

Visitor Insights

Get to know your audience

Turn your anonymous website visitor data into insights that drive your marketing and content strategies. Powered by the largest data co-op monitoring the research activities of over two million B2B companies, Visitor Insights provides visibility into the companies visiting your website and measures their engagement levels using a proprietary scoring algorithm.

Visitor Insights help you to:

- Identify the companies engaging with your website to learn who you're reaching and who you're not with your marketing and content programs.
- Capture warm leads for sales by knowing which companies are visiting your website even if they don't fill out a contact form.
- Align marketing with sales by focusing and measuring impact on target accounts.

How does Visitor Insights work?

Bombora matches the IP addresses of the companies that visit your website with our robust database of B2B companies observed from our data co-op or enriched by third-party partners. Insights into the companies and their engagement levels are available through the Bombora interface.

Start getting Visitor Insights

- Create a tag using our interface and place it on your website. The tag will track all traffic coming to your website.
- Add up to four individual pages to track using the same tag.
- Begin getting Visitor Insights within 24 hours.

For further information please contact us via bombora.com/contact or on +1 (646) 759 8900.

Some factors that are used for company-level engagement scoring include:



Dwell time

A measure of the time spent actively viewing a page or on the website.



Scroll depth

The distance that a website visitor scrolls down the page in relation to the length of the page.



Scroll speed

The velocity at which a website visitor scrolls down the page.



Time between scrolls

The length of time between scrolls.

Currently in BETA, please reach out to your Bombora account contact for more information.

bombora

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