

# Audience Solutions integration for The Trade Desk

## Fastest, most scalable solution.

Agencies and advertisers can now access Company Surge® and Account-Based Marketing (ABM) audiences on The Trade Desk faster, easier, and in a scalable fashion.

Through a direct connection between The Trade Desk (TTD) and Bombora's Audience Solutions, advertisers can reach targeted audiences globally across programmatic display, video, audio and connected TV (CTV).

This first and only integration between TTD and a Business-to-Business (B2B) data provider supports an incredibly fast 48-hour delivery of any audience created globally.

## Reduce waste with always-on Intent-driven programs

Make every impression count. Only 15% of your target businesses are in active research mode for your products or services. Why not focus advertising effort on those most interested?

Company Surge® identifies businesses with greater intent, automatically refreshing and delivering that audience to TTD weekly. Choose from over 18,000+ topics related to B2B products and services, and create clusters of like-minded topics to focus your advertising.

## Deliver relevant and timely messages

Use Company Surge® audiences to generate greater engagement and results by delivering relevant content to those most interested in your product or services. Or create multiple Company Surge® audiences corresponding to product offerings to deliver the right content to the right businesses.

## Activate audiences across high-impact CTV placements

Connected TV (CTV) advertising has grown substantially within the last few years. Activate Bombora audiences across your CTV programs to combine a highly targeted B2B audience with TTD's impactful CTV inventory.

For more information, please contact [sales@bombora.com](mailto:sales@bombora.com)



Activate B2B audiences across impactful advertising channels:

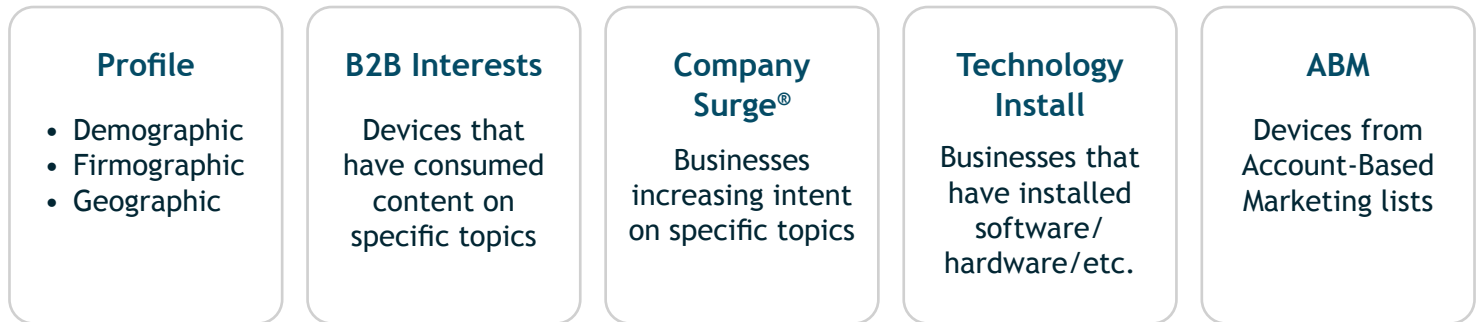
- 18,000+ topics related to B2B products and services
- Reach custom Company Surge® and ABM audiences
- Deliver customized and relevant messages to your audiences with Company Surge®
- Access high impact channels including Connected TV

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# Audiences available on The Trade Desk

Select from five unique datasets to reach the right B2B audiences for your campaign



## Profile segments including:

- Company Revenue
- Company Size
- Decision Makers
- Functional Area
- Industry
- Professional Groups
- Seniority

## Technology install data segments including:

- Cloud Service
- Communication Tech.
- Customer Relationship Management
- Data Center Solutions
- Enterprise Content
- Enterprise Applications
- Hardware (Basic)
- IT Governance
- Marketing Performance Management
- Networking Computing
- Productivity Solutions
- Software (Basic)
- Vertical Markets
- Web-Oriented Architecture

## B2B Interests and Company Surge® segments across:

BioTech, Business, Company, Consumer Technology, Energy/Construction/Manufacturing, Events and Conferences, Finance, Government, Healthcare, Human Resources, Legal, Marketing, Media, Retail and Technology.

For more information, please contact [sales@bombora.com](mailto:sales@bombora.com).

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