

# Visitor Insights

## A feature of Bombora Measurement

### Unlock hidden insights

Transform your anonymous website visitor data into insights that drive your marketing strategies and help your sales team turn visits into sales pipeline.

### Discover your audience

Get deeper visibility into the company, demographic and firmographic attributes of the people visiting your website. Understand how they're engaging, what content they care about, and validate the impact of your marketing programs.

Powered by the largest cooperative of B2B Intent data and proprietary IP to company match technology, Bombora's Visitor Insights provides the highest possible accuracy, scale, and in-depth business data available.

### Activate Visitor Insights

Armed with visitor intelligence, B2B marketers and publishers can:

- Optimize and personalize website content based on engagement and firmographic attributes
- Capture warm leads for sales by identifying people and companies even if they do not fill out a contact form
- Understand the impact of your Account-Based Marketing initiatives on driving website visitors and sales opportunities

### Insights delivered how you want

Whether you need data daily, weekly, or directly in your Google Analytics, Visitor Insights delivers. Visitor Insights is available through:

- Bombora's user interface
- Daily or weekly raw flat file
- Google Analytics

For further information, please contact us via [bombora.com/contact](http://bombora.com/contact) or at +1 (646) 759 8900.

*"Bombora allows us to offer granular install interest-based targeting to our advertising partners, as well as next-generation post campaign analytics."*



Ann Marinovich

Forbes Media, Vice President,  
Advertising Strategy

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## **Bombora's User Interface**

See how your Account-Based Marketing programs impact the digital reach of your target companies and their engagement on your website. Access insights directly from the Bombora interface.

## **Daily or weekly flat file**

Need a daily or weekly dose of Visitor Insights? Bombora offers a comprehensive daily or weekly feed that provides the companies, interactions, and intent of the visitors on your website. Files can be used for data science research or advanced analysis of your website audience.

## **Google Analytics sync**

Get real-time insights into the demographic, firmographic, and Intent data attributes of your visitors directly in your Google Analytics. Align website performance goals against Bombora's visitor data to get greater visibility into what programs are working and what's not.

The Bombora logo is displayed in a white, lowercase, sans-serif font. It is positioned in the bottom right corner of the page, overlaid on a vertical strip of a sunset photograph showing a blue sky transitioning to orange and pink over a body of water with dark rocks in the foreground.

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