Bombora Audience Segments

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

A cooperative 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 cooperative. From the largest 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.
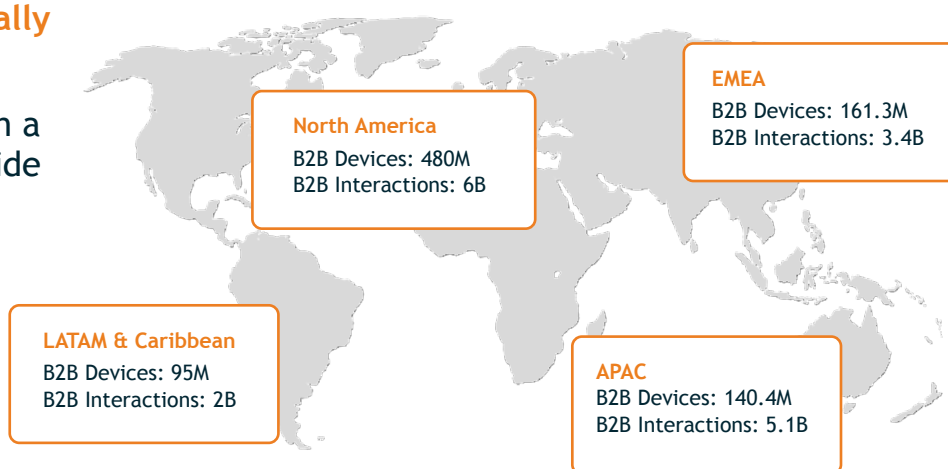
Unparalleled scale of the B2B web

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:

- **16 billion** content consumption events monitored
- Across **5,000 sites** in the Data Co-op
- **4 million** unique domains in our data set
- **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.

EMEA
B2B Devices: 161.3M
B2B Interactions: 3.4B

North America
B2B Devices: 480M
B2B Interactions: 6B

LATAM & Caribbean
B2B Devices: 95M
B2B Interactions: 2B

APAC
B2B Devices: 140.4M
B2B Interactions: 5.1B

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B2B Demographic and 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
- Business Travelers
- Finance Professionals
- Fortune 500 Employees
- High Income Professionals
- Health Professionals
- Human Resources Professionals
- IT Professionals
- Marketing Professionals
- Small Business Professionals

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+

Industry

- Accounting
- Adv/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
- Telecomm
- 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

Seniority

- Board & Ownership
- Non-management
- C-Suite
- Management
- Director
- Vice President

Decision Makers

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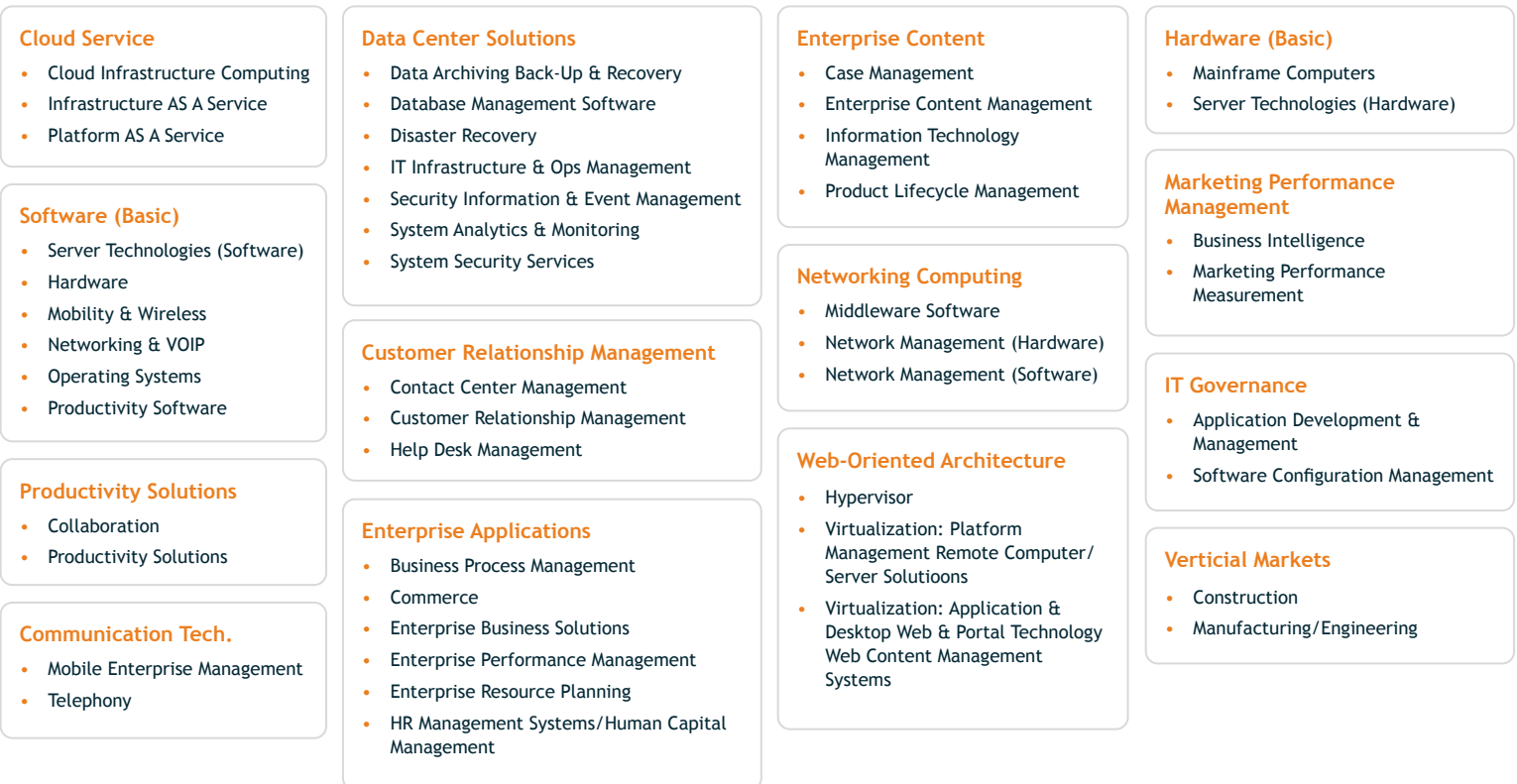- Small Business
- Human Resources
- Information Technology

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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.

Business
- Budgeting
- Planning & Strategy
- Capital Procurement
- Sales
- Compliance & Gov.

Human Resources
- Benefits
- Diversity
- Employee Services
- Hiring & Onboarding
- Legal & Regulatory
- Payroll & Compensation
- Performance
- Policy & Culture
- Recruitment
- Training & Development

Construction
- Tool and Electronics
- Construction Management

Energy
- Emissions
- Green Energy
- Renewables

Manufacturing
- Materials
- Plan Management
- Supply Chain
- Personal Protective Equipment

Marketing
- Agencies & Branding
- Content
- Creativity Software
- CRM & Marketing Automation
- Demand Gen
- Email Marketing
- Online Advertising
- Programmatic Adv
- Search Marketing
- Social Networks
- Strategy & Analysis
- Website Publishing

Finance
- Accounting
- Corporate Finance
- Finance IT
- Personal Finance
- Trading & Investment

Technology
- 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

Healthcare
- Administration
- Disease Control
- Health Insurance
- Health Tech
- Medical Research
- Patient Management

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
- Cloud Infrastructure Computing
- Infrastructure AS A Service
- Platform AS A Service

Software (Basic)
- Server Technologies (Software)
- Hardware
- Mobility & Wireless
- Networking & VOIP
- Operating Systems
- Productivity Software

Productivity Solutions
- Collaboration
- Productivity Solutions

Communication Tech.
- Mobile Enterprise Management
- Telephony

Data Center Solutions
- Data Archiving Back-Up & Recovery
- Database Management Software
- Disaster Recovery
- IT Infrastructure & Ops Management
- Security Information & Event Management
- System Analytics & Monitoring
- System Security Services

Customer Relationship Management
- Contact Center Management
- Customer Relationship Management
- Help Desk Management

Enterprise Applications
- Business Process Management
- Commerce
- Enterprise Business Solutions
- Enterprise Performance Management
- Enterprise Resource Planning
- HR Management Systems/Human Capital Management

Enterprise Content
- Case Management
- Enterprise Content Management
- Information Technology Management
- Product Lifecycle Management

Networking Computing
- Middleware Software
- Network Management (Hardware)
- Network Management (Software)

Web-Oriented Architecture
- Hypervisor
- Virtualization: Platform Management Remote Computer/ Server Solutioons
- Virtualization: Application & Desktop Web & Portal Technology Web Content Management Systems

Hardware (Basic)
- Mainframe Computers
- Server Technologies (Hardware)

Marketing Performance Management
- Business Intelligence
- Marketing Performance Measurement

IT Governance
- Application Development & Management
- Software Configuration Management

Vertical Markets
- Construction
- Manufacturing/Engineering

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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 more information, please contact us at AudienceDesk@bombora.com.