

Digital Audience Targeting for Facebook

Activate B2B digital audiences for Facebook

Bombora has integrated directly into Facebook to help you reach highly targeted B2B custom audiences in the United States. Create custom audiences based on your ABM target account list or any of the below firmographic or demographic attributes, professional profile, and active intent. With Bombora, you can:

- Reach B2B prospects on Facebook with greater scale and efficiency for branding and awareness
- Utilize ABM or Company Surge® audiences to optimize messaging and content for product consideration
- Drive greater engagement among your ideal customer profile (ICP) using personalized advertising on Facebook

Custom audiences for Facebook

Bombora enables the creation of custom audiences for Facebook in two ways:



Use **Account-Based Marketing (ABM)** or a **Company Surge®** list of businesses demonstrating active intent on topics of interest. Layer additional firm-level and persona-level attributes from below if desired.



Select firm-level and persona-level attributes from our expansive list of options below to build a custom audience.



Interest and Company Surge®

- Target profiles at organizations with dramatically increased topic demand
- Select from 9,000+ topics
- Powered by the Data Co-op of 4,000+ websites



Company Size

- 1 - 20
- 21 - 100
- 101 - 500
- 501 - 1,000
- 1,001 - 5,000
- 5,001+



Company Revenue

- <\$1M
- \$1M - \$9.9M
- \$10M - \$49.9M
- \$50M - \$99.9M
- \$100M - \$999.9M
- \$1B+



Industry

- Advertising and Marketing
- Agriculture
- Apparel
- Automotive
- Business Services
- Construction and Engineering
- Consumer Services
- Education
- Energy and Utilities
- Financials and Banking
- Food and Beverages
- Government, Public Sector
- Healthcare
- Hospitality and Hotels
- Hospitals and Clinics
- IT
- Insurance
- Investment Banking
- Legal
- Manufacturing
- Media
- Media and Internet
- Mining
- Non-Profit
- Oil and Gas
- Pharmaceutical
- Real Estate
- Religious Services
- Residential Real Estate
- Retail and Shopping
- Software
- Sports and Recreation
- Telecommunications
- Transportation / Travel
- Waste Services
- Wholesalers



Job Function

- Admin
- Consultants
- Education
- Engineering
- Finance
- General
- Management
- Government
- Healthcare
- HR
- Law Enforcement
- Legal
- Marketing
- Operations
- R&D
- Sales
- Science
- Technology



Other Attributes

- Job title
- Seniority
- Company keywords
- Geography
- NAICS and SIC codes
- Software installation

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