

Audience Insights User Guide

This guide is to provide our Company Surge® users a comprehensive document for how to use Audience Insights dashboards.

Introduction

What is Audience Insights?

Audience Insights includes a set of dashboards that visualize historical visitor activity of your website, with an overlay of business demographics and the account's research of Company Surge Intent topics.

Who Can Access Audience Insights?

Bombora customers who have a [Visitor Insights tag](#) on their website can access Audience Insights.

How Can Audience Insights help your business?

- Advertising or Media Planning
- Campaign Planning or Reporting
- Content Ideation
- Audience Development
- Account-based Marketing or Sales
- Event Planning
- RFP Planning
- Market Segmentation
- Sales Collateral

About the Audience Insights Dashboards:

The Audience Insights module includes multiple dashboards that represent the same data but are visualized in unique ways to meet all of your needs.

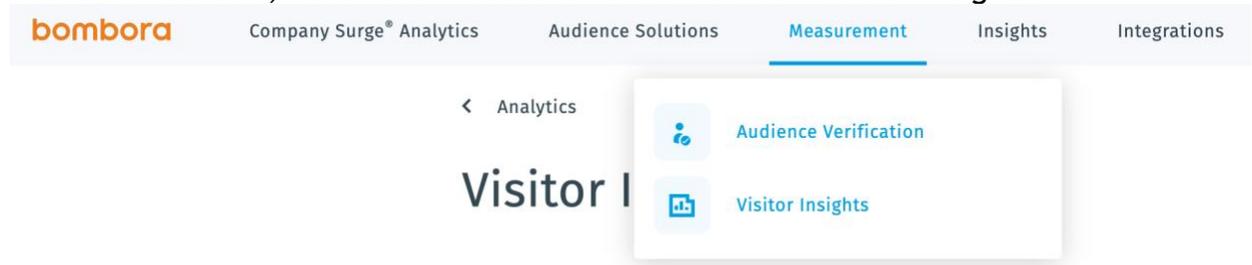
- **Audience Composition** - Highlights the firmographic and demographic data of your site visitors site-wide and by specific page URL.
- **Audience Interests** - Aggregates the interest data of your visitors filtered by site and demographic data.
- **Account Intelligence** - Sorts the accounts visiting your website by intent topic(s).
- **Audience Intent** - Shows the proportion of your visitors and views that demonstrate intent, allowing you to compare the reach of your website visitors to Bombora's Data Co-op.

Setting Up Audience Insights using a Visitor Insights Tag

Bombora customers who have a Visitor Insights (VI) tag on their website can access Audience Insights in the Bombora UI. If you are unsure whether you have access to this tag, please contact your Bombora CSM.

Follow the instructions below to get your VI tag, add it to your website, and then access Audience Insights in the Bombora UI.

1. In the Bombora UI, hover over 'Measurement' and click 'Visitor Insights.'



2. Click on 'Tag Settings'

Visitor Insights

Data last generated July 26, 2022 at 2:27 AM

Section **All Traffic** ▾

Tag Settings

3. Copy the entire code snippet

Your code is below

Our system typically takes about a day to populate your analytics.

● Place this code anywhere on your page to start tracking.

```
<script>
(function (w,d,t) {
  _ml = w._ml || {};
  _ml.eid = '87970';
  var s, cd, tag; s = d.getElementsByTagName(t)[0]; cd = new Date();
  tag = d.createElement(t); tag.async = 1;
  tag.src = 'https://ml314.com/tag.aspx?' + cd.getDate() + cd.getMonth();
  s.parentNode.insertBefore(tag, s);
})(window,document,'script');
</script>
```

4. Enable the tag by placing it on your website:

The Bombora JavaScript tag should be deployed across all pages and can be placed in either the header or the body of the page(s).

- Data Collected by the tag:
 - Unique cookie IDs
 - IP address and information derived, such as geography
 - Page URL and referrer URL*
 - User agent: browser type and operating system (OS)
 - User's browser language*
 - Engagement level data including dwell time, scroll depth, scroll velocity, and time between scrolls*

*Indicates data collected through the Visitor Insights tag only

[Read the Visitor Insights User Guide for full instructions.](#)

Using all Audience Insights Dashboards

How to download or send a report

1. Click on the settings button in the upper-right of the dashboard to download the report or schedule an email delivery.
2. To download a visualization, choose 'Download.' Recommended download formats are .CSV or .PNG.
3. When downloading a file using the .CSV file format, it is recommended to choose 'As displayed in the data table' under Results, 'Unformatted' under Data values, and either 'All Results' or a custom amount of rows to include the desired amount of rows in the output.
4. To send a report, choose 'Schedule Delivery.' Under schedules, you can view any existing scheduled deliveries or create a new one.
5. To schedule a new delivery, specify the recurrence, destination, recipients, and format. All of the filters from the report can be adjusted as well.

How to use filters

NOTE: All filters are case sensitive.

The Audience Insights Dashboards will include all filters at the top of the dashboard. Some filters will be loaded automatically on your dashboard for your selection (such as "Date"). Other filters may be added by the user when they click on a specific value in one of the dashboard charts.

For example, if a user selects the value "Small (10-49 Employees) from the Visiting Company Size table on the Audience Composition dashboard, a filter for Company Size = Small (10-49 Employees) will be added to the filter pane at the top of the dashboard. This filter will then also be applied to all charts and tables on the dashboard. The user can remove this filter either by selecting that value again in the same chart, or by clicking the "X" next to the filter value in the filter pane.

Different Filters:

- **Date Comparison:** This option allows the user to select whether they want data to be shown as daily, weekly, monthly, quarterly or yearly in the visitor charts. This option only applies to charts that show data over a time period.
- **Date Range:** This is a required filter for all Audience Insights dashboards. The date range starts when the Visitor Insights tag is activated on a website.

- **Taxonomy:** The Taxonomy is required and is used to select which top level taxonomy the user wishes to see (either the standard Bombora Taxonomy, or a Custom Taxonomy (users will only have access to their entity's custom clusters)).
- **Download Options:** Each chart can be downloaded as an image, txt file, or to excel. To get to download options, hover over the right top corner of a chart. Three vertical dots will appear. Select the three dots and then “Download data”. Select the format you want the downloaded data to be in and then select “Download”.

Using and Interpreting the Different Dashboards

Audience Composition

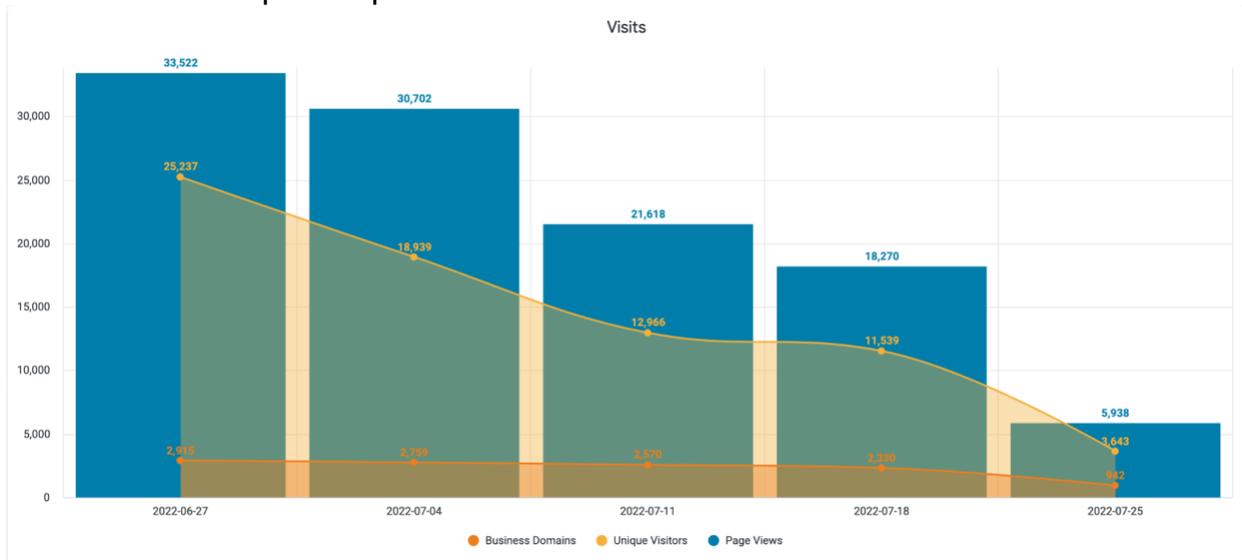
Highlights the firmographic and demographic data of your site visitors site-wide and by specific page URL.

Page Views: Total number of page views from visitors of your website that fit the filter parameters

Unique Visitors: Total number of unique visitors of your website that fit the filter parameters

Business Domains: Total number of unique companies that visit your website that fit the filter parameters

Visits: Chart shows the Unique Visitors, Page Views and Visiting Domains over the time period specified in the top filter pane. The user can choose to see results as daily, weekly, monthly, quarterly, or yearly depending on the “Date Comparison” filter selected at the top filter pane.



B2B Interest Categories: The top interest categories that visitors of your website have consumed across the web. Selecting an Intent Category on the chart will add a temporary filter to the dashboard.

B2B Interest Category	Unique Visitors
Analytics & Reporting	16
Demand Generation	15
Employee Services	15
Networking	15
Staff Administration	14
Events & Conferences	14
Patient Management	14
Finance IT	13
Place of Work	13
Virtualization	13
Payroll & Comp	12
Operations	12

B2B Interests: The top interest topics that visitors of your website have consumed across the web. Selecting an Intent Category on the chart will add a temporary filter to the dashboard.

*Will be changed from ‘Top 10 B2B Interests’ to a rolling tile, similar to categories

B2B Interest	Unique Visitors
Intent Data	40,022
Bombora	17,514
Microsoft Sales Accelerator	365
Advertising Campaign	309
Predictive Lead Scoring	196
California Consumer Privacy Act (CCPA)	187
Mid-Funnel Sales Content	158
Buyer Centricity	138
6Sense	124
Sauce Labs	108

URLs: A list of all of the pages on your website ordered by the number of unique visitors per page. Also included is the count of High Engagement Page Views. Select a full url from the chart to add a temporary filter to the dashboard.

URLs				
URL	Unique Visitors	Page Views	Business Domains	High Engagement Page Views
https://bombora.com/intent-data-guide-paid-social/	18,102	22,174	1,312	39
https://bombora.com/how-to-build-an-enterprise-marketing-strategy-with-b2b-intent-data-paid-social/	16,254	20,267	1,275	48
https://bombora.com/privacy-philosophy/	7,694	8,143	320	16
https://bombora.com/	7,039	10,845	2,894	392
https://bombora.com/caa-signup-demo-page/	1,316	1,486	735	124
https://bombora.com/caa-signup/	1,211	1,336	246	44
https://bombora.com/deep-dives/how-bombora-uses-intent-data-to-optimize-advertising-performance/	1,051	2,088	355	34
https://bombora.com/our-data/	901	1,235	457	135
https://bombora.com/careers/	759	1,246	201	71
https://bombora.com/get-pricing/	725	820	327	74
https://bombora.com/upcoming-events/	712	2,617	410	9
https://bombora.com/privacy-policy/	684	920	98	10
https://bombora.com/quick-answer-effective-strategies-for-virtual-prospecting/	669	714	78	9
https://bombora.com/caa-signup-abn/	668	936	87	8
https://bombora.com/market-guide-for-account-based-marketing-platforms/	657	713	171	20
https://usage-alerts.bombora.com/	570	1,050	212	162
https://bombora.com/the-total-economic-impact-of-bombora-paid-social/	525	607	164	2
https://bombora.com/company/	517	663	230	49
https://bombora.com/about/bombora-careers/	512	553	55	45
https://bombora.com/demand-identification-and-campaign-optimization/	491	603	236	117

Visitors w/ Known Seniority: Shows the number of Page Views on your company’s sites by visitor seniority. All other filters on the top pane will be applied to this chart. Selecting a seniority from this chart will apply a filter of that value to the entire dashboard.

Visitors w/ Known Company Size: Shows the number of Page Views on your company’s sites by company size. All other filters on the top pane will be applied to this chart. Selecting a company size from this chart will apply a filter of that value to the entire dashboard.

Visitors w/ Known Company Revenue: Shows the number of Page Views on your company’s sites by company revenue. All other filters on the top pane will be applied to this chart. Selecting a company size from this chart will apply a filter of that value to the entire dashboard.

Visitors w/ Known Region: Shows the number of Page Views on your company’s sites by region. All other filters on the top pane will be applied to this chart. Selecting a region from this chart will apply a filter of that value to the entire dashboard.

Visitors w/ Known Country: Shows a heat map of countries based on number of visitors. All other filters on the top pane will be applied to this chart. Selecting a country from this chart will apply a filter of that value to the entire dashboard.

Visitors w/ Known Functional Area: Shows the number of Page Views on your company’s sites by visitor functional area. All other filters on the top pane will be applied to this chart. Selecting a functional area from this chart will apply a filter of that value to the entire dashboard.

Visitors w/ Known Industry: Shows the number of Page Views on your company’s sites by industry. All other filters on the top pane will be applied to this chart. Selecting an industry from this chart will apply a filter of that value to the entire dashboard.

Business Domains: Account-level view of the businesses that visit your site, the amount of unique visitors from those accounts, the total page views, and the total number of high engagement page views.

Business Domains			
Business Domain	Company Name	Unique Visitors	Page Views
bombora.com	Bombora, Inc.	84	2,513
vultrusercontent.com	The Constant Company, LLC	68	84
dnb.com	Dun & Bradstreet Corp	42	92
valleyfiber.ca	Valley Fiber Ltd.	39	40
boopy.vyz		35	35
mateip.com.au		34	36
salesforce.com	Salesforce	31	53
staddle.net		25	25
highroadcollection.com	High Road Motorsports Vancouver & Langley (BMW & Duc...	25	33
bytes.co.uk	Bytes Software Services Limited	23	76
camberley.com	EXPERIOR CORPORATION	21	28
huntercarers.org.au		20	20
federalmogul.com	Federal-Mogul Holdings Corp	18	45
csmingredients.com	CSM Ingredients	18	28
thomsonreuters.com	Thomson Reuters Corp	17	42
vodafone-bw.de		17	17
salesintel.io	SalesIntel.io	16	40
onqcommis.net	On Q Communications Pty, Ltd.	16	16
myrepublic.net	MyRepublic	16	17
westernib.com.au	Western Insurance Brokers	15	15

Audience Interests

Aggregates the interest data of your visitors filtered by site and demographic data.

Unique Visitors: Total number of unique visitors of your website that fit the filter parameters

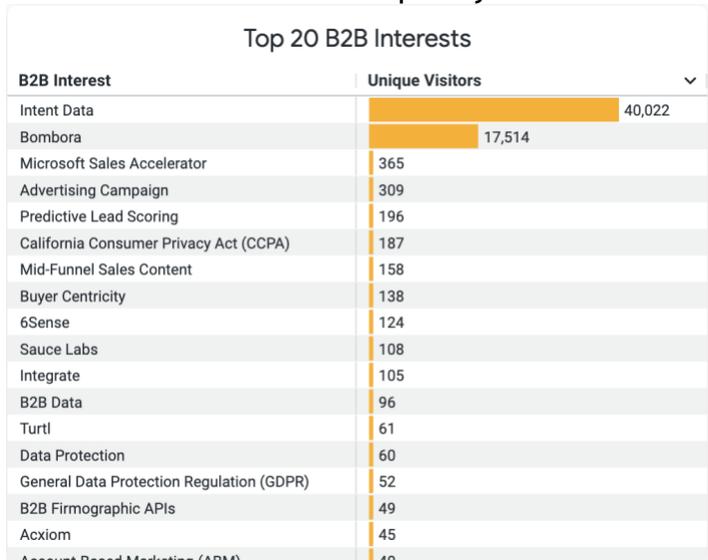
B2B Interest Themes: The top interest themes that visitors of your website have consumed across the web, by the total amount of unique visitors. Selecting an Intent Category on the chart will add a temporary filter to the dashboard.

B2B Interest Themes	
B2B Interest Theme	Unique Visitors ▼
Marketing	58,153
Company	1,326
Technology	1,116
Business	414
Legal	329
Human Resources	221
Finance	194
Energy/Construction/Manufacturing	146
Healthcare	86
Consumer Technology	40
Government	32
BioTech	22
Events & Conferences	17
Retail	8
Media	5

BB2B Interest Categories: The top interest categories that visitors of your website have consumed across the web, by the total amount of unique visitors. Selecting an Intent Category on the chart will add a temporary filter to the dashboard.

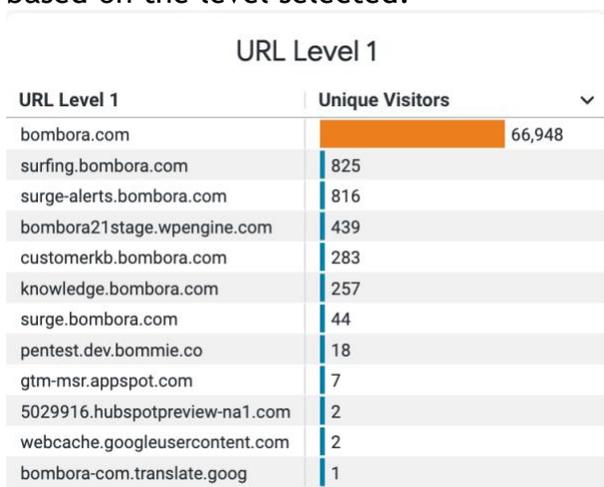
B2B Interest Categories	
B2B Interest Category	Unique Visitors
Ad Tech	57,411
Technology	443
Business Solutions	429
Business Services	353
Campaigns	314
Sales	264
Consumer	248
Media & Advertising	222
Data Management	222
CRM	186
Channels & Types	119
APIs & Services	79
Financial	77
Budgeting, Planning & Strategy	71
Security	71
HR	70
HR Tech	63

B2B Interests: The top interest topics that visitors of your website have consumed across the web, by the total amount of unique visitors. Selecting an Intent Category on the chart will add a temporary filter to the dashboard.



Website Domain: This chart shows the site domains associated with your company’s sites. It is sorted by the number of unique visitors. By selecting a Site Domain from the chart you will add a temporary filter to the dashboard. All charts will be filtered based on the Site Domain you select.

URL Levels: An aggregate view of the page structure of your website, 3 levels deep. It is sorted by the number of unique visitors per level. By selecting a URL from the chart you will add a temporary filter to the dashboard. All charts will be filtered based on the level selected.



Account Intelligence

Sorts the accounts visiting your website by intent topic(s).

Top Domains: This view provides the companies that visited your website, the number of unique employees of those companies, the total number of page views and high engagement page views, the total percentage of topics spiking from that company, the top intent topic, and the total number of research spikes from the topics selected. Right clicking on “% Topics Spiking” will drill through to the list of topics a company is showing intent for. The “Top Intent Topic” is based on the Average Company Surge ® Score.

Top Domains							
Company Name	Business Domain	Unique Visitors	Page Views	High Engagement Page Views	% Topics Spiking	Top Intent Topic	Research Spikes
Bombora, Inc.	bombora.com	84	2,513	258	14%	Mobile First Sites / Wireless Performance	884
The Constant Company, LLC	vultrusercontent.com	68	84	0	0%		0
Dun & Bradstreet Corp	dnb.com	42	92	12	50%	Flutter	3,168
Valley Fiber Ltd.	valleyfiber.ca	39	40	0	41%	Video Intelligence	2,724
	boopy.xyz	35	35	0	11%	Digital Versatile Disc (DVD)	678
	mateip.com.au	34	36	0	0%		0
Salesforce	salesforce.com	31	53	5	46%	Website Navigation	2,727
High Road Motorsports Vancouver & Langley (BMW & Ducati)	highroadcollection.com	25	33	0	6%	Model Performance	336
	staddle.net	25	25	0	24%	VirtualBox	1,265
Bytes Software Services Limited	bytes.co.uk	23	76	3	17%	Quickpage	1,014
EXPERIOR CORPORATION	camberley.com	21	28	0	47%	Meta Tags	2,662
	huntercarers.org.au	20	20	0	0%		0
Totals		11,958	33,116	2,185	94%	Network Congestion	7,411,530

Top Intent Topics: This topic-level view shows the total amount of businesses that have demonstrated intent on that topic as well as the total amount of research spikes from those businesses.

Top Intent Topics		
Topic Name	Businesses with Spiking Intent	Research Spikes
Artificial Intelligence	4,960	15,164
Hardware Innovation	4,512	12,151
Robots	4,475	11,230
Project Collaboration	4,213	11,338
Project Management Software	4,209	13,195
Machine Learning	4,184	11,080
Algorithmia	4,106	11,130
Cloud Integration	4,060	9,399
Deep Learning	4,044	9,700
Iterative.ai	4,020	8,266
Row-Based Cooling	3,966	6,026
Hybrid Vehicle	3,953	9,602
Multilingual Speech Recognition	3,914	9,680
Mobile / Wireless	3,911	9,495

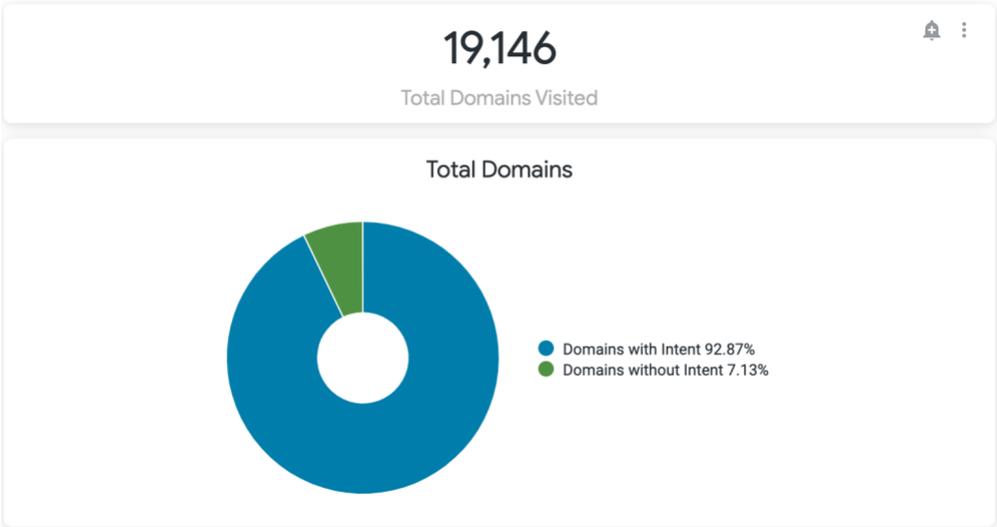
Top URLs: This chart provides the top pages of your website according to total view count. This chart will be filtered by standard and temporary filters on the dashboard.

Top URLs	
URL	Page Views
https://bombora.com/intent-data-guide-paid-social/	22,174
https://bombora.com/how-to-build-an-enterprise-marketing-strateg...	20,267
https://bombora.com/	10,845
https://bombora.com/privacy-philosophy/	8,143
https://bombora.com/upcoming-events/	2,617
https://bombora.com/deep-dives/how-bombora-uses-intent-data-t...	2,088
https://bombora.com/csa-signup-demo-page/	1,486
https://bombora.com/csa-signup/	1,336
https://bombora.com/careers/	1,246
https://bombora.com/our-data/	1,235
https://surge-alerts.bombora.com/	1,050
https://bombora.com/csa-signup-abm/	936
https://bombora.com/privacy-policy/	920
https://bombora.com/top-how-winning-marketers-use-intent-data	855

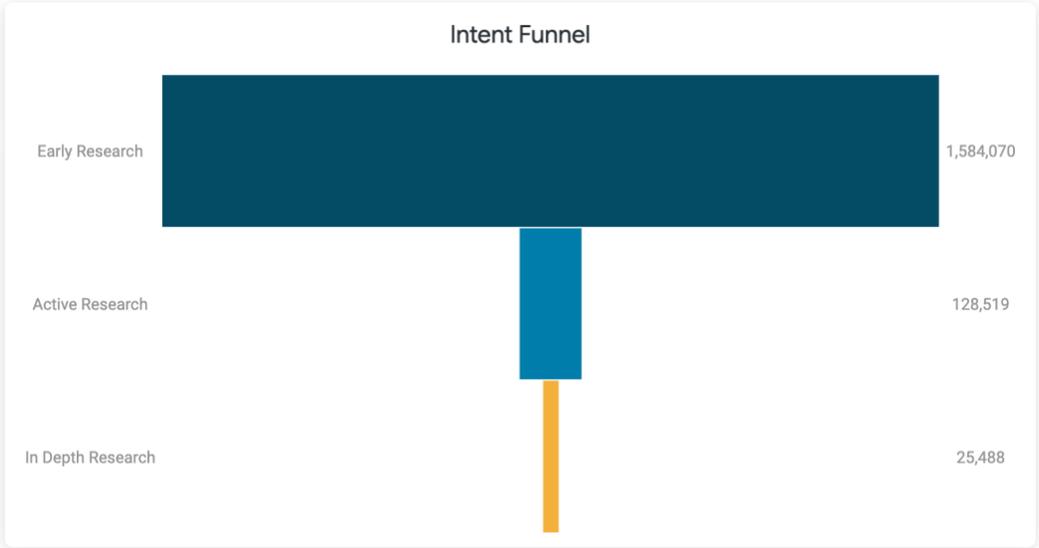
Audience Intent

Shows the proportion of your visitors and views that demonstrate intent, allowing you to compare the reach of your website visitors to Bombora’s Data Co-op.

Total Domains: Total number of unique companies that visit your website that fit the filter parameters. The pie chart identifies the percentage companies visited that show intent for any of the topics chosen.



Intent Funnel: This chart shows the total number of visiting businesses by which intent stage they are in for the topic chosen. Companies in the awareness stage (Early Research) are spiking in interest on 5% or less of topics. Companies in consideration (Active Research) are spiking in interest between 5% and 25% of topics. Companies in the buying stage (In-depth Research) are those that are spiking in intent on 25% or more topics. Selecting a funnel stage will filter the dashboard to only the domains in that funnel stage.



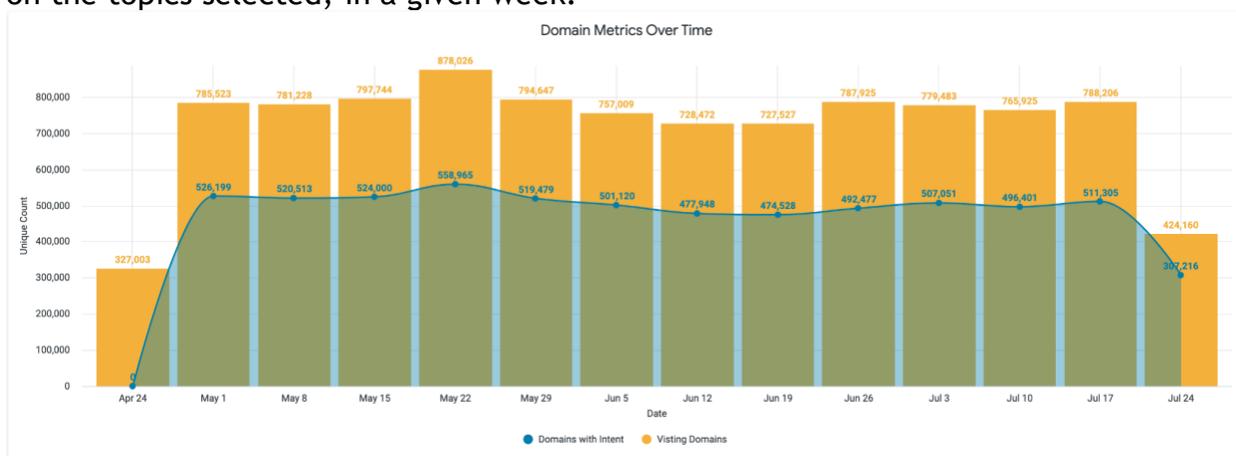
Topic Category Index: This tile identifies the market penetration rate of the companies that are spiking in a given topic category and have visited your website and compares that list to all of the other companies that are spiking in that topic category across the Bombora Co-op. The Intent Index identifies how likely a company spiking on a given topic category is to visit your website. An index greater than 100 means that a company spiking in a topic category is more likely to visit your website, relative to the baseline.

Topic Category Index				
Topic Category	Website Visitor Domains	Spiking Domains	Intent Index	Market Penetration
Other	1,293,656	1,556,068	126	83.1%
Business Solutions	1,010,059	1,171,570	131	86.2%
Hardware	873,957	1,003,746	132	87.1%
Software Engineering	856,775	982,501	132	87.2%
Gaming	827,268	946,686	133	87.4%
Security	818,374	928,593	134	88.1%
Translation & Language	734,039	812,819	137	90.3%
IT Management	627,909	691,903	138	90.8%
Emerging Tech	604,499	660,095	139	91.6%
Product Development &...	587,964	642,984	139	91.4%
Networking	548,000	605,188	137	90.6%
Servers	508,129	571,623	135	88.9%
Telecommunications	494,175	540,298	139	91.5%
Cloud	464,749	506,254	139	91.8%
Operating System	461,418	507,303	138	91.0%

Topic Index: This tile identifies the market penetration rate of the companies that are spiking on a given topic and have visited your website and compares that list to all of the other companies that are spiking on that topic across the Bombora Co-op. The Intent Index identifies how likely a company spiking on a given topic is to visit your website. An index greater than 100 means that a company spiking in a topic category is more likely to visit your website, relative to the baseline.

Topic Index				
Topic Name	Website Visitor Domains	Spiking Domains	Intent Index	Market Penetration
NASDAQ Streaming	737,679	833,459	134	88.5%
Babic Translation	521,341	561,152	141	92.9%
Chat Tool	447,892	481,077	141	93.1%
Trackers	444,424	476,701	142	93.2%
ConveyThis	434,146	469,103	140	92.5%
Game Makers	430,245	468,877	139	91.8%
AR Hardware	413,733	439,866	143	94.1%
Gaming Solutions	410,240	450,114	138	91.1%
Research and Develop...	406,076	434,951	142	93.4%
Cultivate	401,366	425,312	143	94.4%
Virtual Worlds	388,424	418,787	141	92.7%
Code Search	379,288	415,924	138	91.2%
Row-Based Cooling	372,381	398,700	142	93.4%
Satellite Imagery	365,666	388,051	143	94.2%
Iterative.ai	361,173	380,715	144	94.9%

Domain Metrics Over Time: Identifies the total number of unique domains that have visited compared to the unique amount of domains that have visited and are spiking on the topics selected, in a given week.



Top Business Domains: The top visiting companies by unique visitors. Page views, total research spikes, the funnel stage, and top intent topic are appended to the visiting company.

Top Business Domains						
Profile Domain	Company Name	Unique Visitors	Page Views	Research Spikes	Funnel Stage	Top Topic
ipxo.com	IPXO	42,158	144,022	5,434	In-Depth Research	Pivotal HAWQ
starbucks.com	Starbucks Corporation	28,507	54,928	5,392	In-Depth Research	Software-Defined Wide Area Networ...
eand.com	Etisalat	27,455	34,675	1,998	In-Depth Research	Robotic Sensing
microchip.com	Microchip Technology Incorporated	24,762	59,650	4,558	In-Depth Research	Electronic Data Transfer (EDT)
ubs.com	UBS Group AG	23,462	62,504	4,001	In-Depth Research	App Analytics Companies
fedex.com	FedEx Corporation	21,352	45,592	5,743	In-Depth Research	Identity as a Service (IDaaS)
target.com	Target Corporation	20,890	44,329	6,234	In-Depth Research	Web Service Management
acedatacenters.com	Ace Data Center, Inc.	20,235	76,310	4,614	In-Depth Research	CDMA
salesforce.com	Salesforce	19,402	47,544	4,547	In-Depth Research	Website Navigation
honeywell.com	Honeywell International Inc.	19,349	43,544	5,481	In-Depth Research	Network Infrastructure
zentechnologies.com	Zan Technologies Ltd	18,984	42,476	2,755	In-Depth Research	Amazon Simple Notification Service ...
pfizer.com	Pfizer Inc.	18,271	37,188	5,676	In-Depth Research	Electronically Stored Information (ESI)
allstate.com	The Allstate Corporation	18,202	39,165	6,019	In-Depth Research	Enterprise Systems Management
moen.com	Moen Incorporated	18,155	36,096	3,928	In-Depth Research	Operational Data Store (ODS)

Surf's up. Let's take off.

For more information, please contact us at +1 (646) 759 8900 or reach out to your Customer Success Manager.