

# Activate ABM on social with Audience Solutions

## Get depth and breadth through B2B targeting across social

Bombora is the leading provider of Intent data for B2B marketers and agencies. With Audience Solutions' paid social capabilities, you can power your ABM by targeting the most relevant B2B audiences across global social platforms. Get scale and diversity from your marketing campaigns by activating custom ABM and intent-based audiences across LinkedIn, Facebook, Instagram, Pinterest, Snapchat, and Twitter (through native and partnered solutions).



**7.1M**  
Businesses measured

**18B+**  
Monthly impressions  
on Bombora Data Co-op  
websites



**9,000+**  
Topics to gauge intent and  
tailor messaging

## Optimize your LinkedIn budget leveraging Company Surge®

Activate Bombora audiences directly in LinkedIn Campaign Manager to refine audience targeting and messaging. Focus your Sponsored Content and InMail on in-market businesses and use Company Surge® to tailor your messaging for specific topics of increasing interest. Through Always-On integration, your campaigns update weekly to ensure that only in-market businesses are being targeted at all times.

1 Define Company Surge® audiences using business characteristics and topic interest.

Topics (Select up to 10000)  
To be monitored for increased interest.

Search

Technology

Cloud

Bare-Metal Cloud

Big Data-as-a-Service (BDaaS)

Cloud Access Security Broker (CASB)

Cloud Applications

Cloud Architect

Cloud as a Service

2 Directly send the results to your LinkedIn Matched Audiences account assets.

LinkedIn  
Send the results of this report to your Matched Audience

LinkedIn User None

Ad Account Id None

ACCOUNT ASSETS

Insight Tag

Conversions

Matched Audiences

LinkedIn Audience Network

Asset History

3 Activate the Matched Audiences in your Sponsored Content and InMail campaigns.

<input type="checkbox"/>	Audience name ↕	Ownership	Status	Last audience count ↕
<input type="checkbox"/>	Bombora			
<input type="checkbox"/>	Bombora LinkedIn - ABM ⓘ	Owned	Audience: Archived Used in active campaigns: 0	35,000,000 members
<input type="checkbox"/>	Third-party: Bombora 85% match rate			

## Activate your ABM strategy at scale on Facebook and Instagram

Bombora has integrated directly into Facebook to help you reach highly targeted B2B custom audiences in the United States. Create custom audiences based on your ABM target account list or any of the below firmographic or demographic attributes, professional profile, and active intent topic selections.

### Interest and Company Surge®

- Target profiles at organizations with dramatically increased topic demand
- Select from 9,000+ topics
- Powered by the Data Co-op of 4,000+ websites

### Company Revenue\*

- <\$1M
- \$1M - \$9.99M
- \$10M - \$49.99M
- \$50M - \$99.99M
- \$100M - \$999.99B
- \$1B+

\*United States Dollars

### Company Size\*

- 1 - 20
- 21 - 100
- 101 - 500
- 500 - 1,000
- 1,000 - 5,000
- 5,001+

\*Number of employees

### Industry

- Advertising and Marketing
- Agriculture
- Apparel
- Automotive
- Business Services
- Construction and Engineering
- Consumer Services
- Education
- Energy and Utilities
- Financials and Banking
- Food and Beverages
- Government, Public Sector
- Healthcare
- Hospitality and Hotels
- Hospitals and Clinics
- IT
- Insurance
- Investment Banking
- Legal
- Manufacturing
- Media
- Media and Internet
- Mining
- Non-Profit
- Oil and Gas
- Pharmaceutical
- Real Estate
- Religious Services
- Residential Real Estate
- Retail and Shopping
- Software
- Sports and Recreation
- Telecommunications
- Transportation / Travel
- Waste Services
- Wholesalers

### Functional Area

- Admin
- Consultants
- Education
- Engineering
- Finance
- General Management
- Government
- Healthcare
- HR
- Law Enforcement
- Legal
- Marketing
- Military
- Operations
- Real Estate
- R&D
- Sales
- Science
- Supply Chain
- Technology
- And more!

### Other Attributes

- Seniority (i.e. Manager, VP, C Level)
- Software Installation
- NAICS or SIC Codes



Reach B2B prospects on Facebook with greater scale and efficiency for branding and awareness campaigns



Utilize ABM or Company Surge® audiences to optimize messaging and content for product consideration



Drive ROI and engagement among your ideal customer profile (ICP) using personalized advertising on Facebook

If you are interested, email your Account Executive or [AudienceDesk@bombora.com](mailto:AudienceDesk@bombora.com) to make a social activation request with the Audience Desk team. Expect them to get you to your targeted social audience right away!

**bombora**

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