

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.

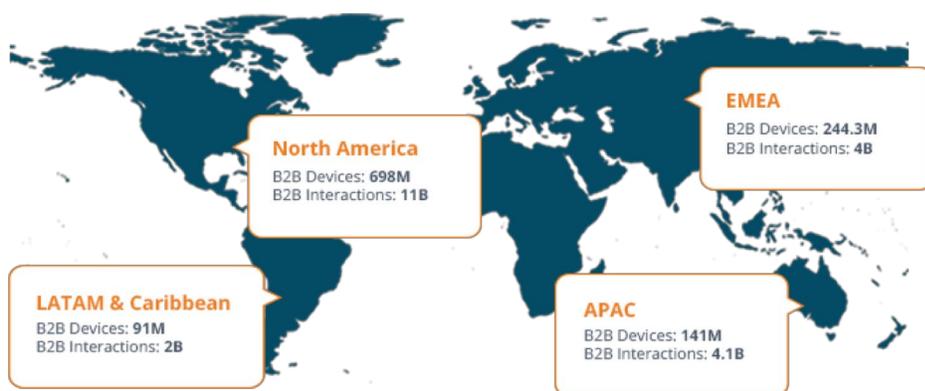
Unparalleled scale of the B2B web

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

bombora

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

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.

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

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.

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

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

For further information, please contact us at AudienceDesk@bombora.com

bombora