

# Visitor Insights—Identity and Enrichment

With an evolving privacy landscape, your first-party data strategy is more important than ever. Visitor Insights - Identity & Enrichment is a privacy-compliant solution that identifies and enriches your website visitors with high-quality B2B data, providing your organization intelligence, analytics, and automated activation of your first-party website data.

## Discover your audience

Get deeper visibility into the company, demographic and firmographic attributes of the people visiting your website. Understand how they're engaging, what content they care about, and validate the impact of your marketing programs. Powered by the largest cooperative of B2B Intent data and proprietary IP to company match technology, Bombora's Visitor Insights provides the highest possible accuracy, scale, and in-depth business data available.

## Enrich with Visitor Insights

Armed with visitor intelligence, B2B marketers and publishers can:

- Identify which accounts visit your site
- Proactively feed sales and marketing with actively engaged accounts
- Incorporate site visitor intel into content, event and gtm strategies
- Leverage site analytics to measure targeted account outreach
- Classify your site content against a taxonomy

## Visitor Insights provides...

- **High-quality B2B resolution:** Bombora uses a composite approach to identify site visitors which extends beyond simple reverse IP lookup. This approach allows Bombora to weed out ISPs, bots and other false positives.
- **Depth of attributes:** Many providers can identify visitors at an account-level but Bombora can also enrich digital profiles with persona and B2B interest data at scale.
- **Data portability:** Deliver data to the tools and systems you current leverage and avoid the restrictions other platforms place.

“Bombora allows us to offer granular install interest-based targeting to our advertising partners, as well as next-generation post campaign analytics.”

Ann Marinovich,  
*Forbes Media, Vice President, Advertising Strategy*



**bombora**<sup>®</sup>

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## Insights delivered how you want

Whether you need data daily, weekly, or directly in your Google Analytics, Visitors Insights delivers. Visitor Insights is available through:

- Bombora's user interface
- Daily or weekly raw flat file
- Google Analytics

## Bombora's user interface

See how your Account-Based Marketing programs impact the digital reach of your target businesses and their engagement on your website. Access insights directly from the Bombora interface.

## Daily or weekly flat file

Need a daily or weekly dose of Visitor Insights? Bombora offers a comprehensive daily or weekly feed that provides the businesses, interactions, and intent of the visitors on your website. Files can be used for data science research or advanced analysis of your website audience.

## Google Analytics sync

Get real-time insights into the demographic, firmographic, and Intent data attributes of your visitors directly in your Google Analytics. Align website performance goals against Bombora's visitor data to get greater visibility into what programs are working and what's not.

For more information, [connect with an identity expert.](#)