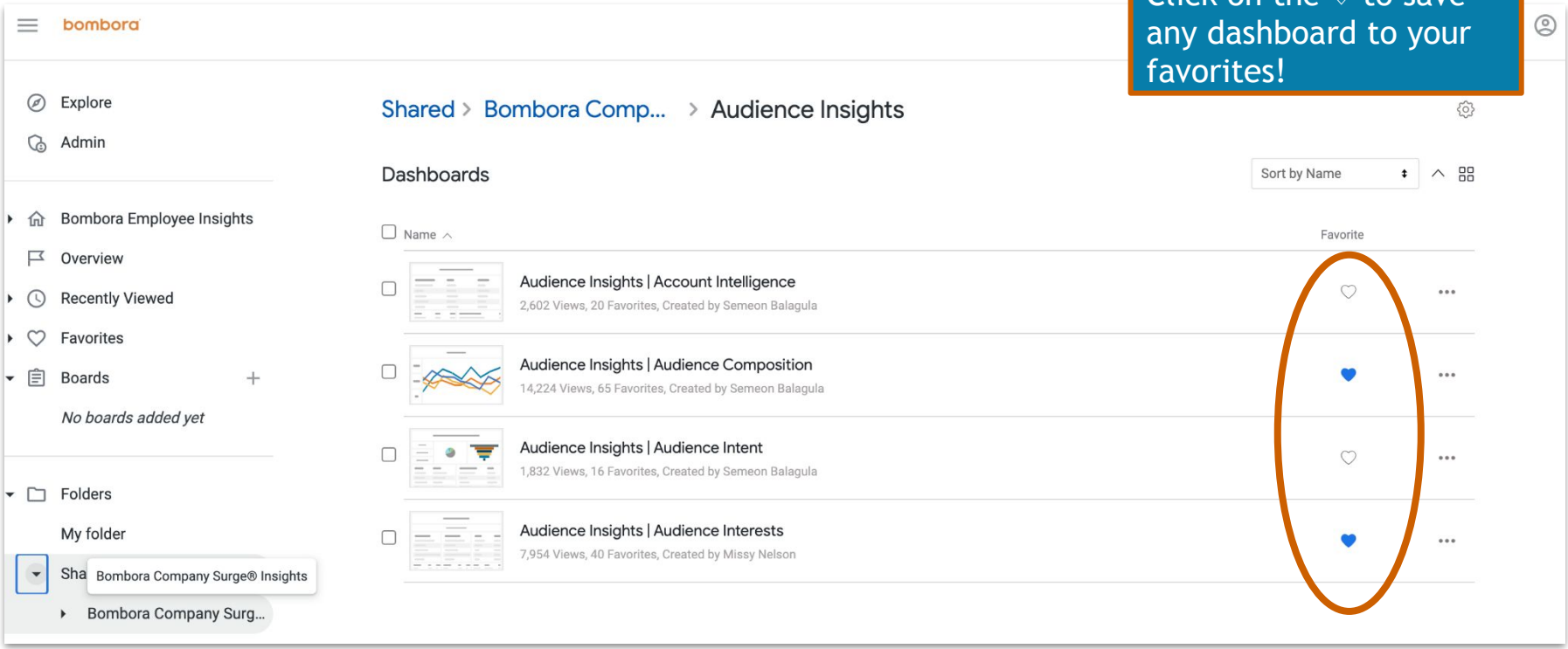


TIP: Save these links to your web browser for easy access to each suite of dashboards.

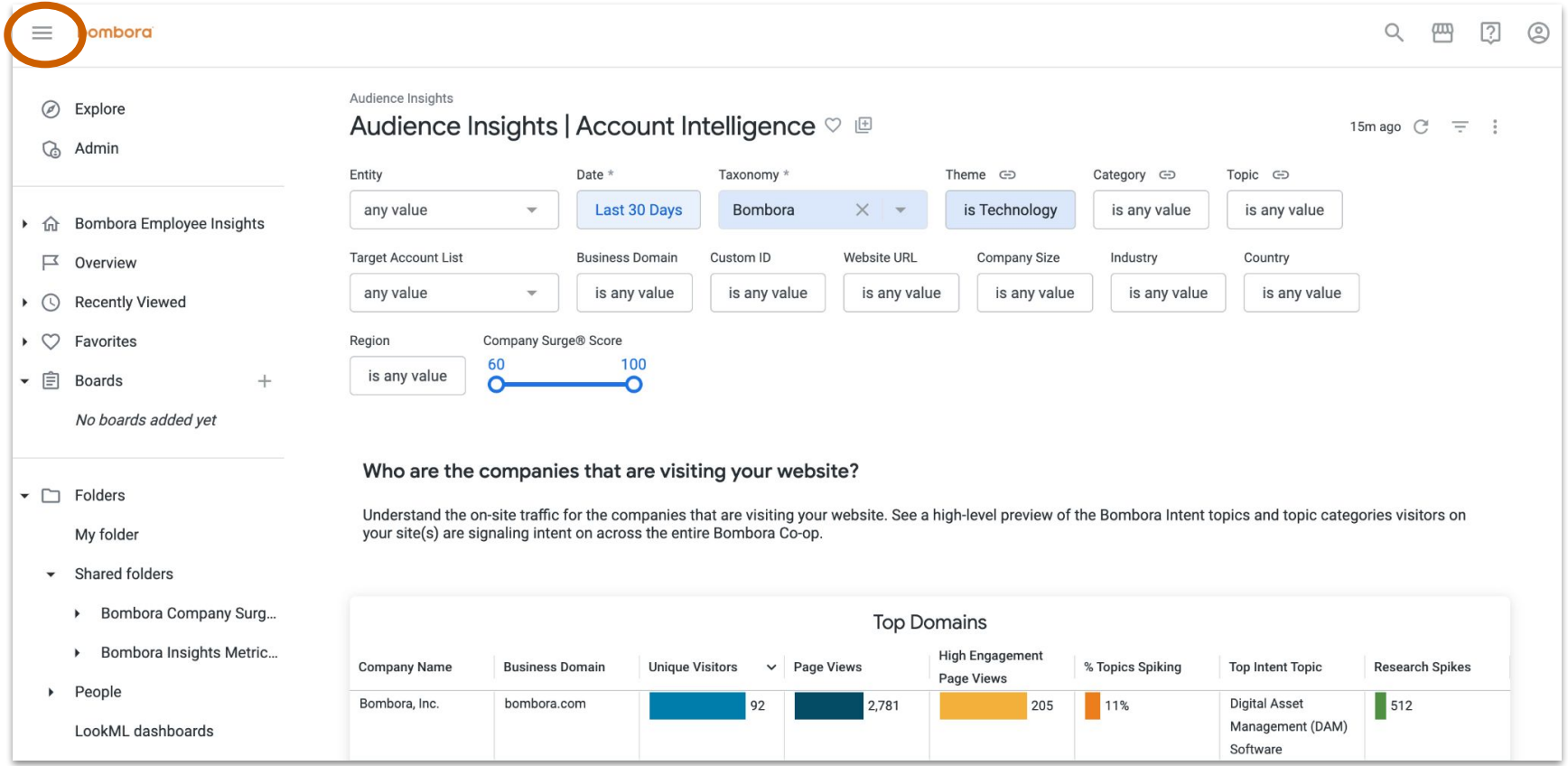
- Audience Insights
- Campaign Insights
- Market Insights



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



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

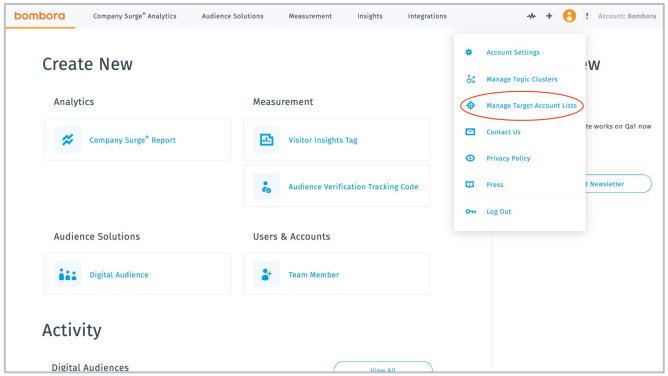


TIP: Upload target account lists

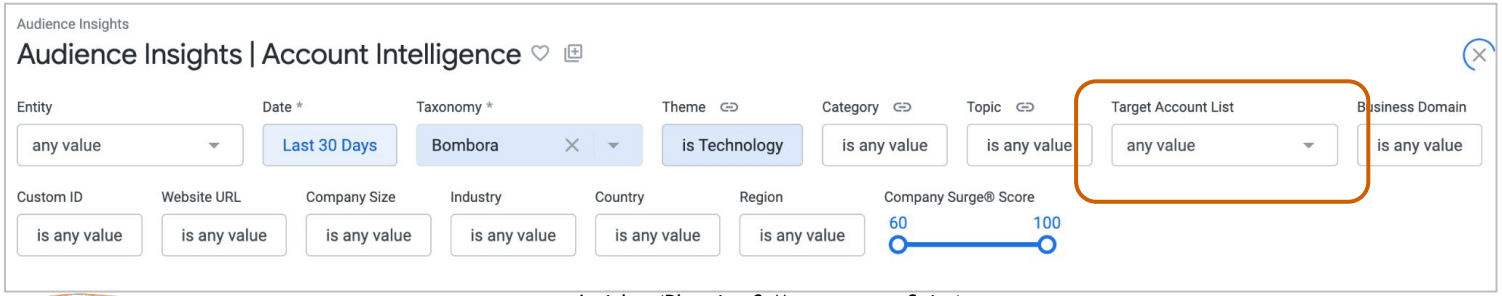
Upload lists of domains to utilize in all Insights dashboards by using the Bombora UI Target Account List Manager. By utilizing this tool, you can access these target account lists in Company Surge Reports or Insights views at any time. You can also delete and edit the name of the list.

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.



Bombora UI



Insights (Planning & Measurement Suite)

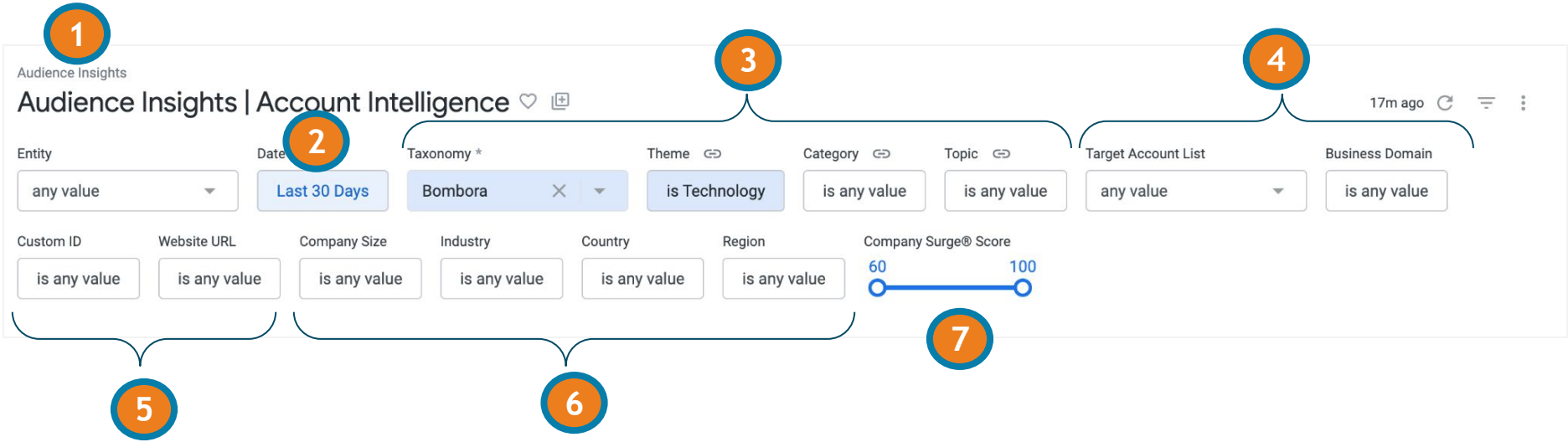
TIP: Upload target account lists (cont’d)

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

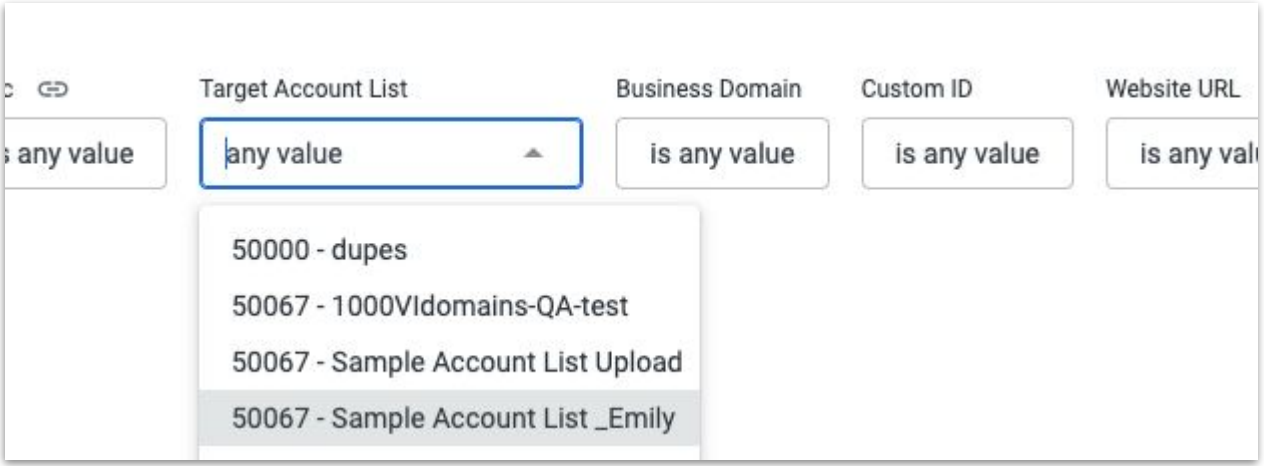
Dashboard general navigation and filters



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.



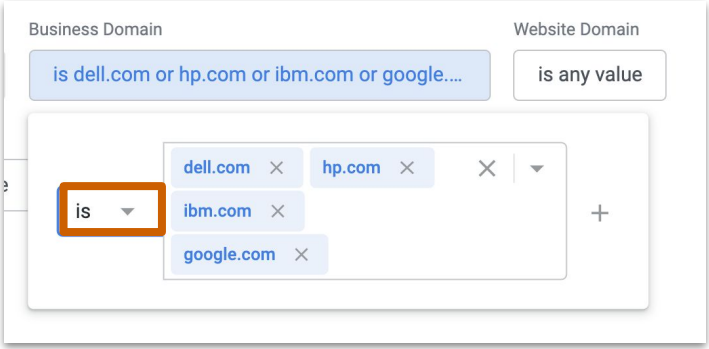
TIPS:

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.)**

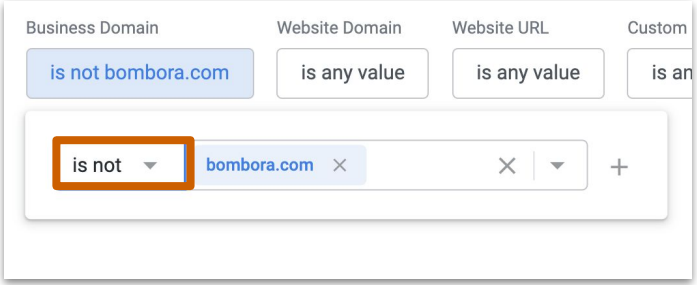
How to use the Business Domain filter?

Use the Business Domain filter to see traffic from specific companies

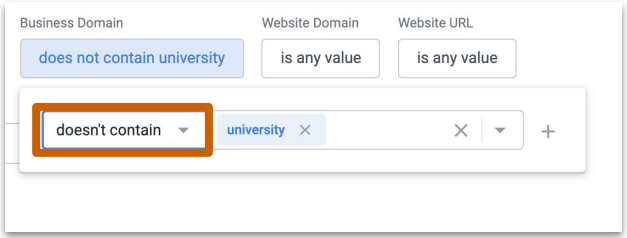
➔ **INCLUDE** a specific list of companies by filtering **'is'** and type in OR cut/paste your list of domains



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



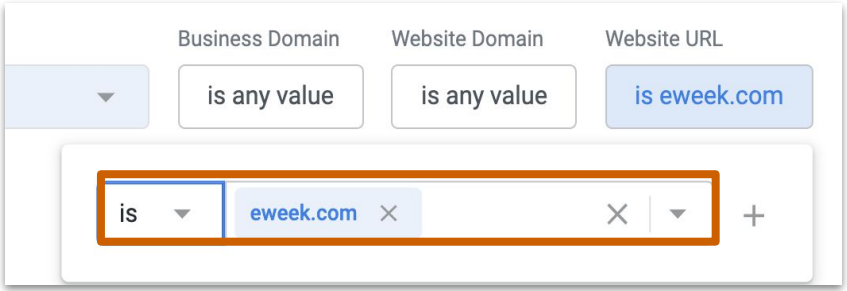
Pro tip! Use 'contain' and 'doesn't contain' filter to include/exclude a group of domains that share words in their name - i.e., university or college



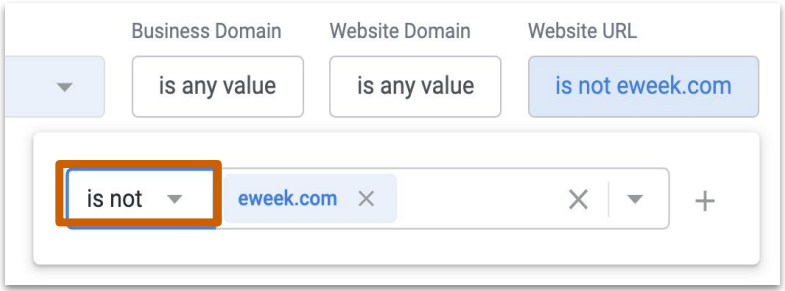
How to use the Website Domain filter?

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

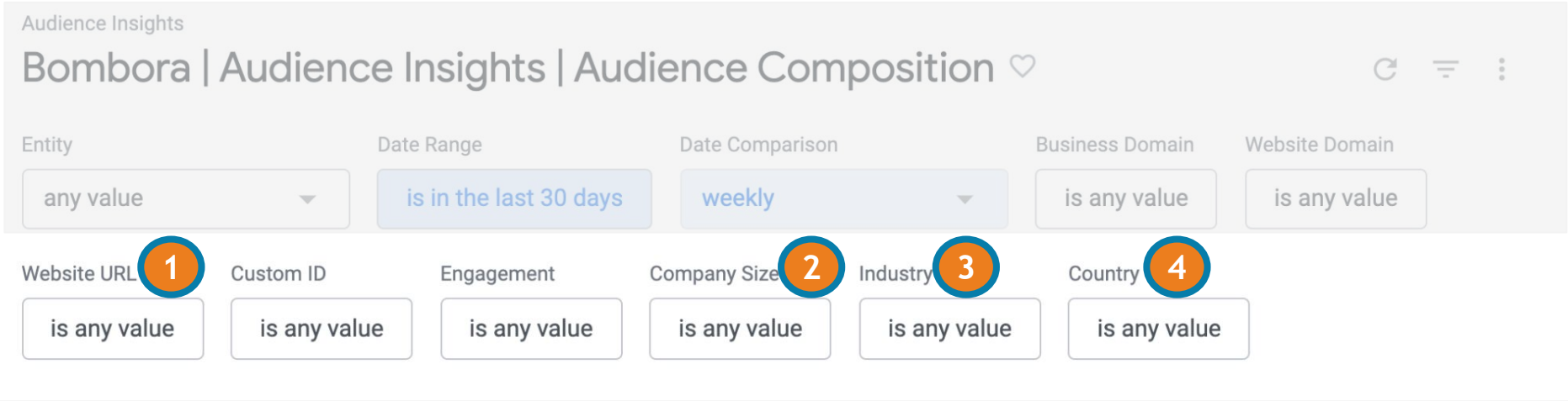
➔ To look at data for a **specific site** in your portfolio type in that website with the 'is' filter. This will include only results for that website



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



Dashboard general navigation and filters

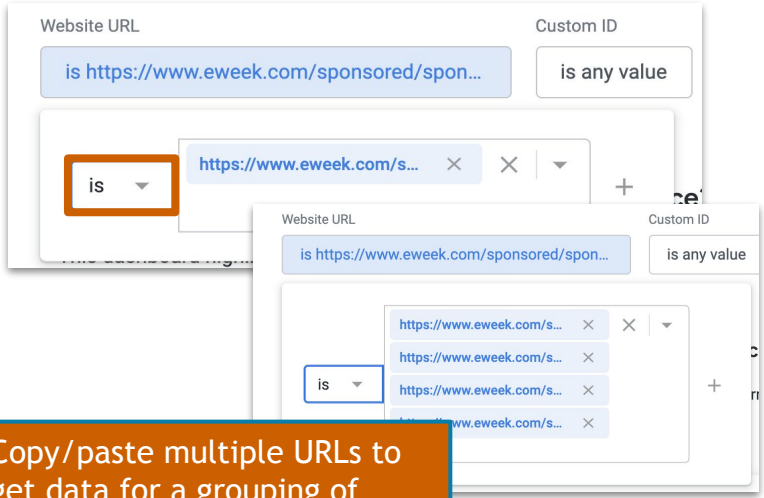


1. Filter to a single URL or group of URLs based on a specific word
2. Filter by Company Size
3. Filter by Industry (includes sub-industries)
4. Filter by Country

How to use the Website URL filter?

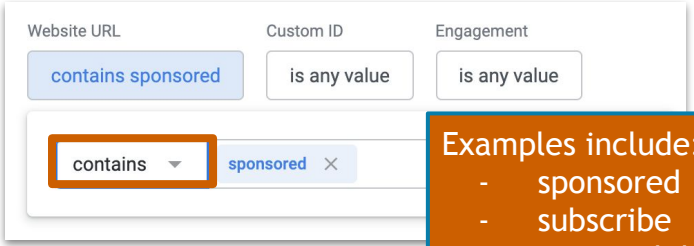
Use the Website filter to look at data for a specific URL or group of URLs

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



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

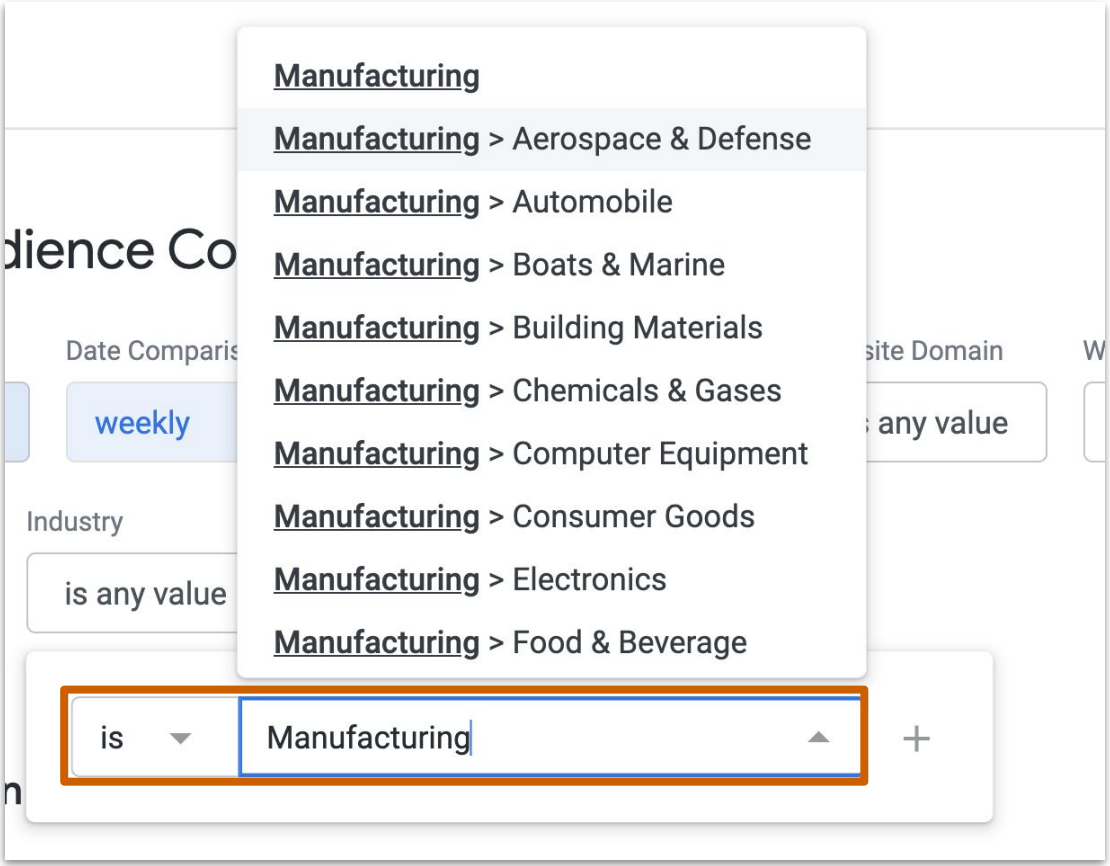


Examples include:
- sponsored
- subscribe
- sustainability
- cloud
- climate-change
- health-insurance

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**

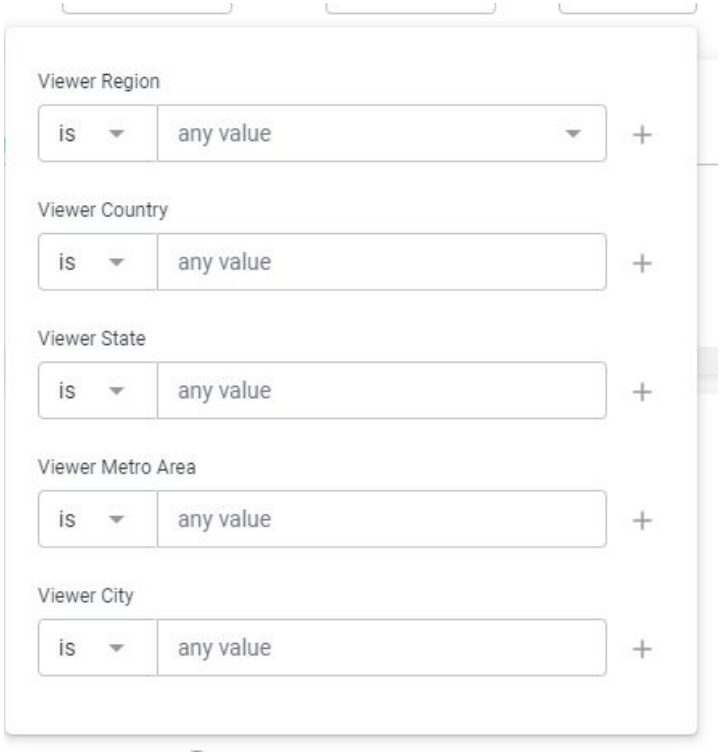


Filtering Company Surge by Geography

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.

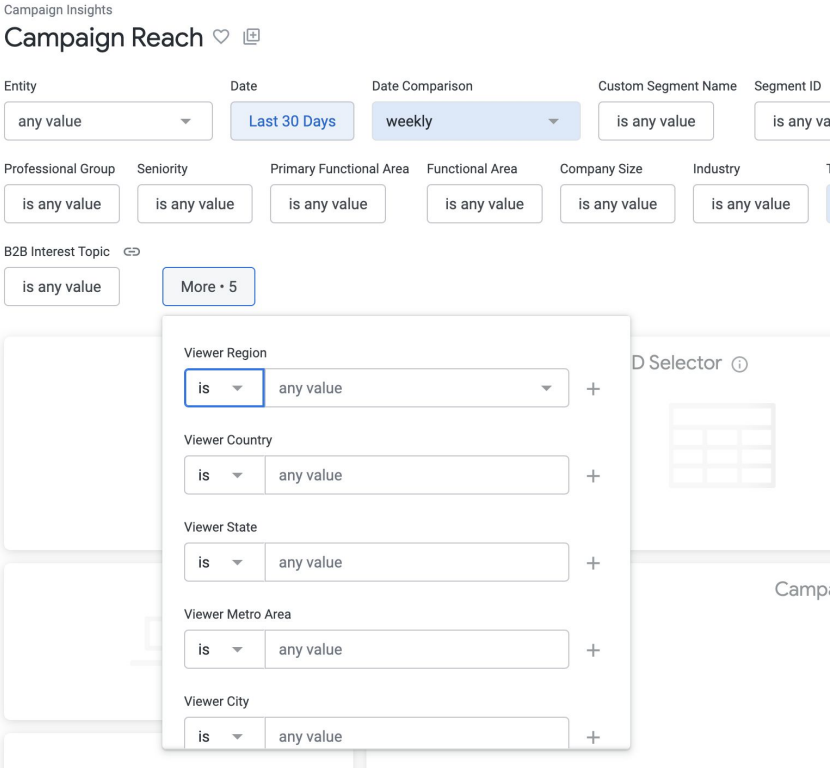
TIP: A business might be showing Surge in a specific location, but not across all locations - and vice versa. Keep in mind that Company Surge is acceleration of research at the account level, so depending on the location, the acceleration may be higher and therefore showing Intent.



Filtering by Geography of the Device

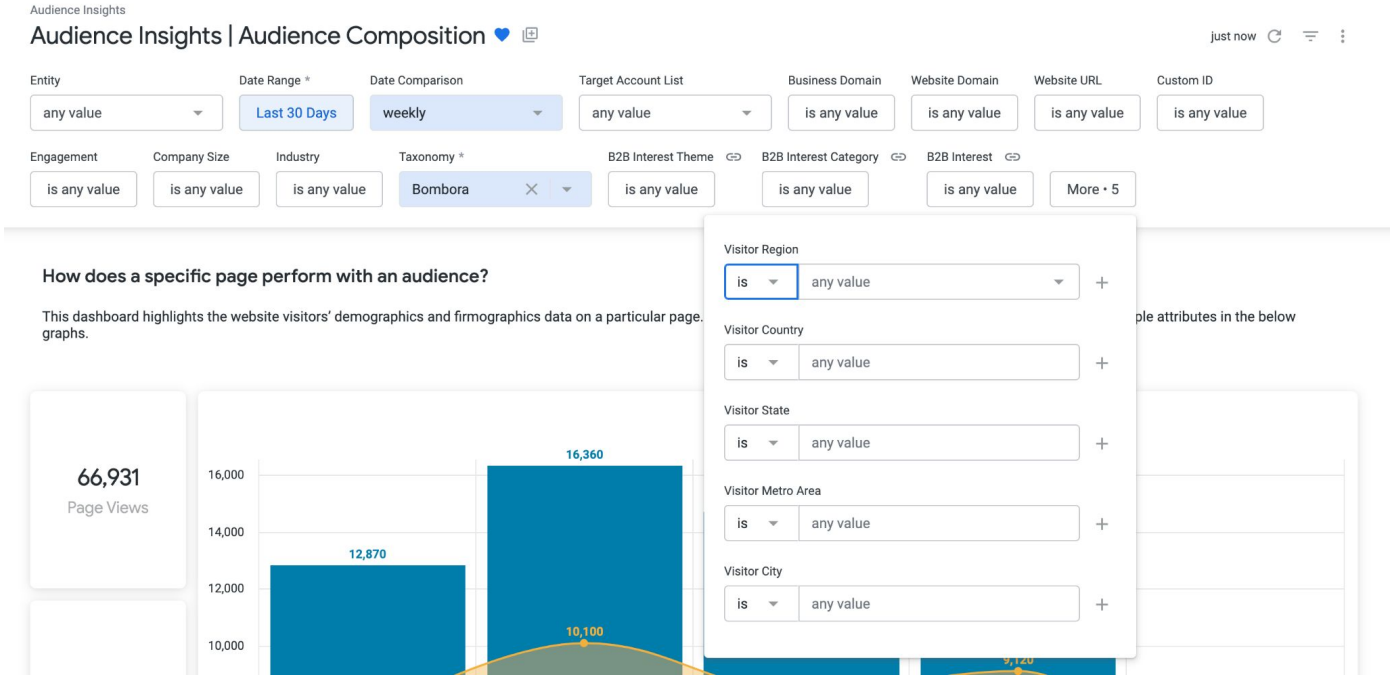
Campaign Insights: Campaign Reach

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.



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.



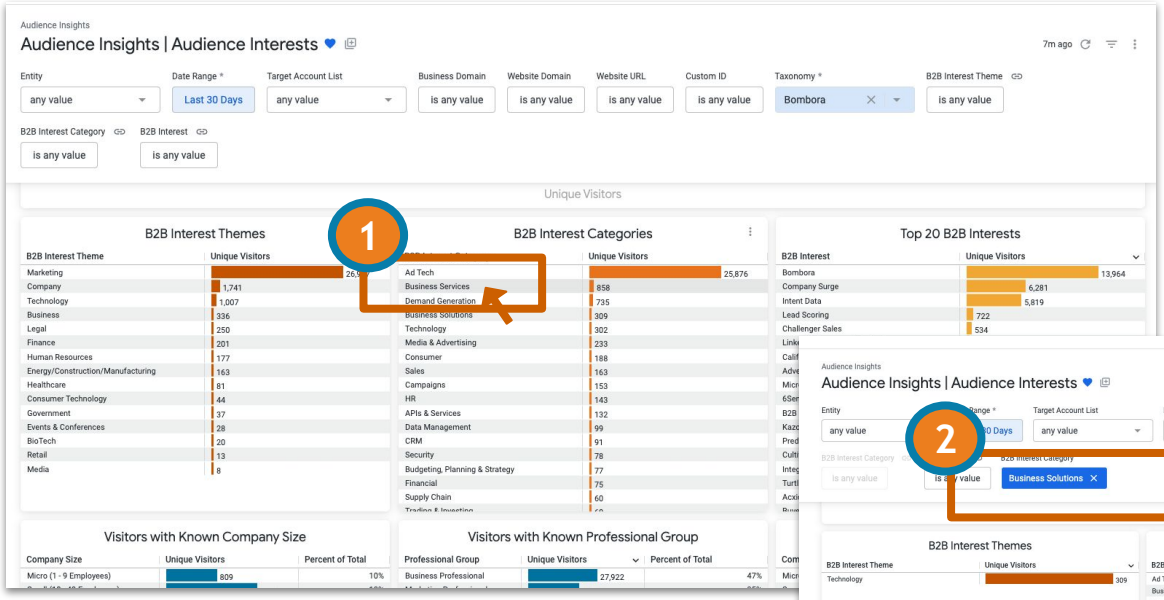
NOTE: Geolocation Profile data before 12/1/22

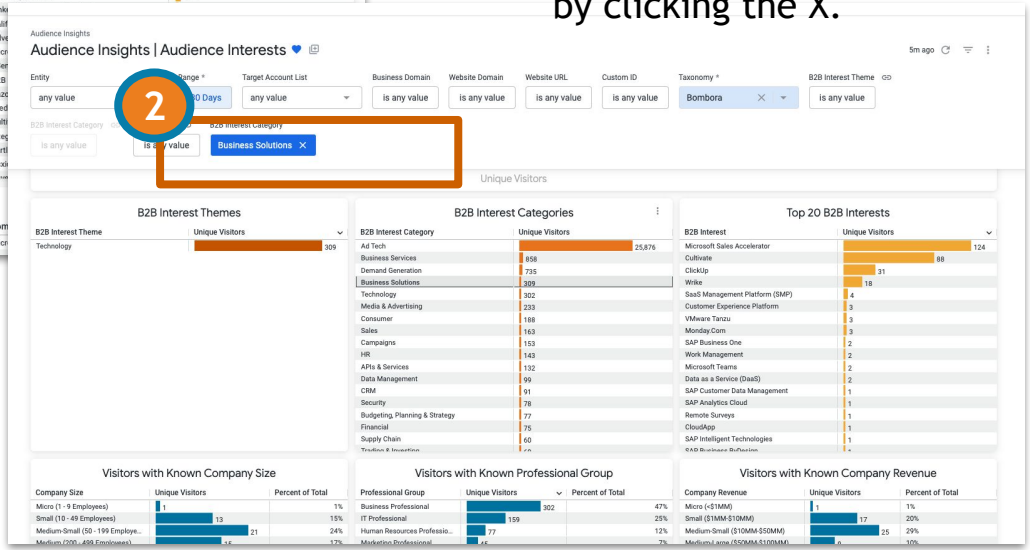
Due to an update to our location tables, we were not able to collect State, Metro or City profile geolocation data before 12/1/22. Therefore, setting the date filter to include dates before 12/1/22 will result in missing data.

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.

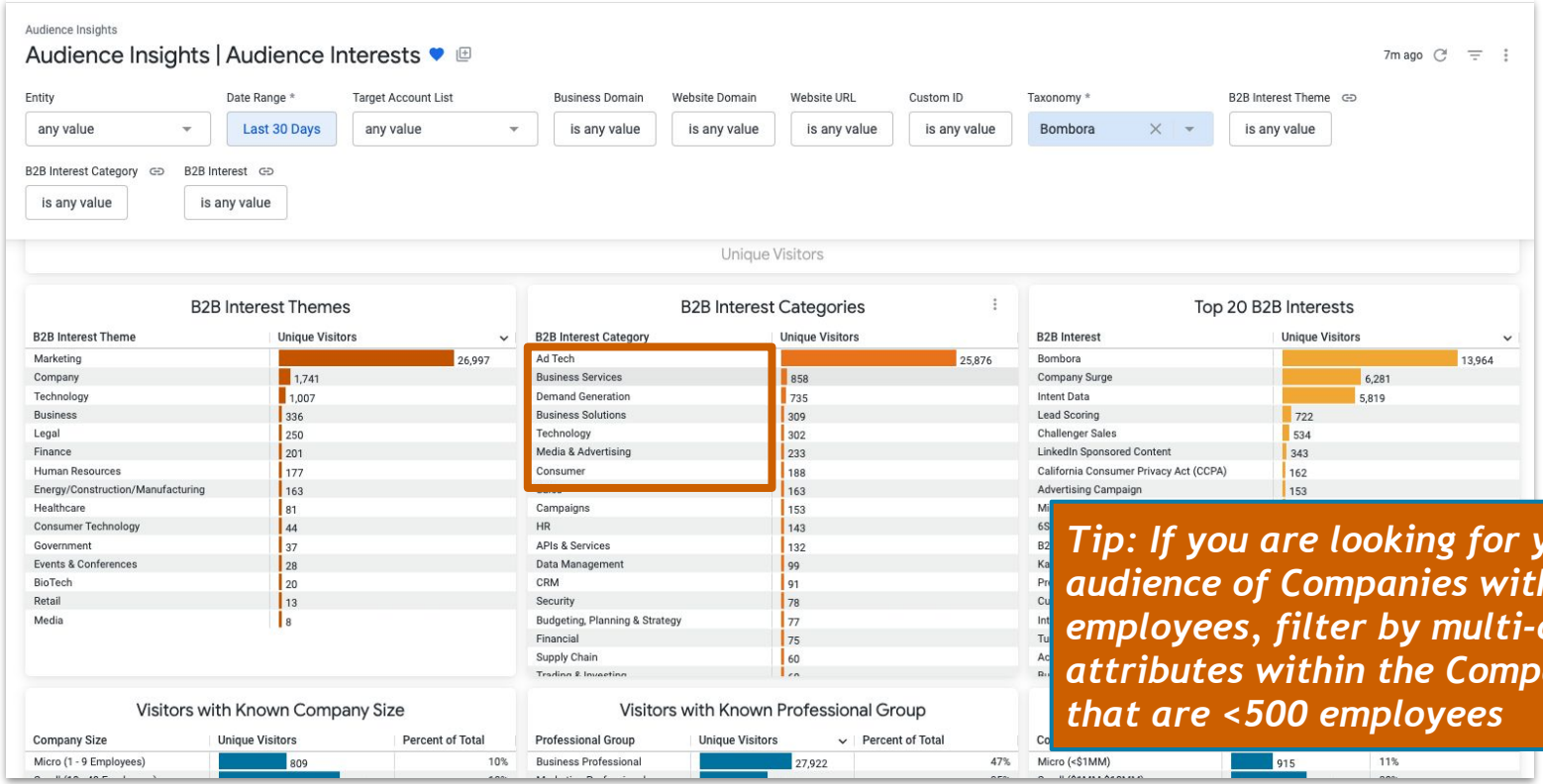




1. Click the selection you want to refine.
2. Note the selection at the top of the dashboard. You can remove the refinement by clicking the X.

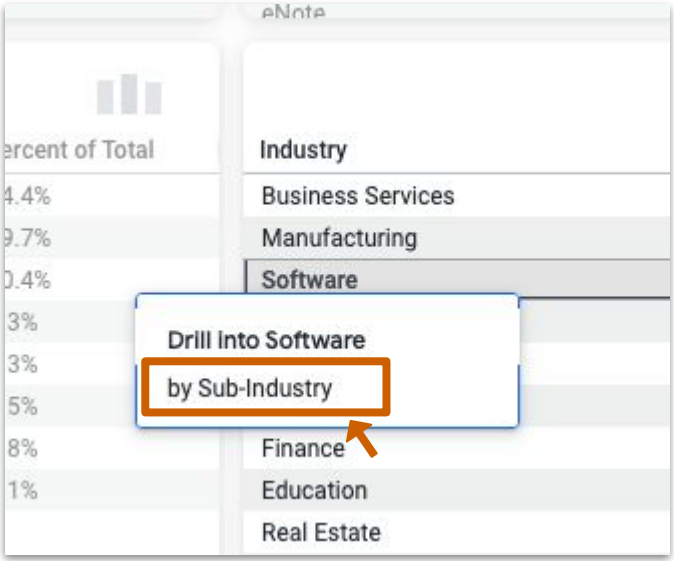
Click multiple attributes within the same table

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



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

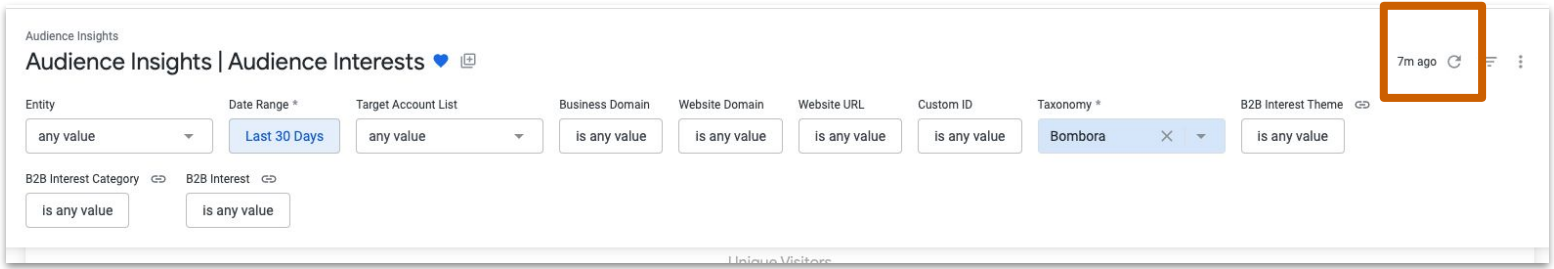


1. Right-click the Industry you want to refine.
2. Click “by Sub-Industry”
3. A pop up window will appear and load the bar chart for sub-industry intent.

How to refresh, download and share data

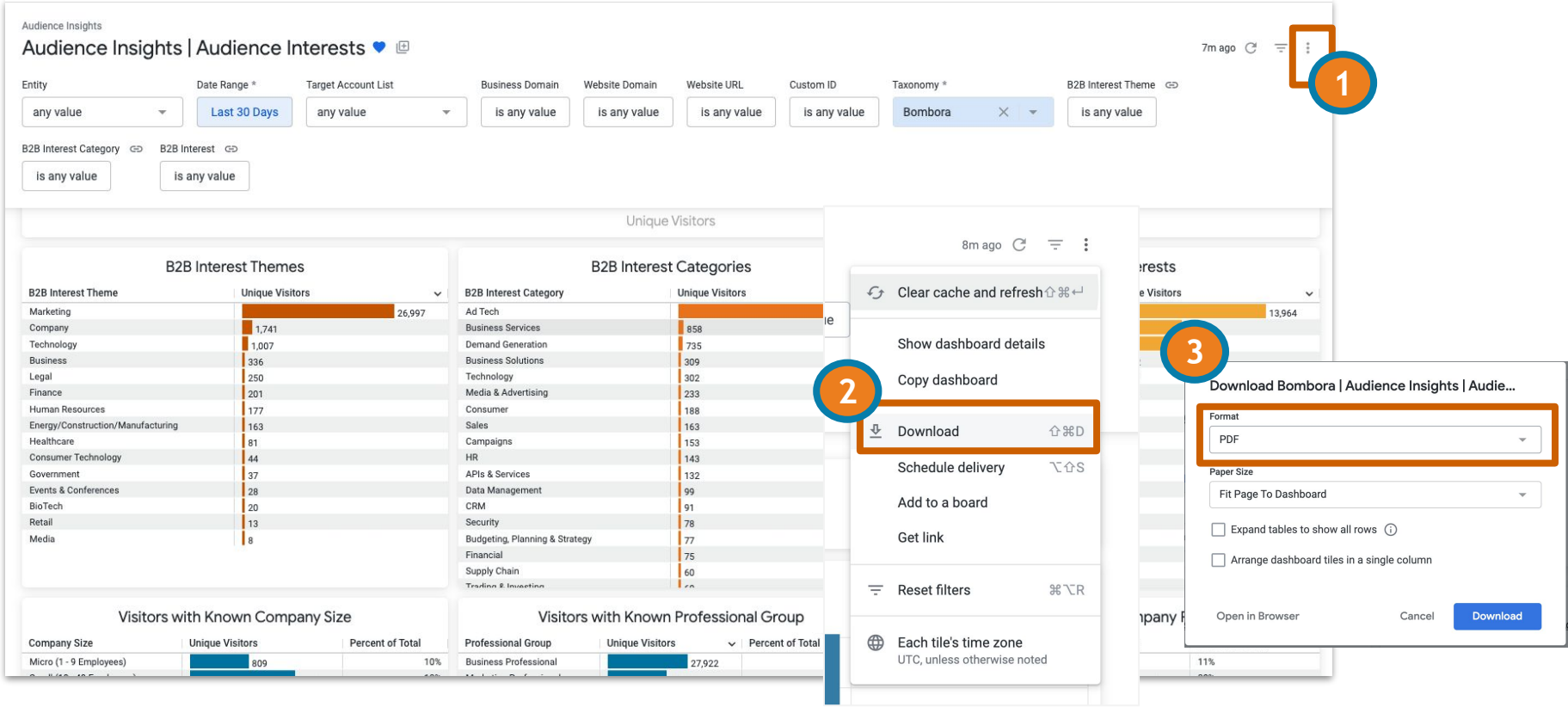
Refresh data

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



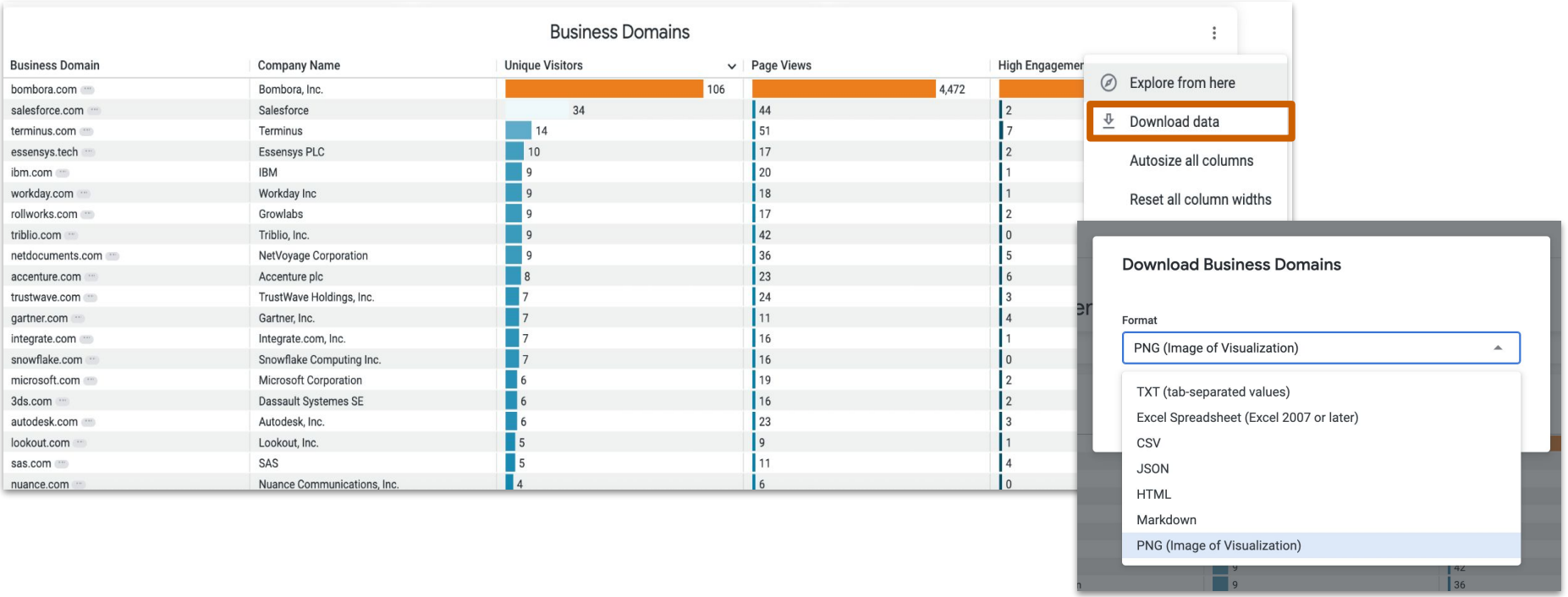
Download data - entire dashboard

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



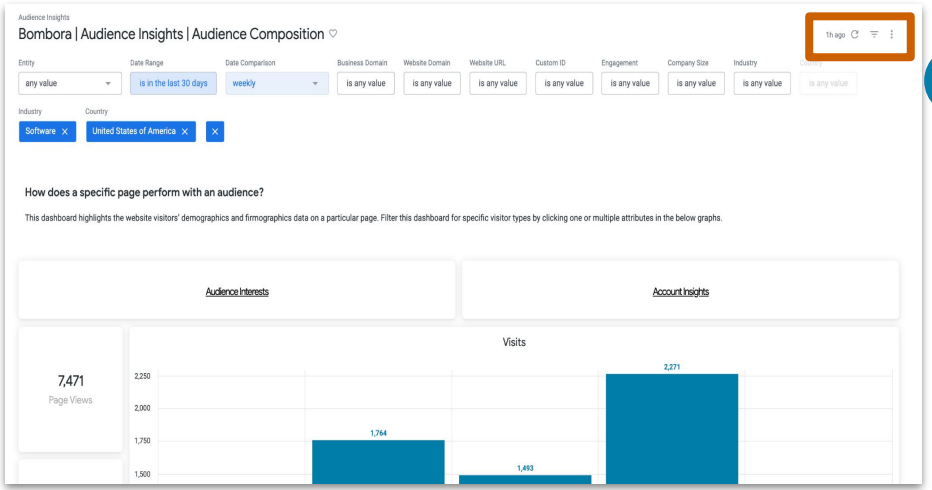
Download data - individual tables

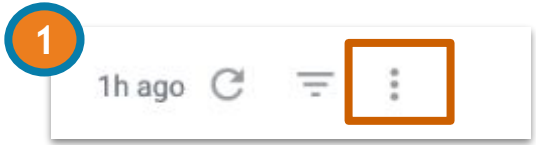
Right click the 3 vertical dots in the right hand corner of each table and select ‘Download data.’ You can then select your preferred format

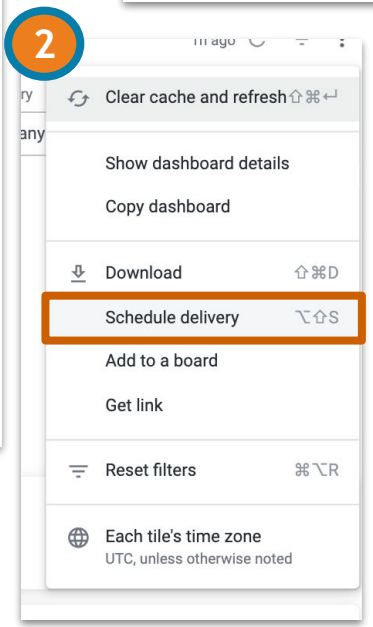


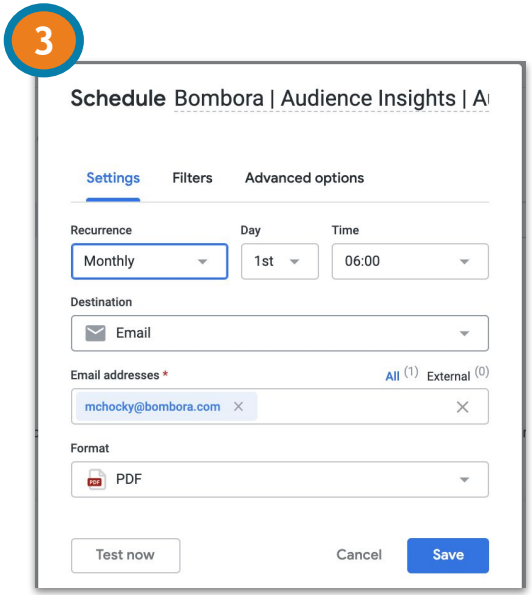
Share data

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









Surf’s up.
Let’s take off.

coop@bombora.com

bombora