

# Bombora Audience Segments

## The Business-to-Business (B2B) Intent data standard

### A co-operative approach to B2B data

B2B decision makers purchase decisions are influenced by a broad range of content sources across the B2B web. From downloading whitepapers, attending webinars, sharing articles, and registering for specialized information, B2B decision makers provide signals that indicate potential intent to take action.

Bombora captures these intent signals across the B2B web through a data co-operative. From the largest business media businesses on the planet to the most niche special interest destinations, cooperative members contribute privacy compliant, brand anonymous, visitor consumption data that can be used by Bombora's clients for ad targeting.

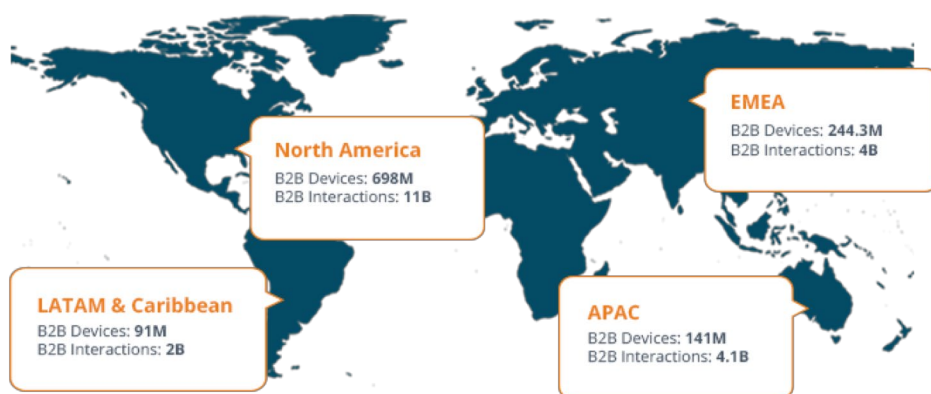
### Unparalleled scale of the B2B web

Bombora's B2B data Co-op is the largest of its kind, ensuring a valid historical baseline delivering scale exponentially greater than any one site:

- **7.1 million** companies content consumption monitored
- Across almost **four thousand** websites
- **21.7 billion** average monthly consumption events
- **450+** B2B audience segments

### Capturing business buying globally

Bombora collects intent signals from across the world. More than a third of our data is sourced outside of the United States.



For further information, please contact us at [AudienceDesk@bombora.com](mailto:AudienceDesk@bombora.com)

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## B2B Demographic & Firmographic

Bombora aggregates B2B demographic and firmographic data to provide segments such as revenue, company size, professional group, functional area, industry, and seniority to reach your B2B audience online.



### Professional Groups

- Business Professional
- Finance Professionals
- Fortune 500 Employees
- High Income Professionals
- Health Professionals
- Human Resources Professionals
- IT Professionals
- Marketing Professionals
- Small Business Professionals



### Industry

- Accounting
- Advertising/Marketing
- Agriculture
- Banking
- Business Services
- Construction
- Consumer Services
- Cultural
- Education
- Energy
- Finance
- Gaming
- Government
- Healthcare
- Hospitality
- Insurance
- Legal
- Manufacturing
- Media & Internet
- Non-Profit
- Real Estate
- Recreation
- Resource Extraction
- Retail
- Software
- Sports
- Telecommunication
- Transportation & Travel
- Utilities
- Wholesalers



### Functional Area

- Account Management
- Accounting
- Administration
- Advertising
- Branding
- Building & Grounds Maintenance
- Business Development
- Change Management
- Compliance
- Consultants
- Creative
- Dentist
- Engineering
- Education
- Government
- Health Professional
- HR Benefits
- HR Diversity
- HR Recruiting
- Information Technology
- Legal
- Marketing
- Medical/Health
- PR
- Product
- Recruiting
- Sales
- Software
- Surgeon
- Systems & Business Analysts
- Wealth Management
- Web Development



### Company Revenue

- <\$1M
- \$1M
- \$10M - \$50M
- \$50 - \$100M
- \$100M - \$200M
- \$200M - \$1B
- \$1B+



### Company Size

- 1 - 9
- 10 - 29
- 50 - 199
- 200 - 499
- 500 - 999
- 1,000 - 4,999
- 5,000 - 9,999
- 10,000+



### Seniority

- Board & Ownership
- Non-management
- C-Suite
- Management



### Decision Makers

- Finance
- Healthcare
- Human Resources
- Information Technology
- Marketing
- Small Business

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## B2B Interest Groups

Content consumption activity aggregated from the B2B web are bundled into **segments** called **B2B Interest Groups**. B2B Interest Groups help you reach engaged stakeholders in the content areas most relevant to your business.

<b>Business</b> <ul style="list-style-type: none"><li>Budgeting</li><li>Planning &amp; Strategy</li><li>Capital Procurement</li><li>Sales</li><li>Compliance &amp; Gov.</li></ul>	<b>Construction</b> <ul style="list-style-type: none"><li>Tools &amp; Electronics</li><li>Construction Management</li></ul>	<b>Marketing</b> <ul style="list-style-type: none"><li>Agencies &amp; Branding</li><li>Content</li><li>Creativity Software</li><li>CRM &amp; Marketing Automation</li><li>Demand Generation</li><li>Email Marketing</li><li>Online Advertising</li><li>Programmatic Advertising</li><li>Search Marketing</li><li>Social Networks</li><li>Strategy &amp; Analysis</li><li>Website Publishing</li></ul>	<b>Finance</b> <ul style="list-style-type: none"><li>Accounting</li><li>Corporate Finance</li><li>Finance IT</li><li>Personal Finance</li><li>Trading &amp; Investment</li></ul>	<b>Healthcare</b> <ul style="list-style-type: none"><li>Administration</li><li>Disease Control</li><li>Health Insurance</li><li>Health Tech</li><li>Medical Research</li><li>Patient Management</li></ul>
<b>Human Resources</b> <ul style="list-style-type: none"><li>Benefits</li><li>Diversity</li><li>Employee Services</li><li>Hiring &amp; Onboarding</li><li>Legal &amp; Regulatory</li><li>Payroll &amp; Compensation</li><li>Performance</li><li>Policy &amp; Culture</li><li>Recruitment</li><li>Training &amp; Development</li></ul>	<b>Energy</b> <ul style="list-style-type: none"><li>Emissions</li><li>Green Energy</li><li>Renewables</li></ul>		<b>Technology</b> <ul style="list-style-type: none"><li>Application &amp; Software Dev.</li><li>Business Analytics</li><li>Cloud Computing</li><li>Data Centers</li><li>Databases &amp; Storage</li><li>Graphics</li><li>Multimedia &amp; Web Design</li><li>Hardware</li><li>IT Administration</li><li>Mobility &amp; Wireless</li><li>Networking &amp; VOIP</li><li>Operating Systems</li><li>Productivity Software</li><li>Security</li><li>Servers</li><li>Smartphone &amp; Mobile</li><li>Virtualization</li></ul>	
	<b>Manufacturing</b> <ul style="list-style-type: none"><li>Materials</li><li>Plan Management</li><li>Supply Chain</li><li>Personal Protective Equipment</li></ul>			

## Install Data

Know what software, hardware and technologies your current and potential target audiences have installed and deployed. Install data can be used to upsell current customers or conquest competitive technologies.

<b>Cloud Service</b> <ul style="list-style-type: none"><li>Cloud Infrastructure Computing</li><li>Infrastructure As A Service</li><li>Platform As A Service</li></ul>	<b>Data Center Solutions</b> <ul style="list-style-type: none"><li>Data Archiving Back-Up &amp; Recovery</li><li>Database Management Software</li><li>Disaster Recovery</li><li>IT Infrastructure &amp; Ops Management</li><li>Security Information &amp; Event Management</li><li>System Analytics &amp; Monitoring</li><li>System Security Services</li></ul>	<b>Enterprise Content</b> <ul style="list-style-type: none"><li>Case Management</li><li>Enterprise Content Management</li><li>Information Technology Management</li><li>Product Lifecycle Management</li></ul>	<b>Hardware (Basic)</b> <ul style="list-style-type: none"><li>Mainframe Computers</li><li>Server Technologies (Hardware)</li></ul>
<b>Software (Basic)</b> <ul style="list-style-type: none"><li>Server Technologies (Software)</li><li>Hardware</li><li>Mobility &amp; Wireless</li><li>Networking &amp; VOIP</li><li>Operating Systems</li><li>Productivity Software</li></ul>		<b>Networking Computing</b> <ul style="list-style-type: none"><li>Middleware Software</li><li>Network Management (Hardware)</li><li>Network Management (Software)</li></ul>	<b>Marketing Performance Management</b> <ul style="list-style-type: none"><li>Business Intelligence</li><li>Marketing Performance Measurement</li></ul>
<b>Productivity Solutions</b> <ul style="list-style-type: none"><li>Collaboration</li><li>Productivity Solutions</li></ul>	<b>Customer Relationship Management</b> <ul style="list-style-type: none"><li>Contact Center Management</li><li>Customer Relationship Management</li><li>Help Desk Management</li></ul>	<b>Web-Oriented Architecture</b> <ul style="list-style-type: none"><li>Hypervisor</li><li>Virtualization: Platform Management Remote Computer/ Server Solutions</li><li>Virtualization: Application &amp; Desktop Web &amp; Portal Technology Web Content Management Systems</li></ul>	<b>IT Governance</b> <ul style="list-style-type: none"><li>Application Development &amp; Management</li><li>Software Configuration Management</li></ul>
<b>Communication Tech.</b> <ul style="list-style-type: none"><li>Mobile Enterprise Management</li><li>Telephony</li></ul>	<b>Enterprise Applications</b> <ul style="list-style-type: none"><li>Business Process Management</li><li>Commerce</li><li>Enterprise Business Solutions</li><li>Enterprise Performance Management</li><li>Enterprise Resource Planning</li><li>HR Management Systems/ Human Capital Management</li></ul>		<b>Vertical Markets</b> <ul style="list-style-type: none"><li>Construction</li><li>Manufacturing/Engineering</li></ul>

## B2B Manufacturing Firmographics

Bombora provides company-level manufacturing data that represents businesses of all sizes in the industry. Through our manufacturing segments, you can reach an influential audience of professionals working in the various segments of the U.S. manufacturing and industrial sector.



### Manufacturing

- Adhesives, Tapes & Sealants
- Aerospace & Aircraft
- Animal & Veterinary
- Apparel
- Arts & Crafts
- Baby Care Products
- Banking
- Cellular Phones Products
- Computer Supplies
- Cosmetic Manufacturing
- Electrical & Electronic Components
- Flags
- Furniture & Accessories
- Jewelry
- Manufacturing Equipment
- Marine Products
- Messaging Boards
- Military Equipment
- Musical Instruments
- Oil & Gas Exploration Equipment & Accessories
- Painting Supplies
- Pet Accessories
- Photography
- Promotional
- Textiles
- Traffic Control
- Vending Machines

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