Bombora Market Insights

User Guide
June 2023
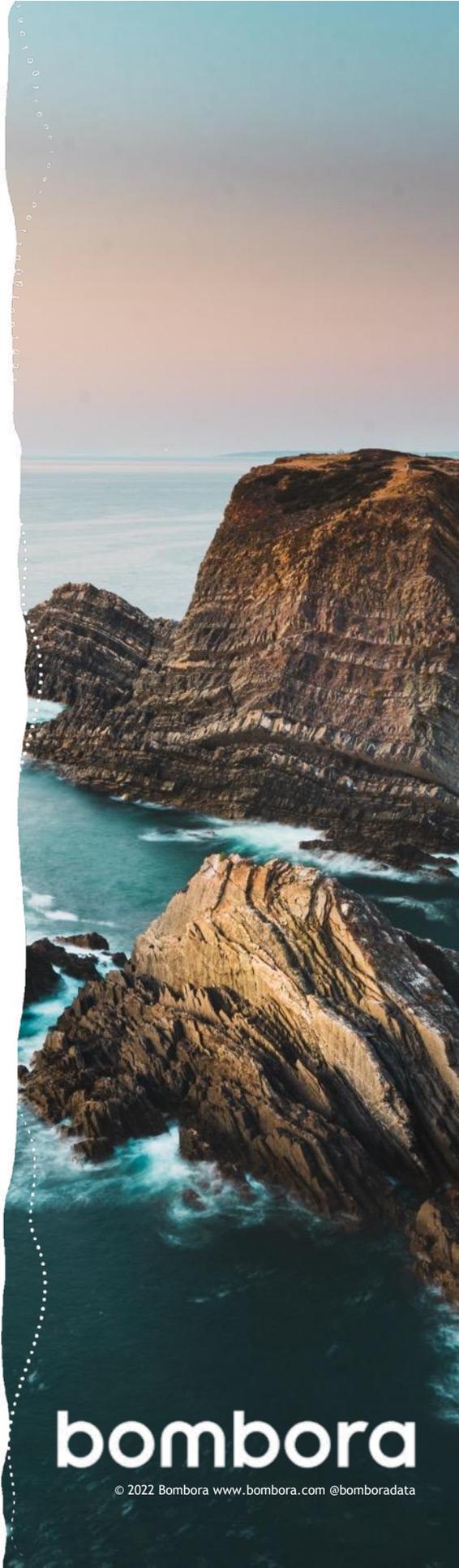
Contents

Introduction

What is Market Insights?

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.

Objective

The objective of this guide is to provide our Company Surge® users a comprehensive document for how to use Market Insights dashboards.

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.

- Build target account lists that align your sales and marketing teams
- Give your sales teams the insights they need to grow and manage their pipeline
- Build data driven campaigns and messaging that reflect the market
- Visualize trends in your Target Account Lists (TAL) against topic research and your own brand name, partners, or competitors

  ...and more

Market Insights dashboards include:

- **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

bombora

How to access Market Insights

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.
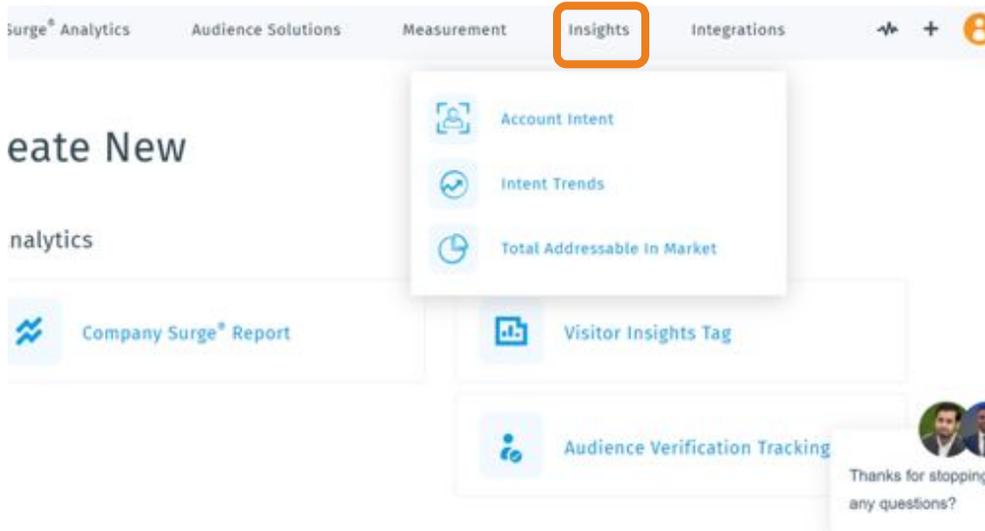
Using Filters in Market Insights

Use the filters at the top of the dashboard to set the parameters for the data you want to see visualized.

1. Set the date to view historical data from up to 18 months.

2. Add topics using a topic list or picking categories or themes. Select from one of Bombora's pre-built 'premium themes.' If you don't want to choose from one of Bombora's pre-built themes, you can hand select categories and topics from Bombora's 9,000+ topic taxonomy.

3. Choose your target market:

    ○ Choose your previously loaded Target Account List (see pages 7-10).

    ○ Or fill out Ideal Customer Profile. Set company size, industry, company revenue, and location just like a Company Surge® report.

    ○ Use the 'business domain' filter to add a list of businesses you want to track

4. Adjust the Company Surge® Score

5. Adjust the Topic Threshold to the minimum number of topics the Account must be spiking on

6. Refresh the dashboard by clicking 'update' to see the data displayed.

Date *

Last 90 Days

Taxonomy *	Theme 🔗	Category 🔗	Topic 🔗
Bombora ✕ ▼	is Technology	is any value	is any value

Target Account List   Business Domain

any value ▼   is any value

Ⓑ Score   Topics Spiking in Interest

Company Size   Industry   Company Revenue

is any value   is any value   is any value

Country Activity   Region Activity   Company Surge® Score

is any value   is any value   60 ●———————● 100

Topics Threshold

1 ▲

1

How to expand your view

Right click on the tile or metric you want to expand to see the drop-down options 'Explore' and 'Show All.'

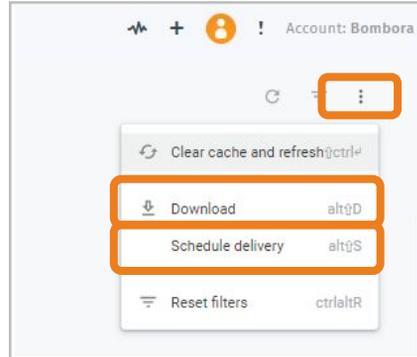Select 'Show All' to open the window that allows you to see more granular metrics

How to send a report

Click the three dots in the upper-right of the dashboard to download the report or schedule an email delivery.

Select your desired format (PDF or CSV) and layout, then click the 'download' button to obtain your report.
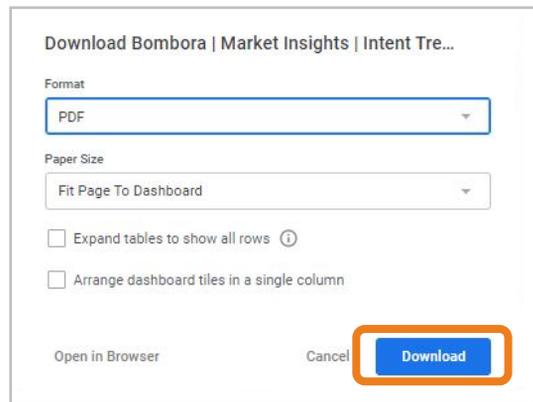
Email delivery has multiple scheduling options including frequency and time.

You can rename the scheduled message by clicking at the top of the window next to 'Schedule' and a text cursor will appear to allow you to make edits.
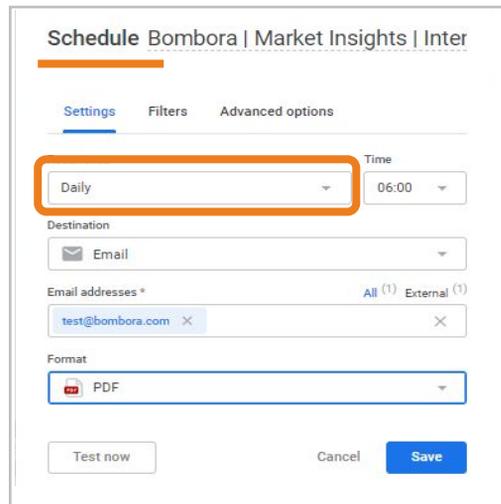
Choosing your target market

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 Market Insights, you will be able to find the saved list in the Target Account List filter.

Total Addressable In-Market dashboard

About the dashboard

Total Addressable In-Market is all about 'market sizing' — how many businesses are signaling intent on a list of topics and what kinds of businesses are signaling intent.

Total Addressable In-Market is the best place to start your journey with Market Insights because it is **primarily used for target account lists** perfect for Account-Based Marketing (ABM)

Build target account lists with your topics and ideal customers profiles (ICPs) in mind, excluding industries or domains that don't match your ICP.

Depending on how you plan to use your target account list, you can also **target businesses in the early, active, or in-depth research stage**.

Once you have identified the specific industries you want to target, you can **download your target account list and distribute it to marketing and sales**. It's an easy way to align your organization and ensure everyone uses the same accounts list

Total Addressable In-Market dashboard

About the visualizations: See what your audience is researching most
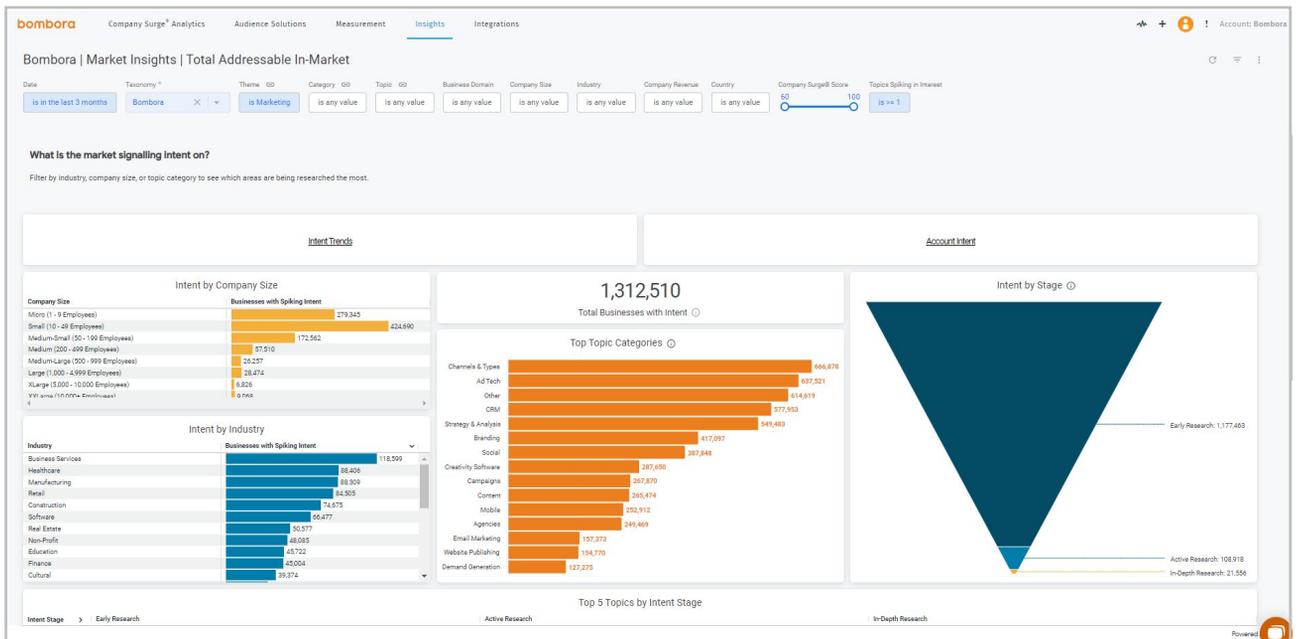
Total Addressable In-Market is all about 'market sizing' — how many businesses are signaling intent on a list of topics and what kinds of businesses are signaling intent.

1. Total **Intent by Company Size** is typically directly related to personas. Therefore, verify you are writing your messaging to reflect what topics are spiking for the accounts of a particular size. Click the bar for that size to have the dashboard reload with just that group of accounts in that size.

2. **Intent by Industry** allows you to further segment by industry (example – Manufacturing only). If you have multiple industries, verify you are prioritizing your messaging to reflect the industry with the most accounts. Click the bar to have the dashboard reload with just that group of accounts in that industry.

3. **Top Topic Category** shows the top 15 topic categories and the weekly average of businesses with research spikes. Selecting a category from this list will filter the entire dashboard.

Total Addressable In-Market dashboard

About the visualizations: See what your audience is researching most

4. **Intent by Stage** shows how ready the market is for your product or solution.
i.e., How long it will take in the sales cycle based on their stage in their research. This chart **segments the total number of accounts based on how many topics they were spiking on** during the timeframe you selected and based on all other filters you selected. Selecting a funnel stage will filter the dashboard to only the domains in that funnel stage.

5. Look at the **Index** to see what industries and company sizes are most interested in topics. The dashboard will **automatically create an index that determines what industries are most interested in your topics**. The Index is helpful if you sell into multiple industries and aren't sure where to allocate your resources or expand into new markets.

How to download a Target Account List
1. Right-click the tile labeled 'Total Businesses with Intent'
2. Click 'Show all'
3. Click 'Download' in the top right
4. Use this list for the 'Intent Trends' dashboard (next section)

Intent Trends dashboard

About the dashboard

This report is all about topics — what topics are most popular among certain kinds of businesses, and how does that change over time?

The Intent Trends dashboard is best used far marketing teams that want to:

- Increase engagement metrics
- Deliver more relevant content to their target accounts
- Warm up accounts for their sales team

Once you've built your Target Account List, you can add it to the Intent Trends dashboard to run a historical analysis to see what topics are most important to your target accounts. Use this data to influence campaigns, content creation, and messaging.

For example, marketing can use these insights to enroll target accounts in nurture programs or digital ad campaigns specific to their topic interests.
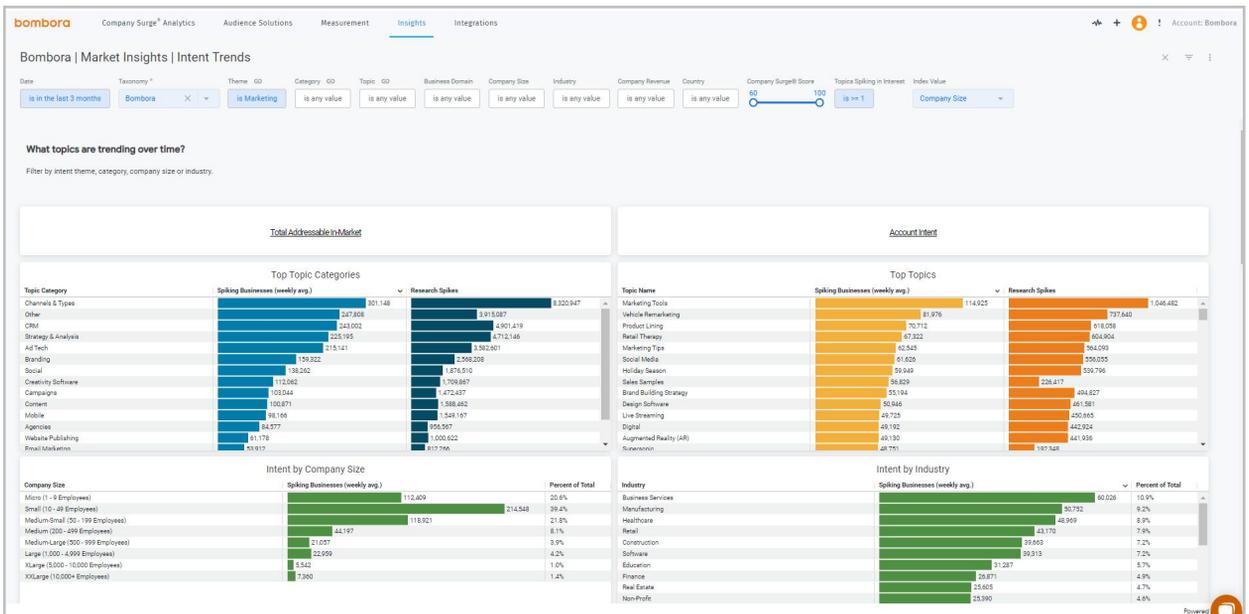
Intent Trends dashboard

About the visualizations: See trends in research activity

1. Add a list of domains to the business domain filter by clicking the '+' sign and clicking update. Add the Target Account List you created with the Total Addressable In-market dashboard or use a list of open opportunities, current customers, or closed lost accounts.

2. The lists in the bar charts at the top of the dashboard show the explicit topics you're tracking. For these industries and out of all your topics or the categories you chose, here are the 15 topics that were spiking in the last 3 months. Write your messaging with the combination of those topics in mind. Make sure your ads and content offers reflect these topics or the cluster of topics.

3. The graphs at the bottom of the dashboard compare the trend lines of those topics over time. Look for trends across multiple lines trending in the same way. This could reflect a cluster or group of topics that are always researched together - write your messaging to reflect that.

4. It is important to note that a 'top' topic might be on a downward trend, which is something you should consider and watch as the weeks progress.
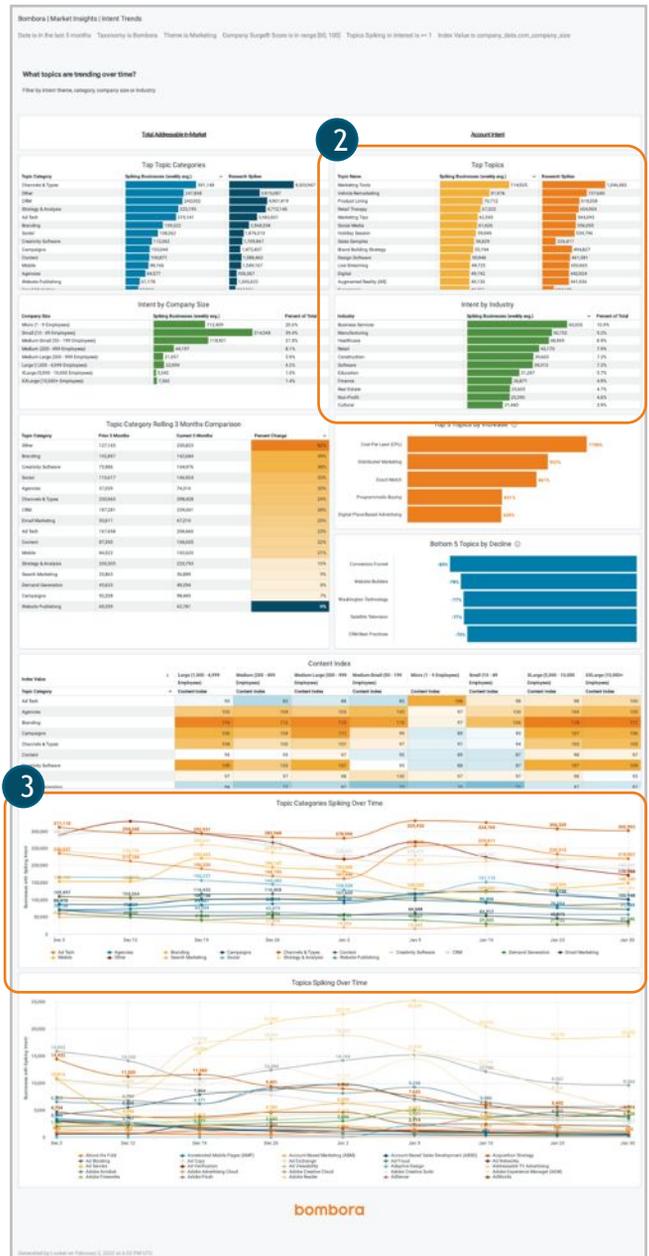
Account Intent dashboard

About the dashboard

Account Intent is built to help sales use cases — what are the key topics for an account list, which accounts to prioritize an account list, where specific accounts on their research journey?

Once you have built your target account lists and enrolled them in different marketing campaigns, sales can use the Account Intent dashboard to:

- Send accounts hyper-personalized content that is relevant to their topic interests
- Better understand where prospects are at in their buyer journey
- See if accounts are surging on competitors so they can find ways to differentiate

Reaching out at the right time with the right time content is critical for sales. The Account Intent dashboards give them the insights they need to grow and manage their pipeline.
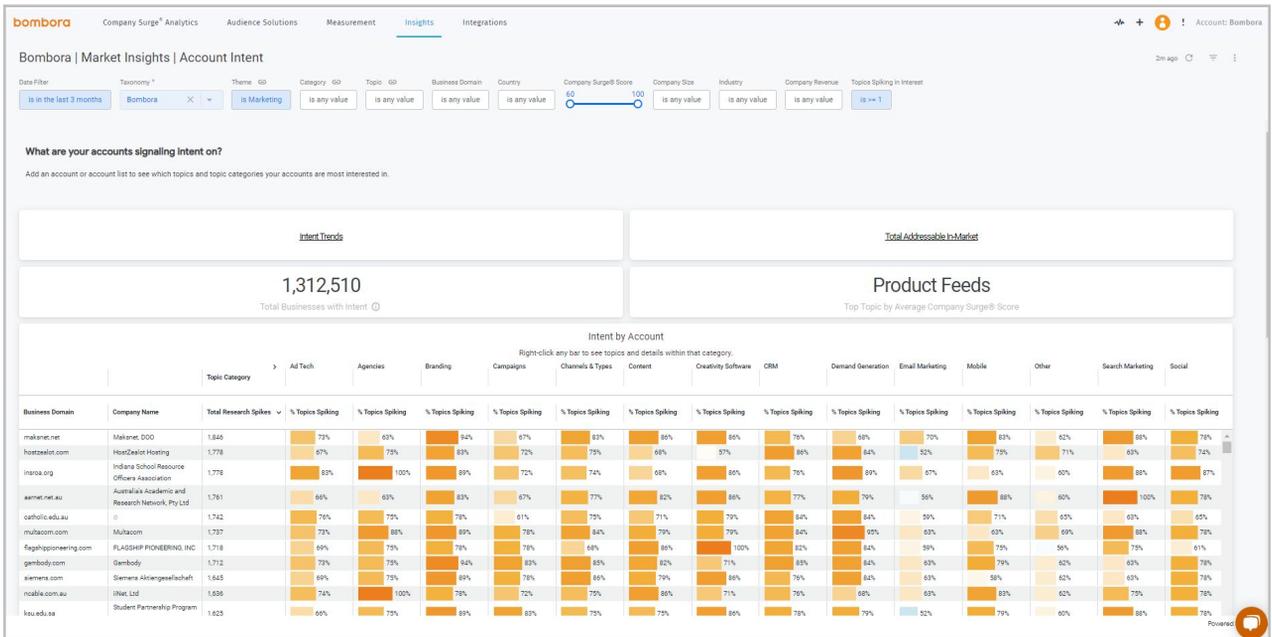
Account Intent dashboard

About the visualizations: Topics being researched by an account list

1. Add domains to the business domain filter by clicking the '+' sign and clicking 'update'

2. **Intent by Account** shows the percent of topics with intent by category by company name. Right click on a bar to see a list of the topics with intent, the maximum and average Company Surge® Scores, and the number of weeks that topic has been spiking for the business domain. The 'Total' column shows the percent of topics with intent out of all topics in the categories shown.

3. **Spiking Topics** shows a week over week comparison of the number of spiking topics by business domain. Only the first 50 business domains are shown.

4. **Top Topic Categories** shows the top topic categories by number of businesses with spiking intent.

5. **Top Topics** shows the top topics by number of businesses with spiking intent.
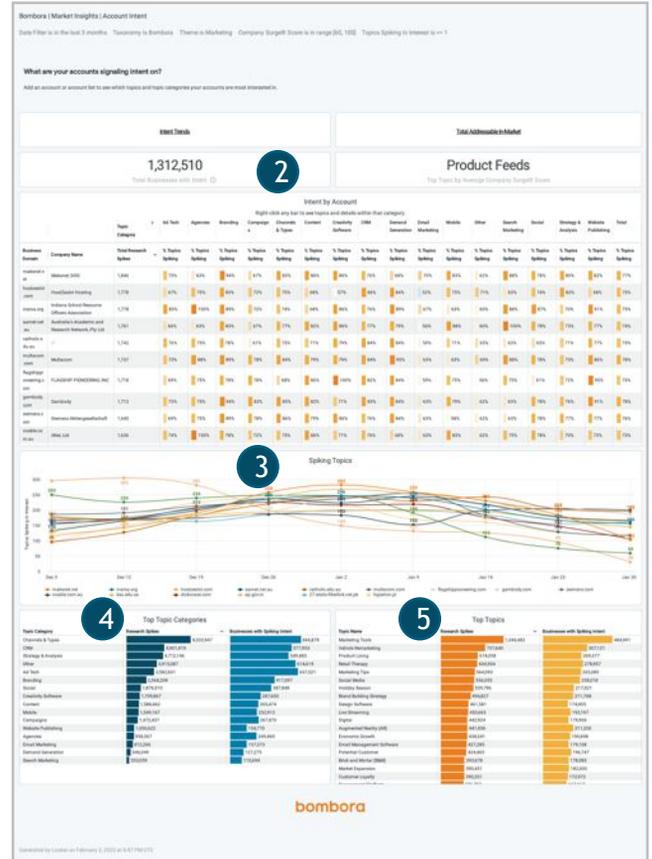
Frequently asked questions

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 here: https://bombora.com/topic-suggestions-form/.

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 our support team and they will be able to help get your list translated: https://bombora.com/domain-appends-form/.

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. 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).

Frequently asked questions (cont.)

What can I do with my Market Insights report?

There are many ways to get value out of your Market Insights reports across your marketing and sales initiatives. Here are a few ways that clients have used it to drive qualified demand down the funnel:
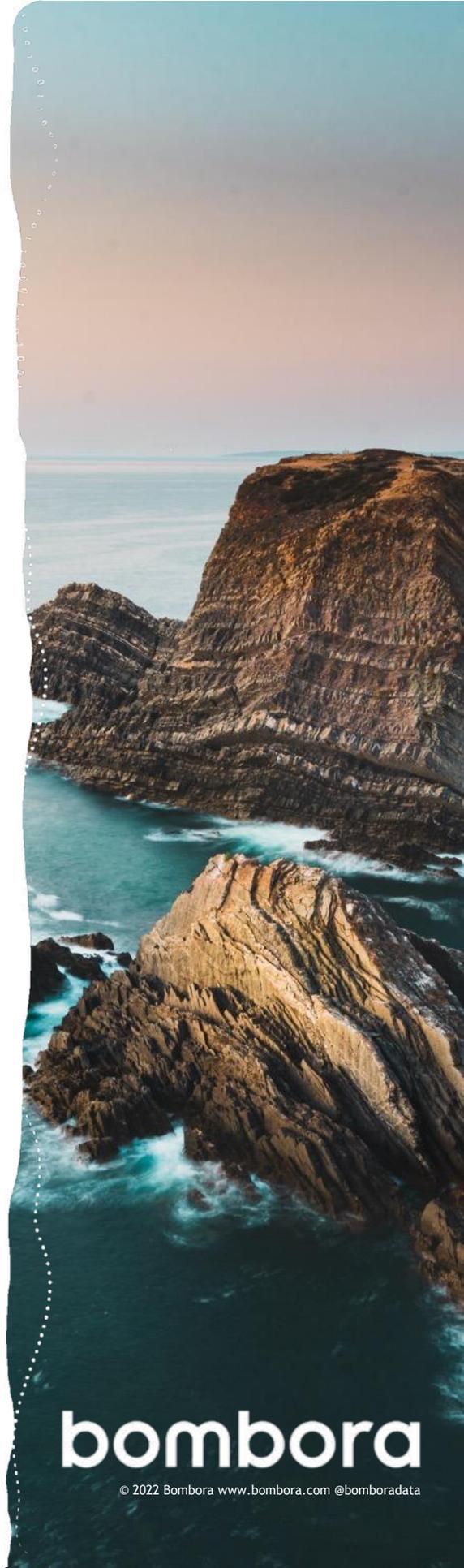
- **Account-Based Marketing (ABM)** - align sales and marketing resources to focus on a single account list, and use that list to create highly targeted sales plays and marketing campaigns across programmatic display, video, email, social, etc.

- **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

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 organization's overall consumption activity for a given topic.

Surf's up.
Let's take off.

For technical support or
questions, please contact us
at support@bombora.com.

bombora